



REAL Green! *Enhancing life and investment*

Program Name: REAL Green

Partners Involved: Tree Fresno and the Fresno Association of Realtors®

Purpose Statement:

Enhance life and investment for home buyers or commercial businesses with the gift of trees, increase community goodwill, demonstrate environmental stewardship, and build a stronger relationship between the Realtor® and the home buyer or businessman with a living gift that will provide economic and social benefits for the life of the owner and home.

Program Provides: Two trees to new home owners or commercial businesses.

New home owners who purchased their home with a participating Realtor® will be eligible for up to 2 free trees from the “**Real Green**” program at close of escrow. This is a partnership between **Tree Fresno** and the **Fresno Association of Realtors®**.

Tree Benefits:

- ❖ Trees will increase property value, lower heating costs, improve air quality, reduce water pollution, lower crime and provide food..
- ❖ Trees and landscaping increase real estate values up to 15%.
- ❖ Deciduous shade trees placed in strategic locations around a home or business can reduce energy costs up to 20% annually (*deciduous trees shed their leaves in the fall to allow the warm winter sun into your home*).
- ❖ Trees clean the air by collecting dust and chemicals from surrounding farming areas.
- ❖ Fruit trees provide food and shade.
- ❖ Trees improve the aesthetics of neighborhoods.
- ❖ Trees reduce soil erosion and reduce pollution of our rivers and water systems..
- ❖ Trees sequester carbon from the atmosphere, thus counteracting the damages from greenhouse gas affects.
- ❖ Trees have a “calming” effect on human beings. Studies demonstrate how people living in green spaces are healthier and happier.

Realtor® Benefits

- ❖ Fresno Association of Realtors® will demonstrate strong environmental leadership in a groundbreaking program that will increase our local urban forest.
- ❖ Realtors will build a sense of community by creating “neighborhoods” that share the fruit of their labors – fruit exchanges.
- ❖ Potential tax benefits to the Realtor®
- ❖ The Real Green program will serve as a “green” benchmark for Realtors® in the State of California and the nation. “When did your Board go green?”



- ❖ Realtors[®] will give their clients a gift that lasts more than a lifetime.
- ❖ Property values will increase with the Realtor green gift. Realtors[®] are investing in their clients and the community.
- ❖ This signature program demonstrates the industry benefits of working with a Realtor[®].

Home buyer Benefits

- ❖ Membership in Tree Fresno
- ❖ Fruit supply
- ❖ Increased property values
- ❖ Reduced energy use
- ❖ Noise and wind buffer
- ❖ Partnership with their Realtor[®]
- ❖ Education about trees and their growth potential
- ❖ Future relationship with neighbors with fruit exchanges
- ❖ Building community and neighborhood values

Potential Partners with the Fresno Association of Realtors[®] and Tree Fresno

- ❖ PG&E
- ❖ Title companies
- ❖ Mortgage Bankers
- ❖ Insurance companies

Benefits to associates:

Advertise on Realtor and Tree Fresno web sites

Advertise on all promotional materials

Be part of the “green” environmental movement

Support Realtor’s[®] efforts to improve the community and the economic values

Promote the “right tree for the right place”

Educate the public on the benefits of shade and fruit trees to our community



Tree Fresno Inputs	Tree Fresno Outputs
2 full time staff and 2 part time staff Main office; nursery and distribution center	Administration of program, consumer education and outreach and selection and distribution of quality trees
Professional program management and administration	Complete “campaign” to include marketing and educational materials. Organizational structure measuring results to ensure complete customer satisfaction
Staff with tree “ Expertise ”	List of “water-wise” trees; advice for homeowners of proper tree location and planting procedures
Trees	Two deciduous shade trees per home or two fruit tree. (5 gallon trees)
Planting Supplies	Stakes, Ties, Nails, How to Plant a Tree Guide
Community Partnership \$5000 annual value	Tree Fresno will add Fresno Association of Realtors [®] to marketing media / Website link; Tree Fresno Membership Brochure and Tree Selection Guide
Fresno Association of Realtors Inputs	Fresno Association of Realtors Outputs
2 part time staff	Staff to assist in approval of marketing materials and ongoing program development.
Financial Support for Marketing Material (Additional costs \$8,500)	\$2500 marketing material development \$6000 printing (1 year supply, tri-fold, Tree Selection Guide and How to Plant a Tree Guide.
Program funds	\$100 per close of escrow to Tree Fresno per participating Realtor [®]
Website Link	Fresno Association of Realtors will add Tree Fresno as a link on it’s website
Additional Advertising	Fresno Association of Realtors [®] may advertise “Real Green”; to members and homebuyers; and cover associated costs.
Program Commitment	One year commitment required.



Tree Fresno Activities	Tree Fresno Services
PSA's – Public Service Announcements	Writing and recording of PSA's as well as securing "PSA" space from local radio, television, web and print media
"Real Green" Marketing Tri-Fold	Development of promotional/informational tri-fold for "Real Green"; Branding the program "exclusive" for the Fresno Association of Realtors in collaboration with Tree Fresno.
How to Plant and Care for a Tree Flyer	Development of step by step guide on how to plant and care for a shade or fruit tree.
Distribution of Trees & Planting Supplies	Two deciduous shade or fruit trees per (5 gallon trees) to be delivered on a schedule each Saturday.. Also provided: Stakes, Ties, Nails, How to Plant a Tree Guide
Communication with Fresno Association of Realtors [®]	Maintain positive collaboration with Fresno Association of Realtors [®] ; making adjustments to program when mutually deemed necessary

Disclaimers:

1. Tree Fresno will not replace dead or dying trees.
2. Tree Fresno is not responsible for planting tree.
3. Trees will be delivered within one month of the close of escrow.
4. Tree Fresno must secure a release of liability waiver from participants in the **Real Green** program from any injury/accident incurred while planting a tree.
5. The scope of this program is open to anyone that the Fresno Association of Realtors[®] deems appropriate.



Tree Choices	Attributes (All drought tolerant)
Western Redbud – <i>Cercis occidentalis</i>	Small deciduous tree with medium growth rate; Safe under power lines Avg height: 15 feet; Good carbon storage and pollution filtering; Medium Allergen potential; Has striking magenta flowers and seed pods
Smoke Tree – <i>Cotinus coggygria</i>	Small deciduous tree with medium growth rate; Safe under power lines Avg height: 12-25 feet; Medium carbon storage and pollution filtering; High Allergen potential Has striking magenta flowers and seed pods
Crape Myrtle – <i>Lagerstoemia indica</i> (Select small variety)	Small deciduous tree with medium growth rate; Safe under power lines Avg height: 10-15 feet; Good carbon storage and pollution filtering; Medium Allergen potential Various flower colors; Has suckers
Sweet Bay – <i>Laurus nobilis</i>	Small evergreen tree with medium growth rate; NOT Safe under power lines Avg height: 12- 40 feet; Good carbon storage and pollution filtering; Allergen potential, high male, low female variety; Easily trined to desired size
Desert Willow- <i>Chilopsis linearis</i>	Medium deciduous tree with fast growth rate; Safe under power lines Avg height: 15-30 feet; Fair carbon storage and pollution filtering; Medium Allergen potential Showy flowers with Pod and flower litter
Chinese Pistache – <i>Pistacia chinensis</i>	Medium deciduous tree with slow-med growth rate; NOT safe under power lines Avg height: 35+ feet; Good carbon storage and pollution filtering; Allergen potential, high male, low female variety; Fall color with copious small fruit on females
Strawberry Tree – <i>Arbutus unedo</i>	Medium evergreen tree with slow-med growth rate; NOT safe under power lines Avg height: 8- 35 feet; Good carbon storage and pollution filtering; Low Allergen potential; Interesting fruit
Olive – ‘Swan Hill fruitless’ – <i>Olea europaea</i>	Medium evergreen tree with slow-med growth rate; NOT safe under power lines Avg height: 30 feet; Good carbon storage and fair pollution filtering; Low Allergen potential; Dark green leaves
Valley Oak – <i>Quercus lobata</i>	Large deciduous tree with slow growth rate; NOT safe under power lines Avg height: 70 feet; Good carbon storage and fair pollution filtering; High Allergen potential; Fall Color & Acorn Drop
Coast Live Oak – <i>Quercus agrifolia</i>	Large evergreen tree with medium growth rate NOT safe under power lines Avg height: 20-70feet Very Good carbon storage and pollution filtering High Allergen potential Acorn Drop – Heavy Spring leaf drop
Interior Live Oak – <i>Quercus wislizenii</i>	Large evergreen tree with medium-fast growth rate NOT safe under power lines Avg height: 35 -75 feet Very Good carbon storage and pollution filtering High Allergen potential Semi evergreen; leaf and seed litter Surface roots, aphids and scale insects
Washington Navel Orange - <i>Citrus sinensis</i>	20-25'
Improved Meyer Lemon - <i>Citrus limon</i>	12'
Bearss Seedless Lime - <i>Citrus sp.</i>	15-20'
Gold Nugget Madarin - <i>Citrus reticulata</i>	10-12'
Snow Beauty Peach - <i>Prunus persica</i>	10-15'
Artic Rose Nectarine - <i>Prunus p. ‘Nucipersica’</i>	10-15'
Royal Blenheim Apricot - <i>Prunus armeniaca</i>	15-20'
Dapple Dandy Pluot - <i>Prunus sp.</i>	10-15'