



Parshall Tree Care Experts Provides Comprehensive Tree Service for Traverse City's Urban Forest

August 24, 2026

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Parshall Tree Care Experts is providing comprehensive tree service and tree care to residential and commercial properties in Traverse City and surrounding communities, with a stated mission of "revolutionizing urban forest management" and serving as a long-term steward of local tree health.

Founded by Doug and Corey Parshall, the company describes its mission as building and inspiring a team of tree experts who help manage urban forests in communities across Michigan, with a vision of being "the trusted leader of every community's urban forest." Public profiles list its Traverse City office at 202 S Union St. #215, Traverse City, MI 49685, and note that Parshall Tree Care Experts works with homeowners, property managers, and local organizations on tree service needs in the Grand Traverse region.

Parshall Tree Care Experts offers a full range of tree services, including tree removal, structural pruning, maintenance, stump grinding, emergency tree work, insect and disease control, injection treatments, integrated pest management, deep root feeding, consulting, and installation of tree support systems. These

services correspond to the scope of work described in American National Standards Institute (ANSI) A300 tree care standards, which define performance expectations for pruning, risk reduction, soil management, and pest management in professional tree care operations.parshalltreecare+3

Industry guidance emphasizes that tree service providers should follow ANSI A300 standards when developing specifications for pruning and maintenance, including using sharp tools, avoiding flush cuts, making pruning cuts just outside the branch collar, and limiting removal of live foliage to no more than approximately 25 percent of the canopy in a single growing season. These standards are intended as performance guides for arborists, tree care companies, utilities, and property managers to help protect tree health and structural integrity.

Independent consumer guidance from Ohio State University Extension notes that arborists are trained in the art and science of selecting, planting, and maintaining individual trees, and are equipped to safely provide proper tree care, including pruning, removal, and risk assessment. ISA's TreesAreGood program similarly advises that hiring an ISA Certified Arborist can help ensure that pruning, removals, and emergency tree care are performed according to professional standards and safety practices.

In practice, hazardous tree work often involves complex rigging and equipment. One Traverse City homeowner, Guan Erick Google Review, described a recent emergency removal near his deck:

?Very professional, on time, they communicate every step of the way. They were also available via phone, not just the customer service team but the experts would quickly return calls, communicate clearly, and also were able to help in scheduling. They will tell you that they are weeks out and keep updating you when its your turn to have the trees removed. And they were very flexible in assisting us getting the trees down before we had scheduled a fence replacement. Absolutely excellent service, will be using again and recommending.?

This account illustrates how tree service operations can require coordinated tree removal, acute schedule adherence for fence replacement, and measures to ensure timely customer service team response in residential settings.

Parshall Tree Care Experts' service locations include Traverse City, Interlochen, Empire, Glen Arbor, Northport, Elk Rapids, Torch Lake, Harbor Springs, Petoskey, Charlevoix, and additional Michigan communities listed on the company's service area page. The company's communications describe its role as ?urban forest managers? who partner with property management companies and local stakeholders on long-term tree health planning, aligning with forestry guidance that encourages communities to consider forest health and pest management when scheduling tree work.

As part of its public outreach, Parshall Tree Care Experts has announced an upcoming educational blog series focused on local tree health and potential threats, intended to raise awareness among homeowners and industry professionals about disease pressures, invasive species, and environmental stressors affecting trees in the Traverse City area. Forest health programs from the Michigan Department of Natural Resources (DNR) similarly emphasize the importance of proactive communication, recommending that communities prioritize long-term tree health in their management decisions and coordinate tree service activities to reduce the impact of pests and diseases.

Parshall Tree Care Experts' public information indicates that its work in Traverse City is framed around both immediate service needs—such as removals and pruning—and longer-term urban forest management objectives, reflecting broader trends in urban forestry that encourage integration of safety, aesthetics, and ecological considerations in tree service planning. Read more at <https://parshalltreecare.com/contact-us>.

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Parshall Tree Care Experts

Parshall Tree Care Experts of Traverse City, MI are expert professional pest control services in Grand Traverse County, MI. Specializing in tree removal, pruning, maintenance, stump grinding, round-the-clock emergency responses, and expert tree consulting

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