

*Lifestyle:*  
Sarasota

## A Beautiful Investment

### ArtisTree Landscape Maintenance & Design

A good first impression can make a world of difference. And a home set amid an eye-pleasing, well-maintained panorama not only creates a good first impression but is a daily pleasure for residents and neighbors.

"Landscaping is the best investment anyone can make to enhance the value of a property," says Joe Gonzalez, CEO of ArtisTree Landscape Maintenance & Design. "Sophisticated landscaping and professional upkeep significantly increase quality of life and add an average of 20 percent to a home's selling price." Gonzalez and the ArtisTree staff understand the importance of beautiful landscapes and offer nothing but the best in professional care and innovative design in southwest Florida.



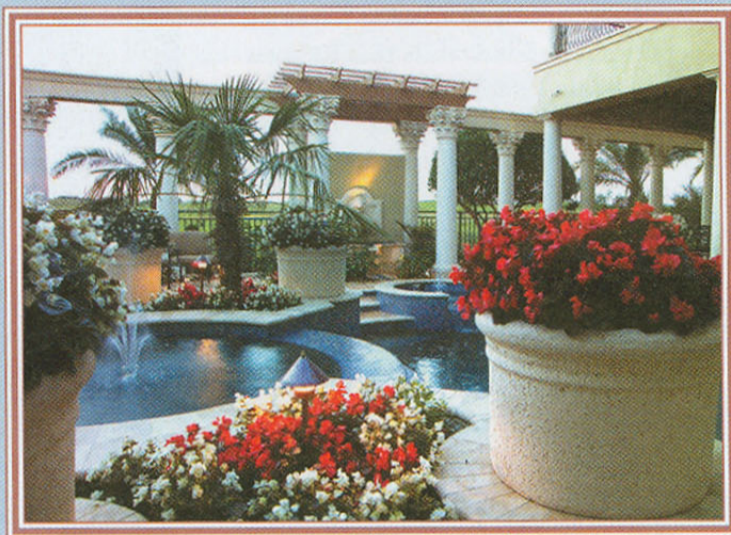
With a passion for blending trees, flowers and greenery into harmonious vistas, ArtisTree's designers envision breathtaking yards and gardens that can turn an ordinary lot into a personal paradise. The entire staff shares a keen appreciation for artful planning and meticulous craftsmanship, and they strive to create timelessly elegant landscapes.

  
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For more information,  
visit [www.ArtisTree.com](http://www.ArtisTree.com)  
or call 941-488-8897.

Shortly after purchasing a small, Venice-based mowing company in 1990, Gonzalez noticed the lack of professional-quality landscape maintenance in the area. He made it his company's mission to pursue excellence at a fair price. Renaming the company ArtisTree to express creativity and dedication, Gonzalez quickly set about developing a reputation for responsiveness, customer service and skill. Today, Gonzalez and his staff of more than 200 professionals design, install and maintain landscapes and outdoor lighting for communities and homes throughout the Tri-County area. ArtisTree is now a multimillion-dollar company that enhances many of the area's most admired high-end properties.

"ArtisTree is a full-service company, and each community is assigned an expert account executive to manage our relationship with clients in that community," Gonzalez says. "Account executives answer questions, offer advice and discuss options with their clients. Their expertise in the green industry helps them stay one step ahead of issues that may affect the health of landscaping in a community. They are available to respond to inquiries and problems within 24 hours."



With designers on staff and a state-of-the-art design center, ArtisTree offers comprehensive landscape and lighting design services with a personal touch. Clients choose what they want from a palette of options, and each design is customized to accommodate individual tastes, budgets and lifestyles. ArtisTree's experienced designers ensure the viability of each design by taking into account such factors as soil quality, planting zones, irrigation and maintenance demands.

ArtisTree's uniformed installation and maintenance personnel adhere to high standards of professionalism and courtesy. Not only do they provide an excellent finished product with keen attention to detail, but they also follow strict guidelines for safety and cleanliness.

"Because we have such skilled people with a dedication to doing each job properly, we are able to offer a very good warranty program," Gonzalez says. "From the first meeting to periodic maintenance year after year, we stand behind everything we do. We always strive to make our clients happy."

