

# ArtisTree

MAKING A NAME FOR ITSELF IN LANDSCAPE MAINTENANCE AND DESIGN.



ArtisTree creates beautiful landscapes in private residences, top left and above, and in multimillion-dollar model homes, bottom left.

When Joseph Gonzalez purchased the full-service horticultural services company ArtisTree in 1990, he chose a name that demonstrates its artistic approach to landscape maintenance and design.

ArtisTree specializes in serving maintenance-free communities in Sarasota, Manatee and Charlotte counties with full-service lawn and landscape care and design services. Among its prestigious clients are University Park, The Oaks Preserve, The Sanctuary on Longboat Key, Venice Golf and Country Club, and Riverwood.

Gonzalez is most proud of the company's superior service. "If you look at our properties, the distinguishing factor is quality," he says. "As a result, all our growth has taken place based on word of mouth."

One reason is that the company makes a point of providing personal attention. "The contract may have a general specification, like mowing or pruning, but we try to personalize it to the maximum we're capable of doing," says Gonzalez. Maintenance crews are happy

to work with homeowners who have individual requests, such as a desire to maintain a tree to a certain height or to retain a view.

ArtisTree can do so because it provides virtually all services in-house, including pest control, irrigation, pruning, mowing, fertilizing and tree maintenance. Another division of the company designs and installs exterior landscapes and lighting for entrances, walkways and drives.

ArtisTree also prides itself on providing a quick response, often within 24 hours. And, in real emergencies, such as a hurricane or storm damage, clients can call special numbers for immediate attention, 24 hours a day, seven days a week.

"My career has always been in high-end products," says Gonzalez, "so I had an appreciation for service. The last thing we want to be is a copycat company. We consider ourselves to be a very individualized and customer service-oriented business. A unique name and a focus on service are what ArtisTree is all about."

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299 S. Havana Road ■ Venice, FL 34292 ■ (941) 488-8897  
www.artistree.com