

# On Budget Tree Service

## Seeing the forest for the trees

BY RICA LEWIS

**T**eresa Wheeler is a self-sufficient woman who's always able to see the forest for the trees, especially in business. With a resumé that includes employers and mentors Ross Perot and Zig Ziglar, Teresa learned from the best. As the owner and CEO of On Budget Tree Service, she says the whole thing started when she and her husband moved to Ocala and sought out a professional, reasonably priced, reliable tree service. Unfortunately, they didn't find what they needed.



Teresa Wheeler

After a few bad experiences with businesses in the tree service industry, Teresa and her husband were compelled to fill the need that was so apparent. In 2014, On Budget Tree Service was born. But the business would not simply be about trimming, maintaining and improving the look of lawns and landscapes all over the city; it would be about empowering veterans, keeping a strong woman economically stable, and giving a doting husband some peace of mind...

### More than cutting and clearing...

While Teresa runs the business with her crew, her husband, a disabled U.S. Marine veteran, is behind everything she does. He spent some time in the land clearing industry prior to their move to Ocala in 2013. But as he's no longer able to work, he's extremely proud of his wife's accomplishments and pleased that she's found her niche and a means in which to support herself and other veterans too. "Our goal is to hire veterans first," Teresa said, "because they are focused, driven and reliable. Those are qualities we bring to the industry, much different from other tree companies, that generally hire day laborers who lay concrete one day, put up fence the next, and trim trees the next. We also offer a veterans discount as our way to thank them for their service."

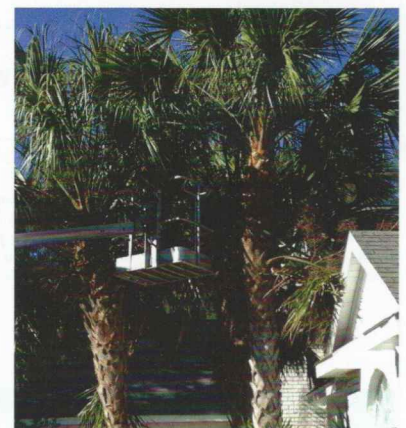
### How long have you been in the industry?

Although On Budget Tree Service is still blossoming, Teresa, or "Trees-a", has been in the service industry for over 30 years. Her goal of helping people is evident in her hundreds of positive online reviews. The men she hires

have been in the field for over 20 years. "Combined, they have all the professional experience to give the best service available anywhere – at any price," Teresa said.

### What sets on budget tree service apart?

When asked what sets On Budget Tree Service apart from other companies in the industry, Teresa responded, "It is a woman-owned business, highly focused on professional, personal attention. I enjoy meeting all of my customers to determine their needs, and I believe earning their trust is crucial. In the process, many customers become my friends. Most of my clients are seniors who tell me I am much less intimidating than other people in this industry. My crew is courteous, respectful and thorough. We don't leave a job until the customer is happy, and we never take payments in advance. Most importantly, we have trained arborists who trim trees according to arborist standards for the health of the trees."



### What areas do you service?

"We live in and serve Ocala and surrounding communities. There is so much need for professional tree care