

How Digital Mapping Built Client Trust for AGUILAR PLANT CARE



From error-prone paper maps to a trusted, client-facing digital operation.

Aguilar Plant Care turns high-risk tree health work into a repeatable, error-resistant operation for corporate campuses, small properties, and large commercial sites across Southern California. TreePlotter INVENTORY has been part of their story since 2017, evolving from a basic mapping tool into an integral workflow that manages risk, keeps crews aligned, and proves the company's value to clients.

THE CHALLENGE

- ✓ Crews relied on hand-drawn maps and verbal, briefings to manage trees on large, complex sites
- ✓ Custom plans and instructions were slow to produce and impossible to standardize
- ✓ When multiple crews worked a property, or when months passed between visits, data grew confusing and led to costly errors
- ✓ It was difficult to track what had been inspected or treated

THE DIGITAL SOLUTION

- ✓ TreePlotter INVENTORY replaced paper maps with clear, filterable digital maps on mobile devices
- ✓ New employees learn TreePlotter on day one as part of onboarding
- ✓ Crews access work history and condition notes for every tree, on every visit
- ✓ A once fragile, one-off process is now a dependable, repeatable workflow

A TRUST FACTOR, BUILT IN

Ricardo Aguilar, President and CEO of Aguilar Plant Care, sums up the shift plainly: moving from paper to digital maps on tablets gave the whole team confidence they're working on the right trees every time.



“Before TreePlotter, we were literally drawing maps on paper for our crews, and there was always a chance someone treated the wrong tree. Moving to digital maps on tablets changed that.”

RICARDO AGUILAR - PRESIDENT & CEO, AGUILAR PLANT CARE

New employees now learn TreePlotter on day one as an integral part of their onboarding experience. They enter the jobsite equipped with clear, filterable maps and condition notes on their tablets and phones a dependable, repeatable workflow that minimizes mistakes in the field.

SIMPLE, PURPOSE-BUILT MAPPING

As Aguilar Plant Care has grown, their team has needed tools that keep up with demand without adding complexity. TreePlotter serves as the dedicated hub for tree and site information, giving both clients and crews a shared view of each property and what needs attention next.



A TreePlotter site map for a San Diego commercial campus, tagging pine trees and melaleucas for care plans.

Ricardo notes that they chose TreePlotter over other solutions because it gives his team and clients exactly what they need without the clutter. Estimators capture the right level of detail quickly, so they can spend their time advising clients instead of fighting with software.

VISUAL STORYTELLING WINS TRUST

TreePlotter was initially adopted to solve internal pain points, but it has since become a strategic, client-facing asset. With an accurate, up-to-date map of each site, the team can show clients exactly which trees were inspected, treated, or monitored — and critically, when.

“TreePlotter started as an internal tool to help us run jobs more smoothly, but it’s become one of our biggest advantages with clients. When they can see exactly which trees we’re treating and why, it builds trust and makes our proposals stand out.”

*RICARDO AGUILAR - PRESIDENT & CEO,
AGUILAR PLANT CARE*

By turning technical work into clear visuals, TreePlotter helps decision-makers quickly grasp scope, priority, and risk, especially on large commercial sites. This has become an important factor in competitive bids, where Aguilar’s maps feel appropriately scaled compared to lengthy, overwhelming reports from competitors.

TANGIBLE VALUE FOR CLIENTS

GROUNDING PROPOSALS
Proposals are grounded in accurate maps, so scope and value are easier to understand.



CONSISTENT FOLLOW-UP
Crews access work history and see exactly what was done previously to each tree.



BUILT-IN ACCOUNTABILITY
Recommended treatments are tied to specific trees and zones.



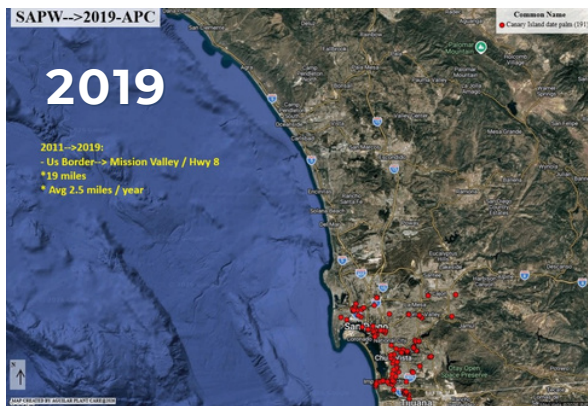
INTENTIONAL LONG-TERM CARE
A visual record of work overtime makes long-term site care feel intentional.



HOW TREEPLOTTER SUPPORTS CLIENT COMMUNICATION

Rather than relying on dense reports or long explanations, the team uses maps and visuals to show what is happening on a site, why it matters, and what they recommend next, shortening conversations and helping everyone move to action faster.

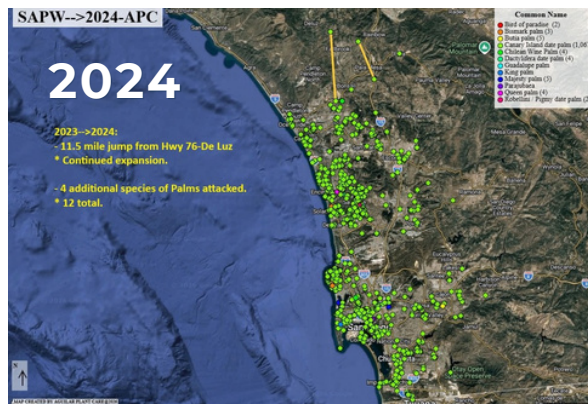
Client Need	How TreePlotter Helps
To see what work was completed	Maps show treated/inspected trees with dates and notes
To understand current risks	Assessment layers highlight pests, issues, and priority zones
To approve recommendations faster	Actions tied to specific trees and zones on the map
To plan budgets and phased work	Visuals of spread, trends, and history over time
To stand out in competitive bids	Clean, site-specific maps replace dense reports



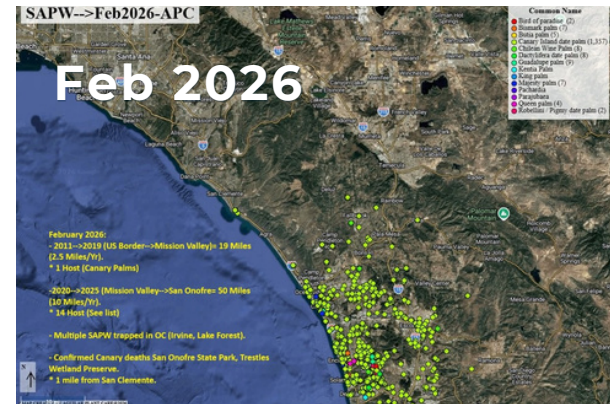
191 palms · 1 host species · reached Mission Valley



706 palms · 6 host species · jumped 17.5 mi to Pala



1,067 palms · 12 host species · 11.5 mi jump from Hwy 76



1,357 palms · 14 host species · trapped in Irvine and Lake Forest

MAPPING INVASIVE PESTS

The power of TreePlotter's approach is especially clear when the stakes are highest. Since 2011, Aguilar Plant Care has tracked the northward march of the South American Palm Weevil (SAPW) through Southern California turning scattered field observations into a clear visual narrative of spread and risk.

“When we map the SAPW for clients, TreePlotter lets us show the spread visually. That’s what created urgency and helped them understand why we were recommending certain treatments.”

RICARDO AGUILAR - PRESIDENT & CEO, AGUILAR PLANT CARE

The pest advanced 19 miles from the U.S. border to Mission Valley, roughly 2.5 miles a year, attacking a single host, the Canary Island date palm. By early 2026, that picture looks very different: the front has pushed 50 miles further, to San Onofre, at closer to 10 miles a year, and now attacks 14 different palm species. SAPW has been trapped as far north as Irvine and Lake Forest in Orange County, with confirmed palm deaths at San Onofre State Park and the Trestles Wetland Preserve, just a mile from San Clemente.

Instead of lengthy explanations or static spreadsheets, Aguilar Plant Care presents a clear, spatially accurate map that makes it easier to prioritize budgets, plan treatments, and prepare for ongoing pest invasions. Over time, the system also builds a treatment and condition history that supports long-term pest management and accountability.



Assessment layers from a Carlsbad HOA property, color-coded by pest issue: whiteflies, aphids, mealybugs, and disease.

BUSINESS OUTCOMES: TRUST, EFFICIENCY, AND GROWTH

Today, TreePlotter INVENTORY is the quiet engine behind Aguilar Plant Care's operations, cutting avoidable field errors, speeding up crews, and giving leadership real confidence in what's happening on every site. Technicians spend less time deciphering paper maps and more time performing the right work in the right place.

On the business side, TreePlotter helps Aguilar Plant Care present a level of professionalism that matches its blue-chip client list. Visual inventories and treatment histories have become a built-in value-add in proposals and progress meetings, helping the company stand out, win new contracts, and deepen client relationships. For Ricardo, the most important outcome is still the "trust factor": trust within the team that they are doing the right work, and trust from clients who can see exactly how their trees and landscapes are being cared for.

For other tree and plant health care firms, Aguilar's experience is a clear signal: moving beyond paper maps and fragmented tools is not just a tech upgrade it is a competitive advantage.



Contact PlanIT Geo to learn how TreePlotter can help you simplify your workflows and manage your privately owned trees more efficiently.