

## Tree Town, USA Case Study

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### **Cultivating success**

Music throughout

Jonathan: Tree Town's always been a family company. We grow trees and sell them throughout the Southeast. My father started it a number of years ago. I've been involved with the business since it started, however I purchased it about a year and a half ago.

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### **Jonathan Saperstein**

CEO, Tree Town USA

Jonathan: My father taught me the most important thing about your business are your employees. I wanted to bring innovation to the business which included making sure that we're the most efficient company out there, reducing employee turnover, and making this the best place to work.

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### **Jeff Pettit**

CFO, Tree Town USA

Jeff: We had a lot of manual processes throughout the farms and one of the goals was to make us more efficient, bring in new equipment. And to do that we needed to finance that equipment and to bring in a business partner to help us facilitate that.

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### **Stacey Efaw**

Senior Relationship Manager, Bank of America Merrill Lynch

Stacey: Business financing can lead to increased morale by properly capitalizing the business, which allows for new equipment to be purchased, expansions to be made, and incentive programs to be offered.

Jonathan: By becoming more mechanized we're able to make it a safer environment. The culture has changed, and that's allowed us to become more successful and in turn, allowed our employee base to be happier.

Jonathan: When we save money my goal is to return that back to the employees while at the same time growing the business without having to be as capital intensive.

Stacey: We're able to help Jonathan acquire new farms as he strategically grows Tree Town USA.

Jeff: In our case, Bank of America Merrill Lynch, they get it. They see the whole gamut of what we need, they see our working capital, they see our day-to-day activity, they understand our growth plans. It's great to have one bank that understands our overall scope of what we want to do.

Jonathan: My hopes for the future of Tree Town are simple. We want to continue to build the strong culture that we've started over the last couple of years.

# Business Banking Case Study

Bank of America  
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