

“Our 57-Point Bug Audit Reveals How To Boot Out Your Annoying Pests—At Absolutely *No* Risk To Your Pocketbook”

Dear Valued Client,

I'm Chet Rowland, the owner of the only pest control company in Florida with this very powerful and risk free pest guarantee. (Believe me, if bugs could read it, they'd hightail it **fast** and never even think of coming back.)

A guarantee, by the way, that comes with \$225.00 in FREE bonuses!”

That's why I'm offering you a powerful service guarantee. If, after your first treatment, you are not satisfied, we will retreat FREE of charge. Or I'll GIVE BACK YOUR UNDEPOSITED CASH, CHECK OR CREDIT CARD VOUCHER! If, after a full 60 days, you find you still have a pest problem, we'll continue to give you more FREE treatments—until you're satisfied. OR I'LL GIVE YOU YOUR MONEY BACK.

Let's face it. Not all pest control companies give bugs an equally bad time. The industry, I'm sorry to report, has problems: con-artists, disreputable technicians, and even national companies who cheat on their customers (*see page 4*). Shame on them! In the meantime, tens of thousands of destructive, disease-carrying pests have been left undetected to party round the clock in thousands of Florida homes....

Homes like yours. Without my unique 17-step Pest Control System (*see next page*), your home will just sit there exposed to the ravages of all those crawling, disease-infested critters. Before you know it, days will have turned into weeks, then months...then years. If your bug company hasn't done the job it said it would do, you won't discover the damage until it's too late. (Last year, for example, the cost for repairing termite damage in the U.S. came in at over \$1.7 billion!) OUCH!

Now you know why you can't shop pest control on just price alone. It doesn't make sense, neither for your pocket book nor your peace of mind.

Just one overlooked infestation can result in thousands of dollars more than the so-called “savings.”

Hear me out. All the time I talk to people who say they already have pest control service. Just recently I ask one of them, “You have pest control service?” He says, “Yeah, I’ve got this guy. He comes by, you know, every month.” Then I look around and do a quick inspection of his home. I ask again, “You sure you have pest control service?” He looks at me as if I’m a moron: “What are you trying to tell me?”

I point to one wall inside his garage. “Look up here and let’s start counting. You’ve got over fifty spiders up there spinning out of control. You’ve got a wasp’s nest over here. Down in the corner, you’ve got ants crawling out from that crack. Over there is a subterranean termite mud tube. You sure you’ve got pest control service?” If he catches my drift, I’ll hear a nervous laugh. I’ll go on. “Let me ask you this. He’s charging you how much? \$20.00 a month? Times that by 12, that’s \$240.00 a year.” Then I say, “Since your bugs appear to be sticking around, you might as well stick your \$240.00 in your hip pocket. Or...you can pay me to do it right. Which do you want?”

Before he has a chance to reply, I’ll tell him exactly why my service gets the job done right, first time through. And why I’m so confident of my no-risk 30 & 60 DAY PEST CONTROL MONEY BACK GUARANTEE.

My Unique 17-Step Pest Control System Leaves Bugs No Place To Hide or Breed.

After 37 years in the business, you gotta believe I know what I’m doing if I’m going to do the job right. To give you some clues of that, look over the following list. Then read over 12 detailed descriptions of what they all mean.

17-STEP PEST CONTROL TREATMENT PROCEDURE		
<p>INITIAL INTENSIVE SERVICE</p> <ol style="list-style-type: none"> 1. 57-point bug audit and inspection 2. Dust attic and/or crawl space 3. Remove switch plates and electrical outlets, apply dust or baits. 4. Drill and treat kick plate voids under cabinets and vanities <p>INTERIOR TREATMENT</p> <ol style="list-style-type: none"> 5. Inject cracks and crevices in kitchen, bathroom cabinets 	<ol style="list-style-type: none"> 6. Treat around all of doors, windows 7. Pull back plumbing covers in shower and under sinks 8. Treat under, around refrigerator, washer, dryer, hot water heater 9. Treat around top and bottom of garage or carport 10. Remove spider webs 11. Look for new termite mud tubes around garage expansion joints 	<p>EXTERIOR</p> <ol style="list-style-type: none"> 12. Treat all eaves and soffits 13. Remove spider webs and wasp nests 14. Treat around doors, windows 15. Treat around garbage cans, wood piles and under decks 16. Treat six foot band around entire house 17. Check for new termite mud tubes and wings of swarming termites

Of course, you may suspect that our inspection would tempt us to “find” bug problems that were not there. I don’t blame you. All I can say is, read the following testimonials:

Michael E. Ladd, policeman (Tampa, Florida): “Yesterday I had the pleasure of meeting with your representative, a professional who brings back meaning to the word ‘honesty’ Your representative examined the areas of my concern, and, to my relief, told me that the damage had been caused by rot rather than by insects, and also, that there were no sign of any insects. His professional manner immediately put me at ease, but the degree of apparent competency he exhibited made me feel confident not only that he had told me the truth, but that I could confidently refer him and Chet’s Pest Control to my friends!”

Chad Holloway (Better Business Bureau, West Florida): “Chet’s has had 92 inquires about their company and 0 complaints. Companies like yours are what the Better Business Bureau stands for.” [Written in 1991]

1. Bugs Bite Dust In Hidden Breeding Hollows. Next we go under your kitchen and bathroom cabinets. Beneath each of them we find four-inch hollow voids. Bugs love ‘em. So, if there no openings, we drill a few discreet holes and inject a treatment. More bugs bite the dust.
2. Bugs Get Birth Control In Cracks & Crevices. Every crack and crevice found in the walls, floors and ceiling of your home are open doors to bugs. But the cracks can be turned to our advantage. Using a specially designed straw, we inject a substance that actually stops bugs from breeding. Sure, they keep doing “it.” But they have no idea that their fast and loose habits are taking the whole infestation down a one-way street with no return.
3. One Squirt Bars Doors & Windows To Bugs. Even the smallest of cracks allows some bugs to enter your home. Windows and doors are no exception, even when insulated. So we carefully treat them too, especially for bugs that fly and crawl.
4. Moisture-Proof Dust Zaps Bugs Around Unseen Drinking Fountains. Around every water outlet in your home you’ll find a small round chrome cover. It makes things look attractive and finished. Except, it also hides a dark, damp hole that bugs love to crawl into. Why?

The hole contains moisture, dripped in from a leaky faucet or shower head. Bugs can go for 10 days without food. But they need moisture every day. That's why we shoot in a special, moisture-proof dust. So when the bugs come back for a drink, they pick up the dust on their legs and bodies and take it back to the nest. A fatal mistake. Once they start grooming each other, the dust ends up killing them.

5. Dust Zaps Bugs Hiding In Dry Holes. So where do the bugs go after taking a drink? Back to holes that are warm and dry. Holes found behind all your electrical outlets and switch plates. One puff of bug dust and the hole becomes a bug proof.
6. Bugs Cleaned Out From Under Appliance Hot Spots. Speaking of moisture, for a great many bugs, under appliances can be a favorite retreat. Again, they are dark and musty. With one treatment, we turn them from sleazy watering holes into merciless killing zones. (To bugs, that is, not humans or pets—*see my P.S., end of letter.*)
7. “Spiders And Wasps Swept Away With Giant 30-Foot “Bug Pole”. All around eaves and soffits, you'll find all kinds of spiders and wasp nests. To zap the spiders you have to put a direct hit on them. So we spray immediately. Problem is, you still have all the webs and mud hives still stuck up there in hard-to-reach corners. That's when our 30-foot “Bug Pole” makes its play. With it, we sweep away all bug remains. **No other pest control company does this.**
8. Bugs Wipe Themselves To Death. Next, we treat the eaves with a special “micro-encapsulated” product (it dries on anywhere). We think of it as a tiny cold capsule, except it kills bugs instead of bacteria. Pests work their way in from the outside. And they don't bother to knock before coming in. Which means you have to knock them out before they even try to get inside.

The capsules slowly release a small amount of insecticide each day. When a bug crawls across a treated surface, it picks up the capsules and, again, ends up grooming itself—to death.

9. “No Bug's Land” Created From Six Foot Band Of Slow Death. Since we are on the outside, we also treat underneath and around your garbage cans, woodpiles, porches and decking. To finish off, we spray a six-foot barrier around you whole house. So every time it rains or your sprinklers turn on, the water slowly releases the insecticide. Any bug that comes in contact with it faces fast extermination.
10. Ants & Roaches Work Themselves To Death. Bugs hide from the light. That means they're hiding and breeding more than crawling out in the open. For example, down in the mulch around your bushes and shrubs, you'll find them. Like roaches and ants. But how do you zap them?

You don't. You get them to do their own dirty work. When they come in contact with the baits, they naturally take some of it back to their hiding places. As a result, they not only zap themselves, but also all other bugs that help groom them.

11. Silverfish And Other Bugs Die Digesting Bad Books. Storage and utility rooms are famous for storing bugs, especially Silverfish. They like to eat the glue and cellulose found in books, boxes, and other paper products. One treatment and their food source suddenly turns to a bad dream they never wake from.

You ask, "But how do I know that all these steps will get the job done right, first time through?" Well, read what more of my customers have to say about my service:

Feonal Finch, accountant (Tampa, Florida): "Service is always very thorough and always explained."

Granted, that still may not be enough. If you're like most of my new customers, I'd say you're worried about not getting what your home truly needs. Let me tell you, I understand...

With So Many Liars & Cheats Out There, How Can You Know For Sure I'm Not One Of Them? You Take a Quick, Skeptical Look At My 17-STEP CUSTOMER ASSURANCE CHECKLIST.

As I pointed out at the start of this letter, the termite & pest control industry can be real pests themselves:

--In 1995, Florida's Attorney General got **480 complaints** about, of all companies, Sears. They'd done a poor job exterminating termites for Florida homeowners. To add insult to injury, Sears refused to live up to their customer warranties, each valued at \$250,000. The corporate giant tried to wiggle out from under them by pointing to small-print "weasel clauses."

--In 1996, one pest control company had to **file bankruptcy** when a class action suit came against them, involving 1,426 Tampa Bay homeowners. In this case, the company had not properly treated soil prior to foundations being poured. As a result, the new homes couldn't keep back swarms of pests.

--Around the same time, Terminix, one of the biggest pest control companies around, got into legal trouble when they'd been caught drilling dummy holes (or no holes at all) trying to **fake treatments** for subterranean termites. Thousands of Florida homeowners complained about their service from Terminix offices in seven cities:

Orlando, Longwood, Deland, Jacksonville, Miami, Plantation and Port St. Lucie. [read newspaper article reprints]

So what makes you think I'm not also one of these liars and cheats. Words are cheap, I admit. However, I can at least make the effort to educate you just like Ralph Nader would (consider this letter, for example).

OK, let's say I've treated every nook and cranny in and around your home. I come over and hand you what I call my 17-STEP CUSTOMER ASSURANCE CHECKLIST. On it you'll see a list of everything I should have done. I read off each item and put a checkmark against it, showing that I have, indeed, completed the task. I then ask if you have any questions or concerns. If you do, and they are worth noting, I'll write them down on the checklist form. I'll also record, if necessary, my response. That way, you'll have a complete record of what took place.

So far, so good. But, you say, "How do I know that this isn't just a big smoke screen?" To be perfectly honest, you don't! Of course, I can repeat the report from the Better Business Bureau...

"Chet's Pest control has had 92 inquiries...and 0 complaints. Companies like yours are what the Better Business Bureau stands for." **Chad Holloway, The Better Business Bureau of West Florida, Inc. 1991**

But even then, I understand, you can't be sure. That's why I include right there on the Customer Assurance Form your ultimate 100% risk-free out:

NO-RISK, DOUBLE YOUR MONEY-BACK GUARANTEE

1. Within 30 Days: Get Your UNDEPOSITED Payment Back
2. Within 60 Days: Get Your Money Back

If, after your first treatment, you are not fully satisfied within 30 days, we will do a full re-treatment (all 17 steps) FREE OF CHARGE. Or I'll hand back your UNDEPOSITED cash, check or credit card voucher. You read it right. For the first 30 days, I'm willing to take *all* the risk. (Why should you have to take any risk?) That means I promise *not to deposit your payment for a full 30 days*. Once you feel you are satisfied, then—and only then—will I feel comfortable enough to deposit your payment.

It gets even better. Suppose after the 30 days you find some bugs are still there, creeping and crawling around your home. They shouldn't be, of course. But today, right now, you don't know that. After all, that's why you're paying me, a bug expert—supposedly. Well, you give me another call. And if it's within the 60 days of your first treatment, my people will come out yet again and *repeat* the full 17-Step

Treatment. All at no added charge. If you're still not satisfied, you'll get all your money back.

So how could you lose? Think about it. You could end up with at least *three* full treatments. 1. The Original Treatment; 2. The 30-day Treatment; 3. the 60-day Treatment. (Hey, if I haven't zapped every bug inside and outside your home by then, I won't just eat my words. *I'll eat every new bug you find!*)

You may be asking yourself, why should I be so generous? (My accountant asks me this question all the time.) It's like this. Both of us know, one treatment won't give you a gnat's head of what you really want: and that's a bug-free home. (Remember, Florida has the highest termite and bug infestation in the U.S.) That means I'm willing to risk everything. I want to convince you, I'm the best, most reliable pest control company in Florida. In other words, I don't want you as a customer just for a couple of months. I want you for...*a lifetime. I also want you to refer me to your friends, relatives and neighbors. And I'll do everything to make you so happy you'll be glad to!*

A bug history of your home. That way, I'll not only have a financial incentive to get to know you as a customer. More importantly, I'll also get to *know your home*—every inch of it. Including every square inch of your yard. (Remember, no two homes are alike.) So just think. Sooner or later, I'll have a specific “bug history” for *your* home. No pest will ever escape my hunter/killer instincts. I'll know exactly what bugs are coming and going, and what to do about them—and when.

That way, you'll have far less fear of re-infestation, along with a reduced chance of having to call my office to complain. There again, even if you did, I'll have every incentive to treat you as a highly valued customer, as the following customer found out:

Geneva Blaskowski, nurse (Tampa, Florida): “I wish to express my appreciation for your having honored your warranty. As we well know, a satisfied customer is one of the best forms of advertisement.”

Schedule Your Service During The Next 10 Days And Get 3 Surprise Bonuses, Worth \$225—FREE.

Call Tampa, (813) 935-7554 (7 a.m. to 5 p.m., Monday to Saturday).

So what are you waiting for? (The bugs aren't!) Pick up the phone now and call (by the bonus date: *see the certificate, next page*). And just to make certain you do, I'm prepared to give you three surprise bonuses. They're worth \$225.00 AND YOU GET THEM ALL FREE JUST FOR CALLING AND SCHEDULING YOUR SERVICE.....

FREE BONUS #1: The Silent Bug Killer: Electrostatic Dusting. Termites live and breed under your floors, where they find ideal living conditions: damp and dark. Places you have a tough time seeing, never mind getting to. So we fire up the Chet's Electrostatic Duster. It allows us to blow a fine dust material throughout your crawl spaces. We then do the same up in your attic.

The dust, since it has a static charge, clings to everything: cross beams, rafters, ceiling joists and insulation. Any surface a termite or bug could crawl over or under. When a termite scurries over the surface, the dust particles stick to its body. Once it discovers the dust, it starts to groom itself, often with the help of other termites. The result? Every termite that licks the dust ends up biting the dust literally.

FREE BONUS #2: Suffocate Stow-Away Termites: You've just bought some antique or used furniture. You're faced with a problem. You may have termites that have silently stowed themselves away inside the furniture. Worse, you have no simple way of knowing if they are there. Otherwise, you'd have to take each one apart. Even if you did, you may still miss them altogether.

So what to do? It just so happens I have a unique "Furniture Fumigator." Bring us your furniture, and we'll place each piece inside a special chamber. Using a special, odorless fumigant, we actually suffocate any bug found inside. This is done by simply sucking up all the oxygen so the bugs can't breathe.

FREE BONUS #3: Home Owner's Bug Report: "Simple Pest Control Secrets That Let You Read Key Signs Of Bug & Termite Infestations." In Florida, it's vital you hire a termite and pest control company to come and inspect your home on a regular basis. Yet, if you knew some of the signs to look for, maybe you could help your "bug experts" locate infestations in between inspections.

Again, you get all three of these free bonuses simply for calling and asking for your service by the bonus deadline (*see your Bonus Certificate, below*). And when you do, remember you have the best and longest-lasting guarantee around.

With benefits and a guarantee like this, HOW CAN YOU LOSE! So call now. If you're in the Tampa area, call (813) 935-7554.

Sincerely,



President,
Chet's Pest Control

P.S. \$225 of free services. Remember, you must call within the ten days, or by the Bonus Date stamped in red on the Bonus Certificate (*see below*), by giving you \$225 worth of free services.

P.P.S. No Smells, No Nothing. All the talk of zapping and killing bugs may be leaving you with the wrong idea. You may be thinking your family and pets may get harmed. Not so. All treatments use the least toxic products and are environmentally safe. Otherwise, the Environmental Protection Agency would go ballistic. Let me assure you, I use only those products that have been certified as non-allergenic, odorless and ecologically friendly. Most of these products, in fact, work by natural methods (*for example, see page 3, #3*).

P.P.S.S. Choosing a pest control company. Okay. You want to know what are the four key measures of an outstanding termite and pest company? Let me tell you. Make sure the company:

1. Has been certified by the Florida's Department of Agriculture. To make certain, ask to see a certificate. (*Don't forget, the certificate can't be bought, only earned.*)
2. Uses environmentally friendly materials and treatments.
3. Has an affordable, value-based maintenance program.
4. Offers a rock-solid, money back guarantee. If you are not 100 percent satisfied, they should re-treat for free AND refund your money. Always ask to see their testimonials from happy clients.

