Tree services in the Rockford area provide widely varied levels and kinds of professionalism. For some companies, the goal is to achieve more sales and earn more money no matter what they have to do. In this circle is the proving ground for beginner tree cutters and climbers. Some are great men with a golden future; others are unscrupulous tricksters or criminal types single-mindedly pursuing money as their highest goal. Naturally we magnetize to the industry because of the need to contribute to the world and earn money. Yet as time moves on, the true character of the owner will show clearly and become their public reputation, whether good or ill.

For others, keeping expenses down over the long haul is their highest priority. Their trucks and machines may be defunct and dangerous, or perhaps they stockpile barely functional backups in case of a breakdown. They often do not spend their earnings on improvements. It is not a bad economic formula to reduce expenses: this is a key step in achieving higher profits. However, it must not come at the expense of the workers, or the deterioration of the equipment. Ultimately such failures will result in a series of disappointed customers, and often a long list of customers fall by the wayside without so much as a phone call.

A third and most preferred kind of tree service is somewhat less common: there are a few outfits who carry a massive workload with ease thanks to being well equipped with modern specialized lifts, boom trucks, whole tree chippers, possibly cranes, and various grapple machines for moving material off the customers’ property. These companies build up a massive book of clients, and keep a large number of employees on payroll throughout the year. They are often hard to reach by phone, and might be hasty through the sales and customer relations processes. The owner likely is not present at the tree jobs, because he is occupied elsewhere fulfilling owner’s responsibilities for his large business. Or he does not feel the obligation to be at the jobsite because he entrusts the jobs fully to his workers, who may not have not been in the trade long enough to perform the job safely.

Each kind I have described can offer wonderful service or a sadly disappointing customer experience. Many people go into the tree service industry and then quit after a short time. Their commitment to the trade is limited, their ethics are not clearly defined to the public, and their businesses are often short-lived because of inability to cope with frequent machinery breakdowns, high expenses, and intermittent income.

Easy Eddy’s Tree Service seeks to meet a mixture of goals and be the best company for this time and place. We have been serving Rockford for four years, which is a relatively short time, especially compared to many of our competitors. However, we have managed to match or surpass other tree companies in a handful of key areas that we believe will make our little world a better place one tree at a time.

As the owner of Easy Eddy’s Trees, I have committed from the beginning to keep an honest and forthright dialogue with my customers. I do not fool customers into hiring me, or use fear tactics to force a sale. Those who have judged me rightly will most often decide this company is the best choice when truthfulness and honest business practices are a main concern. I am also easy to reach by phone and provide shorter than normal lead times. My customers are not left wondering what their status in the lineup may be; keeping customers informed is a high priority for me.

A second major commitment I have made is to keep and maintain my fleet and equipment no matter what the expense must be. Break downs are a normal occurrence in any industry where machinery is involved. The critical element is making repairs at the earliest possible time before human safety is at risk. As we know, automobile accidents with trucks and trailers are a serious matter. Wood chippers and trailers can pose a threat to employees and property as well, if not properly equipped and maintained. So we spend shop time and money to improve and repair early, thus preventing hazardous conditions.

Thirdly, there is a balance to be achieved between speed and caution. We are zealous to complete jobs quickly, but haste can cause great expense in an industry like this one with heavy rigging and hard labor. We take extra time when needed to utilize more complex methods, a decision that can guarantee safety and the protection of the property during tree removal or tree trimming.

We are well equipped with all the machines and equipment needed for any and all tree jobs (barring jobs with high voltage line proximity.) We have the chainsaws to cut it, the skills to trim or fell it, the machine to lift it, the chipper to grind it, the trucks to haul it, and the heart to pull it off! Large tree removal, dead tree removal, specified limb removal, pruning, routine tree trimming, road clearance, rooftop clearance trimming, and stump grinding are some of the services we provide. We serve Rockford and surrounding areas with affordable tree service that does not disappoint!