



## Sector Spotlight

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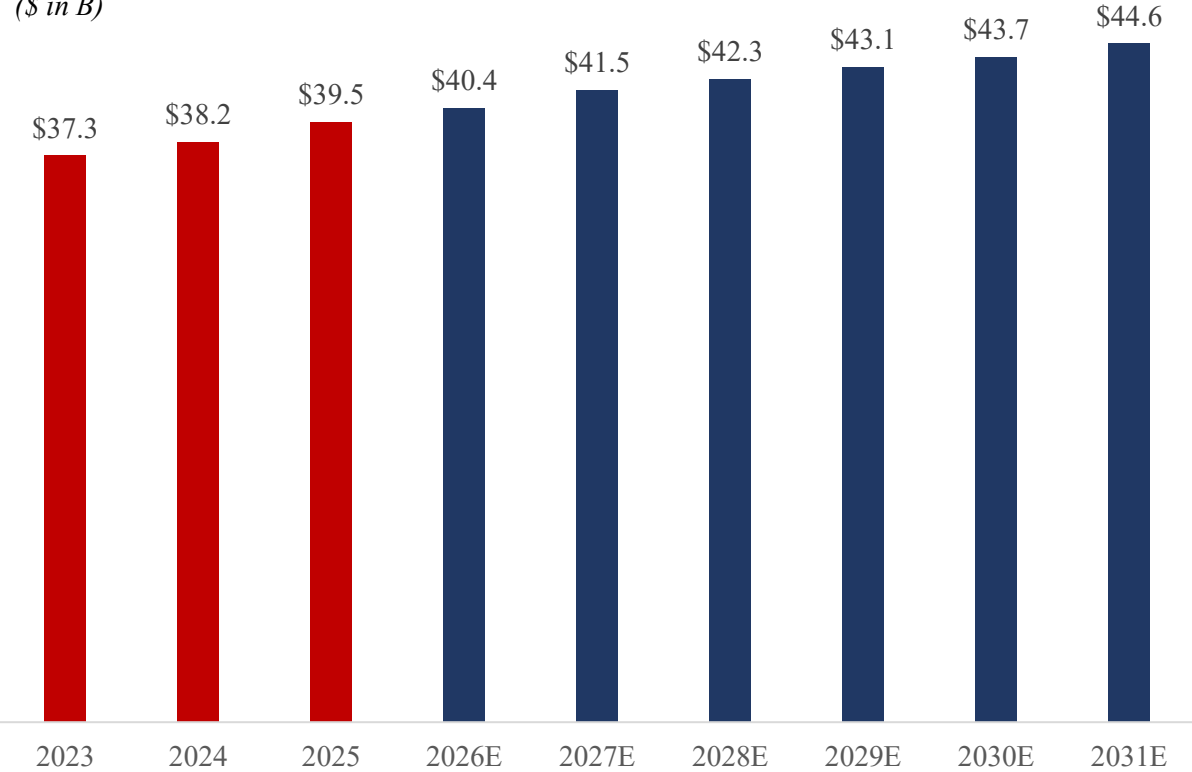
Tree Care

March 2026



# U.S. Tree Care Industry Overview

Market Size  
(\$ in B)



## Key Industry Metrics

**\$39.5B**  
U.S. Market Size (2025)

**5.3%**  
Revenue CAGR (2020–2025)

**181k+**  
Tree Care Businesses in U.S.

**700k+**  
Industry Employees

**92%**  
Struggle to Hire Skilled Labor

**~62%**  
Revenue from Residential

### Recession-Resilient

Essential safety & property services sustain demand across cycles

### Highly Fragmented

Top 4 hold <20% share; thousands of owner-operated service providers

### Diversified Revenue

Residential, commercial, municipal, and utility mix

# Industry Tailwinds Support Sustained Growth



**1.4M+**  
*housing starts*  
(’23)

## Housing Demand

Expanding residential communities drive demand for tree planting, trimming, and removal tied to new construction and lot development



**\$35B+**  
*utility tree spend*  
*per year*

## Infrastructure Spend

Power utilities and municipalities outsource right-of-way vegetation management, creating large, recurring contract revenue streams



**62%**  
*of cities raised*  
*tree budgets*

## Climate & Storm Activity

More frequent storms, wildfires, and extreme weather events accelerate emergency tree removal and hazard mitigation spend



**40%**  
*of homeowners*  
*hire a pro*

## 'Do It For Me' Trend

Time-constrained homeowners increasingly outsource tree and property maintenance, with convenience cited as the #1 driver



**\$12.8K**  
*avg. liability*  
*claim*

## Property Value & Insurance

Rising property values and homeowner liability awareness drive demand for certified arborists and professional risk management



**52%+**  
*of urban areas*  
*invest in tree*  
*care*

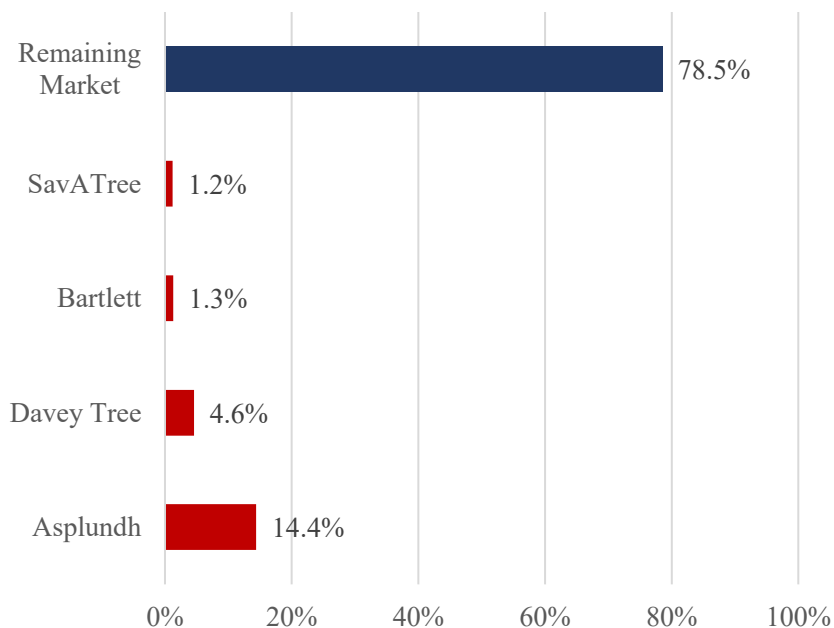
## Urban Forestry

Municipal canopy programs and urban heat mitigation initiatives create durable public spending on tree planting and arboriculture

# Highly Fragmented and Primed for Consolidation

## The Market Remains Overwhelmingly Owner-Operated

The top 4 companies represent less than 20% of total industry revenue



**70 - 80%** of arborists work at companies with fewer than 5 crews

## Private Equity Has Arrived

**50+**

PE firms actively pursuing tree care and landscape platforms

**88%**

of 2025 landscape M&A volume driven by PE-backed buyers













**12+**

PE-backed platforms actively acquiring add-on companies

## Why Now Is an Ideal Time to Sell

- Buyer competition driving median valuations to 4x–8x EBITDA for quality assets
- Platforms aggressively seeking regional add-ons to fill geographic gaps
- Wave of founder retirements creating near-term succession urgency

# Select Tree Care Platforms: Geographic Footprint

Platform	Sponsor	Platform Description	Employees	Northeast	Southeast	Midwest	Southwest	West
	<b>Apax</b>	100+ branches across 40+ states; residential and commercial tree and lawn care	~1,800	✓	✓	✓	✓	✓
	<i>Family-Owned</i>	Founded 1907; 190+ offices across the U.S., Canada, U.K., and Ireland	~1,500	✓	✓	✓	✓	✓
	<b>NEW STATE</b> CAPITAL PARTNERS	West Coast utility line clearance and vegetation management; ~95% commercial revenue	~900				✓	✓
	<b>CPS</b> CAPITAL	Formed 2022; 12+ acquisitions of regional operators under preserved local brands	~276	✓	✓	✓		
	<b>Halle</b> capital management	Founded 2023; acquiring local tree and plant care businesses to build national footprint	~200	✓	✓	✓		
	HYPERION	West Coast tree care platform; 2,000+ predominantly commercial customers	~200					✓
	<b>SOUNDCORE</b> CAPITAL PARTNERS	Launched March 2025; 5+ acquisitions targeting Northeast, Southeast, and Midwest	~150	✓	✓	✓		
	<b>WARREN</b> EQUITY PARTNERS	Southeast arborist platform combined with New Urban Forestry for regional expansion	~150		✓			
	CARAVEL CAPITAL	Rebranded from Northside Tree Professionals in 2025; acquisitions across GA, TX, and FL	~100		✓		✓	
	<b>ALPINE</b>	Midwest platform serving residential and commercial customers in Chicago metro area	~100			✓		
	<b>NMS</b>   CAPITAL	Buy-and-build platform across the Mid-Atlantic and Northeast	~75	✓				
	<b>STERLING</b> INVESTMENT PARTNERS, L.P.	Residential and commercial tree care in Virginia and surrounding states	~75	✓				

## Recent Tree Care Transactions

Date	Target	Target Region	Investor
Dec-25	Epperson Tree Service	SE	Tree Guardians
Dec-25	Schneider Tree Care	SE	TreeServe
Sep-25	Dave Leonard Tree Services	SE	TreeServe
Sep-25	JL Tree Services	SE	TreeServe
Aug-25	TreeHugger Complete Tree Care	MW	Arbor Masters Tree & Landscape
Jul-25	Georgia Tree Company	SE	Arbor Alliance
Jun-25	Northeast Tree	NE	Bratt Tree
Jun-25	Hoppe Tree Service	MW	Tree Guardians
Apr-25	Clauser Tree Care	NE	TreeServe
Apr-25	Princeton Tree Care	NE	TreeServe
Apr-25	Holcomb Tree Service	SW	Arbor Alliance
Mar-25	Tree Care of New York	NE	Xylem Tree Experts
Mar-25	Tree Worx	SE	Boutte Tree
Feb-25	Action Tree Service	NE	Bartlett Tree Experts
Jan-25	Burke's Tree Service	NE	Tree Guardians
Jan-25	Treefrog Tree Service	NE	Bartlett Tree Experts
Jan-25	Custom Tree Surgeons	SE	United Land Services
Dec-24	Race Mountain Tree Services	NE	Bartlett Tree Experts
Nov-24	Good Guys Tree Service	SW	Tree Guardians
Nov-24	Gamma Tree Experts	MW	Tree Guardians
Oct-24	Cherokee Tree Care	MW	All About Trees
Oct-24	TreeWiseMen	SE	Tree Guardians
Oct-24	Hildebrandt Tree Tech	SW	SavATree

# Introduction to BGP Advisors

## Overview

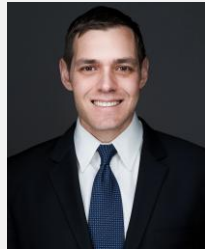
- BGP Advisors is an independent M&A advisory firm focused on the lower middle market
  - ✓ Experience: 30+ closed sell-side M&A transactions in the last four years, helping owners maximize value and achieve their goals
  - ✓ Focus: specialized in services-oriented businesses, including healthcare, homecare, business, and other essential services verticals
  - ✓ Deal Size: lower middle market transactions with \$1M–\$15M EBITDA
  - ✓ Process: rigorous financial diligence paired with a comprehensive M&A process and broad buyer outreach to maximize valuation and fit
  - ✓ Team: 70+ years combined experience across investment banking, private equity, operations, due diligence, and management consulting
  - ✓ Buyer Network: deep private equity relationships and frequent buyer dialogue driven by consistent deal volume
  - ✓ Client Approach: direct, honest feedback and transparent communication throughout every engagement

## BGP Advisors Team



**Steven Carmen**  
Managing Partner

- 15+ years of M&A and business development strategy experience
- Previously worked for BNP Paribas, PwC, and GCA
- MBA from Kellogg and BS from Florida State



**Andrew Adams**  
Managing Director

- 15+ years of M&A, operations, and strategy experience
- Previously worked for Bain, Lake Capital, and JP Morgan
- MBA from Wharton and BBA from Michigan



**Daniel Shaw**  
Managing Director

- 10+ years of financial diligence and accounting experience
- Previously worked for Alvarez & Marsal and KPMG
- Licensed CPA
- BS from Louisiana Tech



**Dr. Keith Friedenberg**  
Managing Director

- 30+ years of clinical experience
- Founder of Great Lakes Gastroenterology and The Clinical Trials Network
- MD from UCLA, MBA from Indiana, and BA from Cornell



**Alexander Dean**  
Vice President

- 10+ years of strategy, operations, and finance experience
- U.S. Marine Corps veteran, Infantry Officer and Marine Advisor
- MBA from Darden and BA from Seton Hall