

# “At Last, Never Pay For Termite Treatments Again”

“I’m the owner of Chet’s Termite and Pest Management, the company with the only checklist of 57 termite inspection points. (*One that took me 39 years to perfect.*) I’m also the owner of the only Florida bug company with a powerful renewable lifetime guarantee. (Believe me, if termites could read it, they’d hightail it fast and never even think of coming back.) Even better, when you call to schedule the treatment, I’ll give you \$225.00 in FREE bonuses!”

Both of us know, one inspection or termite treatment won’t give you a gnat’s head of what you really want: a termite-free home *for the rest of your life*. (Remember, Florida has the highest termite infestation in the U.S.) That’s why I’m offering you a powerful, termite tight guarantee....

A RENEWABLE, TRANSFERRABLE THREE-PHASE GUARANTEE that lasts not just for one year, not even five, but for....a *lifetime*:

1. If, within *one* year of your first treatment, we uncover a new colony of live subterranean termites, I will re-treat your home for FREE—and refund your initial investment.
2. If, during the first *five* years of your service contract, we uncover a new colony of live subterranean termites, we will re-treat for FREE.
3. If, during the first five years and *any* year thereafter, we uncover a new colony of live subterranean termites, we will re-treat for FREE—EVEN IF YOU SELL THE HOME AND MOVE OUT! How can I afford such a huge long-term risk? Read on....

Dear Friend,

Let’s face it. Not all termite and pest control companies give termites and bugs an equally bad time. I’m sorry to say, the industry has problems: con-artists, disreputable technicians, and even national companies who cheat on their customers (*see page 3*). Shame on them! In the meantime, millions of destructive termites have been left undetected to party round the clock in thousands of Florida homes....

Homes like yours. Without my unique 57-POINT TERMITE & PEST CONTROL INSPECTION SYSTEM, your home will just sit there exposed to the ravages of all those crawling, chewing, wood-munching critters. Before you know it, days will have tuned into weeks, then

months...then years. If your current bug company hasn't done the job it said it would, 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!)

Now you know why you can't shop termite treatment 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".

On the other hand, consider this. As a home owner, think what you could say to a future buyer if your home came with a built-in *transferable* Termite Guarantee. One that lasts, not just for one, or even five years—but for a *lifetime!* I call it my.....

**Renewable, Three-Phase LIFETIME Guarantee**  
***(A Guarantee Unheard Of In The Industry!)***  
**NO OTHER COMPANY OFFERS YOU A 100%**  
**RISK FREE GUARANTEE LIKE CHET'S!**

**ONE.** If, after 120 days of your first treatment and up to day 365, we uncover a new colony of LIVE subterranean termites, I will re-treat your home for FREE and REFUND YOUR ENTIRE INITIAL INVESTMENT.

**TWO.** If, during the first *five* years of your active service contract, we uncover a new colony of LIVE subterranean termites, we will re-treat for FREE.

**THREE.** If, during the five years and any year thereafter of your active service contract, we uncover a new colony of LIVE subterranean termites, we will re-treat for FREE—EVEN IF YOU SELL THE HOME AND MOVE OUT!

Can you see how much added value that would bring to your home? Think of how you can impress a buyer with treatment and inspection records. Records going back several years. Or, if not years, then a service contract from a reliable termite company you can TRUST. A *transferable* service contract with a *money back* guarantee is *unheard of in the industry*.

You want more proof? You're not sure of this "trust" idea? (Okay, I confess, I'm in a business that has earned little respect in the trust department.) Even so, you think I'm just saying all this just to get my next termite job? Well, scan your jaundiced eye over the following:

"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.** (*written in 1991*).

Great, you say. But then, "How can you afford to put your company at the mercy of Mother Nature and all those millions of creepy, wood-destroying bugs, for years and years?" Simple. It begins and ends with my 57-POINT BUG INSPECTION SYSTEM. It took me over 39 years to develop. That's the length of time I've spent in the "bug zapping" industry. I know

every trick and trouble termites can inflict on a home. Their life cycles, their mating habits, their swarming tendencies, their social behaviors—even their *eating* habits.

Except there's one problem. How can I know that your home won't be different? How can I be sure I can find your home's every nook and cranny, crack and crevice that could serve as wide-open doorway for termites? To be perfectly honest, I can't! At least, not with just one inspection. Even if it comes with an exhausting 57 check points.

## **A Termite & Bug History Of Your Home**

Now you know why I won't do inspections just once a year for the first five years. I do them *two times* a year. Or a total of ten times before the five years are up. 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.

So just think. Sooner or later, I'll have a specific “bug history” for your home. No termite will ever escape my hunter/killer instincts. I'll know exactly what termites are coming and going and where. And what to do about them—and when.

That way, both of us will have less fear of re-infestation. There again, even if you did, I'll have every incentive to treat yours 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.”

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

**With So Many Liar & Cheats Out There, How  
Can You Know For Sure I'm Not One Of  
Them? You Can Take A Quick, Skeptical Look  
At My.....**

### **15-STEP CUSTOMER ASSURANCE TERMITE CHECKLIST**

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

--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 1,400 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 termites.

--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. [ **See reprints of newspaper articles** ]

So what makes me think I'm not 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).

Or, 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 15-STEP CUSTOMER ASSURANCE CHECKLIST. On it you'll see a list of everything I should have done, as follows:

### **CUSTOMER ASSURANCE CHECKLIST: Subterranean Termites**

1. Placed stickers under kitchen sink, showing when the treatment was done.
2. Placed magnet sticker on refrigerator, giving our phone number.
3. Checked for cracks in floors and treated.
4. Checked for sunken floors and, when found, treated ground below. (Below these areas, cracks may be found, giving an ideal environment for infestations.)
5. Treated expansion joints between concrete slabs by drilling holes every two feet and injecting material. (Very vulnerable since they provide an ideal termite entry point.)
6. Treated beneath tubs and showers. (Wherever pockets of moisture occur, termites will head for them. Moisture provides an ideal breeding environment. Also, the plumbing to the tub and showers allows an easy termite entry point.)
7. Placed "traps" beneath baths.
8. Drilled and treated between floor tiles (if necessary)
9. Found the exact depth of your concrete floors and treated the ground *immediately* beneath them. (This avoids going too deep and missing any pockets of infestation beneath the floor.)
10. Dug trench around your home and treated. (This, in effect, gives your "castle" a moat, making it very hard for termites to pass over: (a.) Any termites already in the house can't get back into the ground without coming into contact with the material; (b.) Any termites in the ground trying to get into your house run into the same problem.)
11. Treat trench with proper amount and mixture of termiticide.
12. Filled and patched drill holes.

13. Cleaned up waste from drill holes and other treatment areas.
14. Filled trench.
15. Picked up all tools.

I read off each item and put a checkmark against it, showing that I have, indeed, completed the task. I then ask you if you have any questions or concerns. If you do, I'll write them down on the checklist form. I'll also record, if necessary, my response. That way, both of us will have a complete record of what took place. But don't take my word for it alone. Listen to what some of my existing customers have said:

"My own personal experience tells me why Chet's Pest Control can afford such generous terms for their service. Their people are so professional and thorough, nothing escapes them. Their service is just wonderful." **Jennifer Morley, nurse (813) 881-4786**

"From the bad service I've had from others, I could get the idea the company owners were getting protection money from termites! With Chet's, however, I know who's side they are on. That is why I've made sure Chet's gets their 'protection money' from the right person—me. It's worth every penny." **Ross Puleo, contractor (813) 917-9948**

"I'm convinced that my Chet's service man thinks like a termite. I marvel at how he never fails to crawl and squeeze into every hole and space in my home. Whenever any of my friends have needed a termite hunter, I have never failed to recommend Chet's." **Julio Rivera, jeweler (813) 933-1299**

"I choose Chet's because of their strong warranty. In fact, it is so good, I feel cheated. All the time my technician has been coming into my home, I've never had to ask him to come back and give me a free treatment." **Denise Alvarez, stylist (813) 874-5848**

## **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 termites aren't!) Pick up the phone 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 Termite & Pest Control Secrets That Let You Read Key Signs Of Bug & Termite Infestations." In Florida, it's vital you hire a termite & 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 longest-lasting guarantee around.

With all these benefits and a risk free money back guarantee like this, HOW CAN YOU LOSE! So call right now while it's fresh on your mind. If you're in the Tampa area, call (813) 935-7554.

Sincerely,



*President,*  
Chet's Termite and Pest Management

**NEED TO ADD LAST 3 PAGES**

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. Choosing a termite control company. Okay. You want to know what are the four key measures of an outstanding 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. Offer a rock-solid, no risk, 100% money-back guarantee. If you are not 100 percent satisfied, they should re-treat for free and refund your money.

Bonus Date:

**A \$225.00 VALUE**

**CHET'S TERMITE CONTROL BONUS CERTIFICATE**

Yes, I understand that by calling and scheduling my service, CHET'S PEST CONTROL will give me the following three bonuses, worth \$225.00:

**FREE BONUS #1:** Silent Bug Killer

**FREE BONUS #3:** Home Owner's Bug Report  
I also understand, in order to receive these bonuses, I must call CHET'S PEST CONTROL by the Bonus Date stamped on this certificate.

# CHET'S TERMITE and PEST MANAGEMENT

Fast, Honest, Reliable At Zapping Your Home's  
Bugs

- DRYWOOD TERMITES
- POWDER POST BEETLES
- WOOD BORERS
- SUBTERRANEAN TERMITES
- FORMOSAN TERMITES
- Carpenter Ants
- Pharaoh Ants
- Roaches
- Spiders
- Silverfish
- Chinch Bugs
- Earwigs
- Army Worms
- Web Worms
- Flies
- Crickets
- Fleas
- Wasps
- Ticks
- Rats
- Mice
- Scorpions
- Bats
- Snakes

ADD LAST PAGE ACTION FORM





