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Submitted Photo

LOCAL COMPANY — KV Trees, LLC is located at 15390 N. Illinois Highway 37 in Mount Vernon.

## KV Trees, LLC celebrates third year of business



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**TREE TRIMMING** — KV Trees offers a variety of services, including tree trimming, tree removals, pruning, grinding out stumps and more.

### Ribbon cutting and open house is planned for Aug. 27

**BY TRAVIS MORSE**  
SENTINEL NEWS STAFF

MOUNT VERNON — KV Trees, LLC is celebrating its third year in business this year, and will hold a special ribbon cutting and open house event at 4 p.m. on Aug. 27.

The local tree service company, located at 15390 N. Illinois Highway 37 in Mount Vernon, started off as a very small business but has grown substantially over time, said co-owner Lance Vosburgh. Lance started the business with his fellow co-owners, his son Chase Vosburgh and his son's best friend Bryton Kemp.

"We're in our third year right now, and it's been pretty incredible just where we've went in three years," Lance said. "We (now) run two full-time crews and have a shop mechanic, another shop guy and we're looking to expand into other areas at some point."

According to the company website, KV Trees is a locally owned and operated company that is honest, values integrity and treats its customers' property as it would its own.

"We offer tree trimming and removal services with same-day quotes," the website states. "We are fast, friendly and insured. We pride ourselves on the quality of our work and our commitment to outstanding results. We look forward to building lasting relationships with our



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**TREE SERVICE** — KV Trees, LLC is a tree service company that has grown substantially over its three years of operation.

clients and guarantee your satisfaction."

Lance Vosburgh used to be a Domino's Pizza franchisee for Mount Vernon and Salem, but sold those stores. He still has the Domino's in Centralia.

He took his business experience and decided to start a tree service company with his son and his son's best friend. The company primarily serves the Mount Vernon, Centralia and Salem areas, as well as smaller towns within about a 25-mile radius of the company's Mount Vernon location.

"We're a tree service company so we do tree removals, trimming, pruning and then we grind out stumps, too," Lance said. He added that on the horizon his company is looking to expand. "We're going to start doing tree treatment — evaluating

a tree, injecting a chemical if that helps, trying to prolong the life of trees, to save trees. Eventually, we want to become a one-stop shop for everyone's tree needs."

To celebrate three years of successful business, KV Trees has teamed up with the Greater Jefferson County Chamber of Commerce to host a ribbon cutting and open house at 4 p.m. on Aug. 27 at KV Trees in Mount Vernon.

After the ribbon cutting, the public is welcome to stick around and tour the facilities. There will also be tree service equipment available to ride on, including spider lifts that can go 75 feet up in the air, along with other pieces of equipment, Lance said.

For more information on KV Trees LLC, visit [kvtrees.com](http://kvtrees.com). [tmorse@morningsentinel.com](mailto:tmorse@morningsentinel.com)



Submitted Photo

**KV TREES EVENT** — KV Trees, LLC is celebrating its third year in business this year, and will hold a special ribbon cutting and open house event at 4 p.m. on Aug. 27.

## Get your head in the game!

SENTINEL PUBLISHER

Success requires your active participation! Every better-business book on the shelf comes back to this one point.

If you prefer, think of that sage advice Disney provided via High School Musical, when Troy Bolton sings, "Get your head in the game!" John Christensen's FISH! Philosophy sums it thusly: Be there.

Once upon a time, a young woman worked for my newspaper answering phones, handling classified advertising and general office stuff. It wasn't the toughest job, but it was a consistently annoying one. A lot of work for relatively little reward. Meticulous attention to detail for minimum wage.



JEFFREY PEYTON

means actively choosing to be physically, mentally and emotionally present and available to do your job, to assist your co-workers, to help your customers.

Look at it from the perspective of those guys for whom the FISH! Philosophy is named — Seattle fish mongers. Talk about a difficult, back-breaking, cold, repetitive, exhausting, thankless job!

Yet these guys, when told that business was so bad there might not be a business at all, responded by CHOOSING to be there, CHOOSING to do the best job they can do, CHOOSING to focus on their customers' experience rather than themselves, CHOOSING to bring as much joy and positive attitude as possible to an otherwise dreary gig.

Their results continue to this day, 25 years on, to speak for themselves. Who hasn't heard of the World Famous Pikes Place Fish Market?

To be fair, there are some who refuse to buy into this simple concept of self-determination. There are some who believe that "being there" is management code for "work harder or else." Those naysayers seem to make a valid point. Or it would be a valid point if they weren't forgetting something extremely important.

The concept of "being there" applies to everyone in every organization.

It's not a motivational mantra designed to generate more effort for less money. It's a motivational mantra aimed at improving lives, across the board. It's a life lesson that applies to high school students, stay-at-home moms, corporate executives, government officials, literally everybody facing almost every circumstance.

I can't fathom why anybody would want to NOT be there!

Frankly, when a manager has to tell an employee they need to "be there," the employee should be extremely thankful the message isn't that "it's time for you to be there somewhere else." And that's the bottom line.



## Reforms will alter the real estate transactions in Illinois and elsewhere

**BY KEVIN BESSLER**  
THE CENTER SQUARE

Changes are coming later this summer that will alter how real estate transactions are handled in Illinois and around the country.

For decades, the National Association of Realtors required home sale listing brokers to provide an offer of compensation to a buyer's agent up front. That usually was a 6% split between a seller's broker and buyer's agent.

Groups of home sellers brought lawsuits against the NAR for its standard commission structure, saying it was a violation of antitrust laws. The NAR settled the case for \$418 million.

"Coming up in August, the sellers will no longer be obliged to offer credits for a buyer's agent," said Nick Pisano with Clever Real Estate. "It's something they can do but it's not something they're required to do anymore."

A Clever Real Estate survey shows that 71% of real estate agents believe the ruling will have a negative impact on the industry. Of the agents who believe the settlement will have a negative impact, 88% think it will discourage first-time

buyers from entering the market.

"Opponents say if a seller chooses not to compensate a buyer's agent, first-time buyers or others could be stuck paying potentially thousands of dollars more to have to compensate their own agent out of pocket," said Pisano.

What effects the changes will have on the Illinois real estate market remain to be seen. Illinois Realtors' sales forecast for June, July and August suggests an increase on a yearly and monthly basis for both Illinois and the Chicago area.

Some predict home prices may come down. In Illinois, the median price of a single family home was about 9% higher in May compared to May of last year. The annual median sales price for a home in Illinois last year was \$269,000.

Clever's survey also showed that 95% of agents expect the new commission structure will cause agents to leave the industry.

"When you're having to get buyers to sign an agency agreement before you even get started, that is a little more difficult and time consuming for agents who only do a couple deals a year," said Pisano.