
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: BEWARE OF ORANGE OIL PEST-CONTROL IMITATORS

My company is the first and only termite & pest control company in Florida officially licensed to use the only “Orange Oil” product approved to kill termites. We use XT2000 Orange Oil. It’s a super-refined 95% Orange Oil that can soak through wood like water through a paper towel to kill drywood termites right where they live and breed. There are other companies in town claiming they use an orange oil product, but it is not XT2000 95% Orange Oil. They are using a poor-unrefined, watered-down version of the original XT2000 Orange Oil. Purifying XT2000 Orange Oil is a highly complex process that is protected by a U.S. Patent. Getting orange oil refined enough to penetrate straight through wood is not something that can be whipped up in someone’s garage. It requires millions of dollars worth of equipment just to produce the 1st drop, and the process is protected by law. Any pest control company interested in using XT2000 Orange Oil must first receive a certification approved by the State of Florida through the patent owner’s 6 week training course in California. I’ve done it. My staff has been trained too. Believe me, it’s time consuming and expensive to get certified, which is why **every other termite & pest control company has decided NOT to use the XT2000 Orange Oil**. Don’t be fooled by watered-down imitators.

FACT #2: 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. Ask to see our step by step checklist.

FACTS #3: 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 come 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 the termite & pest control business in Tampa for over 42 years, I’ve owned and operated my own for over 34 years. I’m working in my business, supervising its quality every day. You can get me, the top guy if you ever need to. I personally back up my guarantees. In the rare instances that a customer is dissatisfied, I personally get involved.

FACTS #4: 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 Orkin 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 30 years, we have NEVER been named in one of these bad newspaper articles, never let an unhappy customer go without resolving their complaint to their 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 findings, recommendations, fair pricing and on-going treatments.

THERE HAVE BEEN ARTICLES IN THE PAPER ABOUT 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