

Building Your Christmas Tree Lot

(Christmas Tree Lot Management)



General Info: (800)426-8482
Products: (800)252-5475
www.kirkcompany.com

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You've read our *Successful Christmas Tree Lot Business Practices* manual and now you're ready to set up your lot. For your convenience, we have put together step by step instructions on how to build a corral display.

You've evaluated:

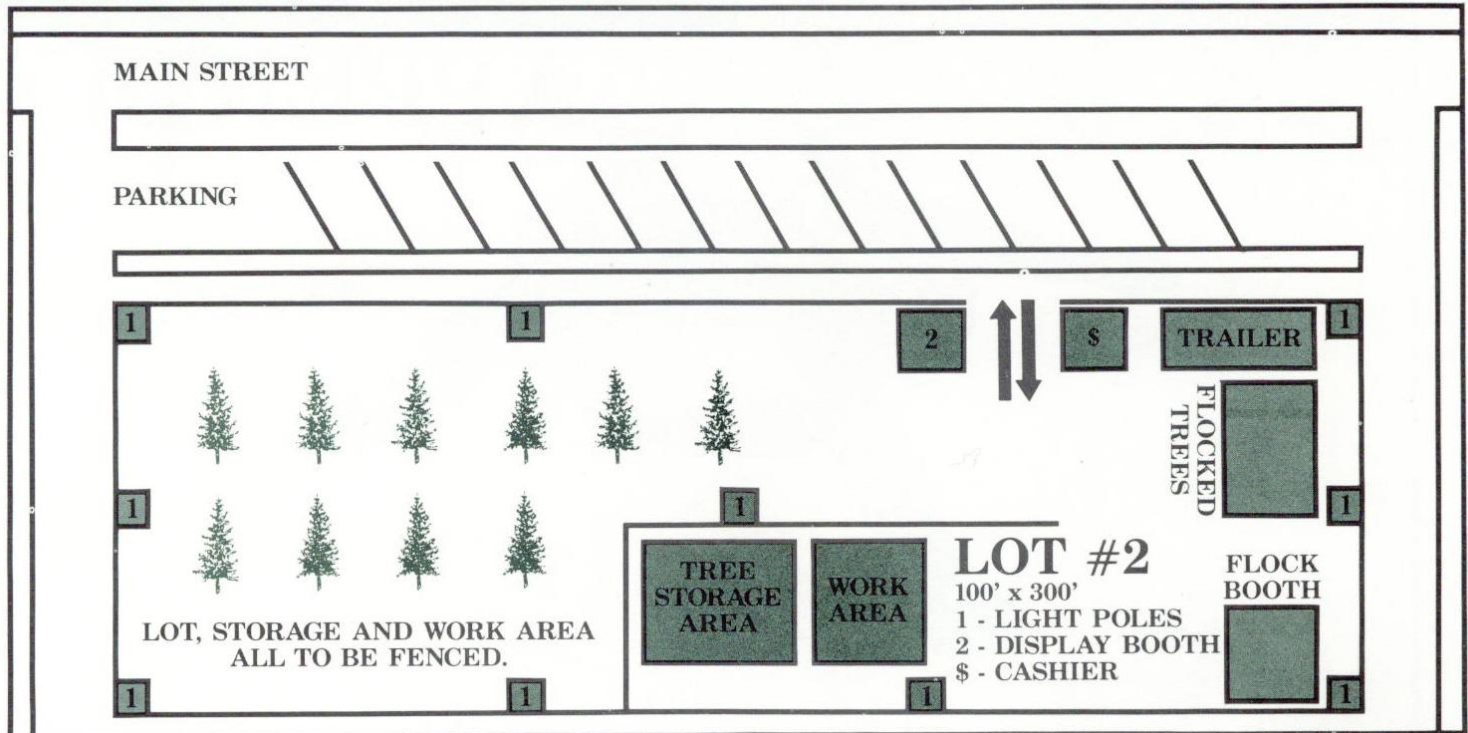
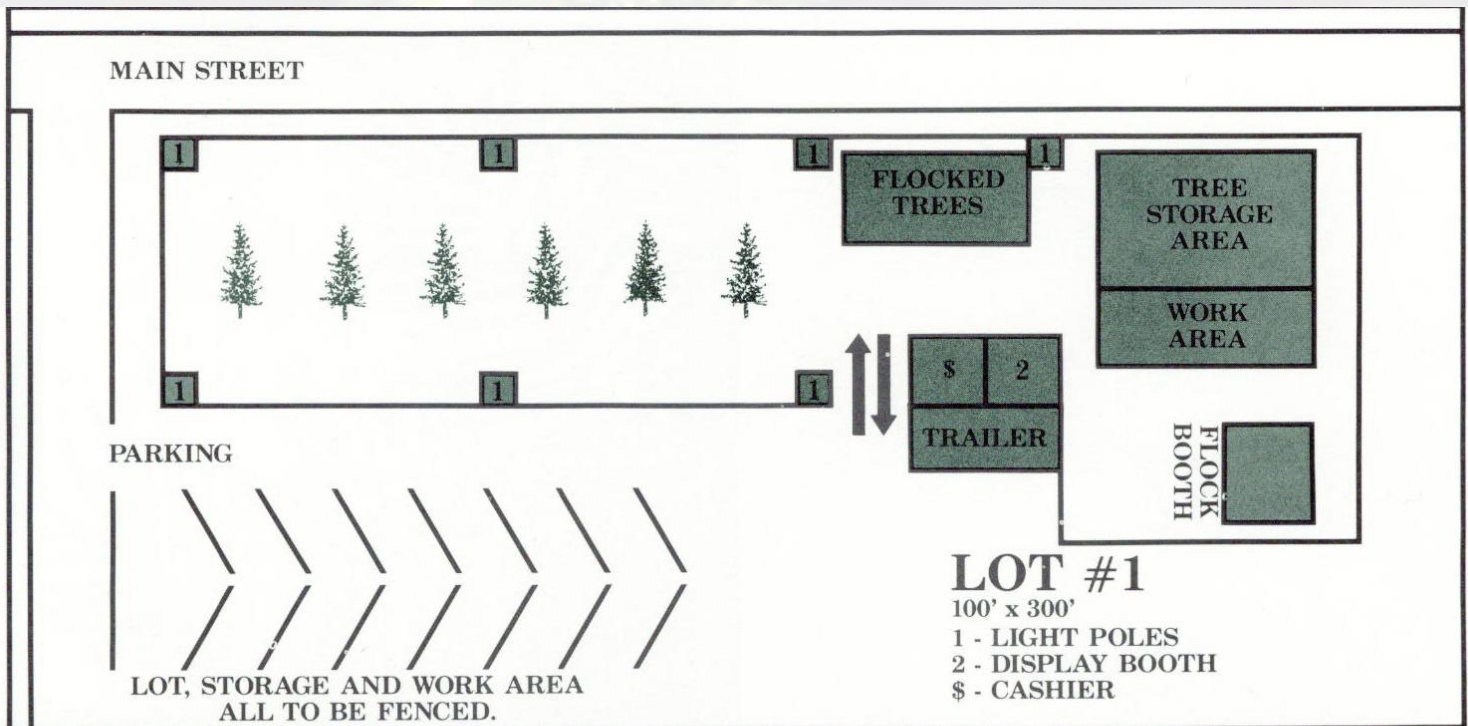
- Demographics
- Location
- Assured lot permits or lease permits
- Space Requirements
- Tree Display Area
- Storage of Excess Trees
- Parking & Receiving Areas
- Room for unloading the truck
- Hours of Operation
- Lighting
- Marketing
- Banner & Signage
- Friendly Knowledgeable Staff
- Customer Service
- Balers and Netting
- Additional Profitable Lot Products



Our goal is to make it easy for you to give your customer a positive experience so that they will come back year after year!

Building your display area

Best Practices



Building a Tree Corral

Best Practices

Materials

- ✓ Screw Gun
- ✓ Screws
- ✓ (2) T Strap for each corral area
- ✓ (3) Wood pallets for each corral area



Building a Tree Corral

Best Practices

Step 1: Stand two pallets upright. Place an 8ft. 2x4 in the center of the pallets if you are going to display on both sides of the bay or at the end if you are going to display only on a single side.



Building a Tree Corral

Best Practices

Step 2: Screw the 2x4 in place with 3" deck screws.



Step 3: Repeat steps 1 & 2 to form as many bays as necessary to merchandise your trees. This will help to categorize your trees and make them easily accessible to buyers.



Building a Tree Corral

Best Practices

Step 4: Screw an 8ft. 2x4 vertically onto the back side of every other pallet to provide more support to the structure and give a place to hang lights.



Step 5: Once bays are built, it's time to fill them with trees. Prep the tree for display by first remove the factory baling line. (Overstock trees can be stored tied, sorted by size and species type, and placed in back of the bay.)



Building a Tree Corral

Best Practices

Step 6: Stand the tree upright and slam it firmly on the ground, this helps it to begin to relax its branches and show off its shape!



Step 7: Place trees in each corral by type and size. Make sure that 2-4 trees per bay are prominently displayed.



Signage

Signage

- Text should be large enough to read from a distance.
- Should be displayed on a pole behind tree stack or bay.
- Signage should be visible over trees.
- Weather proof signs by laminating them.

Noble Fir

6-7ft

\$XX.XX

Evenly spaced stiff branches

Blue-green coloring

Soft needles

Excellent needle retention

Strong fragrance



Make it a family fun experience!

Lighting is critical

- Many customers will not enter a poorly lit lot
- 70%+ of sales occur in the evening hours

Add to the Fun with:

- Christmas tree lights
- Christmas music
- Special items for children
- Candy canes
- Christmas coloring books
- Sample trees in front of lot

Assistance

- Give your customers tree care instructions upon purchase (see our Marketing Support page for printable copies.)
- Be able to explain the difference in tree species.
- Cut the tree base only if the customer is going to place it in a watered base within 1 hour.
- Bale and offer to load the tree (You may want to have twine on hand for customers who need to tie down their tree)

Safety

- Keep walk ways clear.
- Protect & isolate tools and cutters away from the general public to help prevent accidents.
- Clearly mark tripping hazards such as electrical cords to prevent accidents.