

“It could be considered financially irresponsible for a community to not invest heavily in trees.”

*Jeff Speck  
city planner and architectural  
designer, from his book  
Walkable City*



At Trees Forever, the passion for our work is obvious. We love what we do, and we show it through our energy, commitment, dedication and inspiration. We know why trees are important to our environment, businesses, homes and future generations, but don't just take our word for it. Numerous studies point to financial and other benefits of trees that go beyond beautification, health and environmental reasons.

### Trees Help Businesses Thrive

A healthy, vital urban forest can have a positive impact on customers. Studies show that shoppers spend up to 12 percent more when shopping in retail settings with trees. Customers will also travel farther to visit a shopping district with high quality trees, and will spend more time there once they arrive.

Business owners and managers acknowledge that trees make a difference. “Planting and landscaping draw a lot of people,” explained a property manager who took part in an interview-based study. Plants and trees that are properly selected and maintained create a pleasant space. A realtor observed that “The benefits are huge! Trees just give a whole different dimension to a street, particularly with seasonal changes.”

## Additional Information on the Benefits of Trees

[www.naturewithin.info/CityBiz/  
MainStreetNews\\_Aug09\\_Trees.pdf](http://www.naturewithin.info/CityBiz/MainStreetNews_Aug09_Trees.pdf)

[www.itreetools.org](http://www.itreetools.org)

[milliontreesnyc.org/downloads/  
pdf/ufore\\_study.pdf](http://milliontreesnyc.org/downloads/pdf/ufore_study.pdf)



## Trees Make Properties More Desirable

- Mature trees increase house prices by as much as 9 percent – essentially a \$3,400 premium on a standard house.
- Homes located next to vacant land decrease neighborhood values by 18 percent, while tree plantings increase values by 14 percent!
- New tree plantings increase surrounding housing values by approximately 10 percent.
- Minneapolis street trees were found to add \$7.1 million to property values in that city.
- Commercial offices with trees and high quality landscaping command 7 percent higher rental rates.
- In one year, Cedar Rapids street trees increase total property values by an estimated \$1.3 million!



## Trees Make Our Neighborhoods and Streets Safer

- Apartment buildings with trees and other landscaping had 52 percent fewer total crimes, 48 percent fewer property crimes, and 56 percent fewer violent crimes than buildings with minimal or no vegetation.
- Trees, shrubs and other vegetation planted in road rights-of-way reduce vehicular speeds and have other positive effects on driver behavior and perception.

Join Trees Forever on its mission to plant and care for trees and the environment by empowering people, building community and promoting stewardship.

©2014 Trees Forever. All rights reserved.  
0214



(319) 373-0650 • (800) 369-1269  
[www.treesforever.org](http://www.treesforever.org)  
770 7<sup>th</sup> Avenue • Marion, IA 52302