
FACTS ABOUT “BIG NAME” NATIONAL PEST CONTROL COMPANIES AND OTHER COMPANIES THAT THEIR ADVERTISING NEVER TELLS YOU

Dear Neighbor,

I know you see the fancy TV commercials, big billboards, and get mail from “big name”, national pest control companies, and you might think it’d be better or “safer” to call them instead of a local, independent like, me. But there are FACTS their ads will never tell you. I hope you’ll consider:

FACT #1: THEIR HIGH EMPLOYEE TURNOVER PROBLEMS AFFECT THE QUALITY OF SERVICE YOU RECEIVE

These big, national companies have big employee turnover problems. The “technician” on your home’s “route” will likely change several times a year. They come and go, quit and get replaced. In total, these companies zoom through thousands of “techs” each year. As a result, they simply can’t invest heavily in their training. They hire ‘em fast, train ‘em quick, and get ‘em out there in a hurry. You could luck out and get a really good, diligent, knowledgeable one. Or Not. You WILL have people “learning on the job” at your expense. By contrast, many of my Technicians have been with me for 5, 10, even 15 years. Every new Technician gets 24 solid weeks of classroom AND supervised in-field training. Every Technician servicing homes for me operates from a very detailed checklist and diagrams, to deliver consistently thorough and complete service each and every time. Quite simply, nobody has better qualified, trained and supervised Technicians—which is why nobody gives better guarantees than I do. It costs no more to have your home taken care of by the best.

FACTS #2: OWNERSHIP VS. “MANAGERS”: WHO REALLY CARES ABOUT YOUR HOME, FAMILY, YOUR SATISFACTION?

If you’ve ever run a business yourself, you know about the myth of “ownership mentality.” There’s just no such thing. So, these big name companies’ have area offices run by hired, wage-earning managers (who also some and go), some with a lot of experience but some with little, some who care about “quality” but many who don’t. You gamble on luck of the draw. My company is LOCALLY OWNED. I’ve not only been in this business for a total of 46 years, I’ve lived and operated in Florida for 34 years. I’m working in my business, supervising it quality every day. You can get me, the top guy if you ever need to. I personally back up my guarantee. In the rare instances that a customer is dissatisfied, I get involved.

FACTS #3: FUNDAMENTAL HONESTY IS HARD TO FIND

There are over 500 pest control companies in this area. Quite a few have had legal troubles or lots of complaints lodged against them with the Better Business Bureau. Even big national companies like Sears have been prosecuted and court-ordered to pay back customers for scams and fraud! On the back of this page, you can see a couple of newspaper articles about this. So, who can YOU trust? The point is that a big national company’s brand name or huge billboards or lots of TV commercials do NOT guarantee you home inspections and fair pricing. My company’s reputation is “mint”. You can check with the BBB, your own neighbors, anywhere you like. I put my Guarantees in writing with no teeny-tiny fine print. I live here, am in my office every day and work hard every day to earn and keep my customers’ trust. In 23 years, we have NEVER been names in one of these bad newspaper articles, never let an unhappy customer go without resolving his complaint to his satisfaction. Just for example, here’s what Chad Holloway of the Better Business Bureau of West Florida wrote: “Chet’s Pest Control has had 92 inquiries. ZERO COMPLAINTS. Companies like yours are what the BBB stands for.” Isn’t that the kind of company you want to do business with? After all, you are NOT a “bug expert” and probably do not care to become one, so you need to feel confident trusting an expert’s finding, recommendations, fair pricing and on-going treatment.

BIG NAME COMPANIES THAT HAVE BEEN FOUND GUILTY OF AT LEAST ONCE OF MISLEADING, DECEPTIVE OR FRAUDULENT SALES PRACTICES, UNFAIR OR ILLEGAL CONTRACTS, OR CHARGING FOR TREATMENT NOT ACTUALLY PROVIDED.

1. Sears 2. Orkin 3. Terminix 4. Ace

FACT #4: TECHNOLOGY DIFFERENCES, HYPED IN ADVERTISING, DON’T REALLY MATTER

In different companies’ advertising or from their salespeople, you’ll hear about “patented” and “exclusive” methods, chemicals or technology, including different types of termite baiting systems (including Sentricon™), wall injection, subterranean baiting, perimeter protections, organic treatments, biological, chemical, dust, etc., etc., etc. While different companies may have different trademarked names for these things, we all have access to all of them. NO ONE COMPANY HAS ANY TECHNOLOGY, METHOD OR CHEMICAL THAT IS, IN ITSELF, SUPERIOR OR UNIQUE. Instead, what’s important is the experience, know-how and care of the technicians diagnosing problems, choosing the correct treatments for each situation, and thoroughly checking and re-checking the effectiveness of his choices. I stay up-to-date on the very latest advancements. We include the number-one termiticide, Termidor™, in our arsenal of weapons. We carefully place our materials safely inside cracks, crevices, behind outlets etc., out of reach of children and pets. Most importantly, we apply the right treatments of YOUR specific and particular needs.