Home Service Direct Delivers Over 100 Emergency Tree Service Leads in 7 Days to Wichita Company Following Devastating Storm

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HUNTINGTON BEACH, CA - March 25, 2025 -
In the wake of a severe storm that swept through Wichita and surrounding areas last week, Home Service Direct demonstrated its industry-leading lead generation capabilities by providing more than 100 qualified emergency tree service leads to Precision Tree Care, one of Wichita's most trusted tree service providers.

The powerful storm brought wind gusts exceeding 70 mph and heavy rainfall to the region, leaving thousands of Wichita residents dealing with fallen trees, broken limbs, and property damage. Home Service Direct's specialized storm response system enabled Precision Tree Care to connect with affected residents quickly and efficiently as homeowners scrambled to find reliable tree service providers.

"When severe weather hits, the demand for emergency tree services skyrockets overnight," said David Longacre, CEO of Home Service Direct. "Our specialized storm response system identified the surge in service requests within hours of the storm passing through Wichita. By rapidly connecting Precision Tree Care with homeowners in need, we helped ensure that damaged trees were addressed before they could cause additional property damage or safety hazards."

Precision Tree Care, a Wichita-based company with over 15 years of experience in the industry, had previously partnered with Home Service Direct for their regular lead generation needs. However, the company's storm response capabilities exceeded expectations, allowing Precision Tree Care to scale its operations quickly to meet the sudden surge in demand.

"We've worked with Home Service Direct for our everyday lead generation, but their performance during this storm emergency was exceptional," said Robert Johnson, owner of Precision Tree Care. "The quality of leads they delivered allowed us to efficiently route our crews throughout Wichita and surrounding communities.

Within just one week, we were able to help over 100 homeowners with emergency tree removal and hazard mitigation services. The leads were precisely targeted to our service capabilities, which meant we could prioritize the most urgent cases first."

Home Service Direct's storm response system leverages advanced data analytics and real-time monitoring to identify areas affected by severe weather events. When the storm hit Wichita, their system automatically increased lead generation efforts in the affected zip codes, optimizing digital marketing campaigns to reach homeowners actively searching for emergency tree services.

Learn more about Home Service Direct's exclusive tree service leads program here: https://www.homeservicedirect.net/tree-service-leads/

The company's multi-channel approach included enhanced paid search campaigns, targeted social media outreach, and activation of their rapid response call center. This comprehensive strategy ensured that Wichita homeowners could easily connect with Precision Tree Care through their preferred communication method, whether online or by phone.

"The timing of these connections is critical during storm events," explained Longacre. "By delivering these leads quickly, we helped reduce the wait time for homeowners dealing with potentially dangerous situations. Some residents had trees leaning against their homes or blocking access to their properties. Getting them connected with Precision Tree Care's experienced crews meant these hazards could be addressed before causing further damage."

Beyond the immediate emergency response, Home Service Direct's approach has helped Precision Tree Care establish relationships with new customers who may require additional tree care services in the future. Many of the initial emergency service calls have already led to follow-up appointments for stump removal, preventative pruning, and other tree health services.

"This storm response showcase demonstrates the power of our industry-specific lead generation system," added Longacre. "While we regularly provide substantial lead volume to our tree service clients nationwide, our ability to scale during emergency situations is what truly sets us apart. We're proud to have played a role in helping Wichita residents recover from this destructive storm."

Home Service Direct specializes in lead generation for tree service businesses across the United States. The company's proprietary technology and marketing expertise allow them to connect qualified homeowners with trusted local service providers throughout the United States.

About Home Service Direct

Home Service Direct is a leading provider of qualified leads for home service businesses nationwide. The company uses advanced marketing technology and industry expertise to connect homeowners with trusted local service providers across multiple industries, including tree care, gutter cleaning, pressure washing, dumpster rental, and more. Their specialized storm response system enables rapid scaling of lead generation during weather emergencies, helping service providers meet sudden increases in demand while ensuring homeowners receive timely assistance.

For more information about Home Service Direct's specialized lead generation services for tree care companies and other home service businesses, please contact:

Media Contact:

David Longacre
Home Service Direct
Phone: (833) 827-4425
Email: david@homeservicedirect.com
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For more information about Home Service Direct, contact the company here:Home Service DirectDavid Longacre(833) 827-4425david@homeservicedirect.net20122 Bayfront Ln #201Huntington Beach, CA 92646

Home Service Direct

Home Service Direct is a marketing, SEO, web design, and full-service marketing firm dedicated to helping home service professionals.

Website: https://www.homeservicedirect.net/

Email: david@homeservicedirect.net

Phone: (833) 827-4425

