

Setting up a Christmas Tree Lot

Do market research in your area to determine

- Demand
- Pricing
- Sizes - popular sizes vary by market
- Species
- Permit Requirements
- Ensure your lot will have shade - natural shade or tent (essential to prevent sunburn)
- Determine size and cost of tent if needed
- Determine how you will collect and secure payment (cash, check and credit card)
- Determine how you will secure trees to prevent theft

Tree lot location

- Good visibility
- Ample parking
- Electrical – temporary service or generator
- Permits – Check with local building inspector to ensure you have all permits required before trees arrive
- Make the location festive – string lights, decorate and play Christmas music
- Signage – Christmas Trees Arriving Soon, Christmas Trees Have Arrived, etc.

Tree Displays

- Establish how you will display trees – stake each tree or build bins
- Determine how many trees you can display at one time – have overstock area to store trees that are not displayed (must be out of direct sunlight at all times)
- Determine how you will price trees – individual tags or bin signage
- Display area, cutting area and baling area should be setup before trees arrive

Recommend Supplies

- Tree baler and netting
- Battery operated chainsaw
- Ear and eye protection
- Leg protective chaps
- Hand saw
- Pruners
- Scissors
- Tie down twine
- Rain gear

- Reflective vest
- Work gloves
- Fire extinguisher
- First aid kit
- Heaters
- Trash cans

Staffing

- Make sure you have enough help to create a pleasant shopping experience for your customers

Related sales items

- Wreaths and garland
- Christmas tree stands
- Christmas tree lights
- Christmas tree decorations
- Christmas tree disposal bags

End of season

- Once the holiday season is over, Earth911 will help customers find local recycling centers based on the customers zip code
- Please recycle any unsold trees that you might have left over