

“At Last, You’ll Never Have To Leave Your Home For Drywod Termite Treatments Again”

“Hi, I’m Chet Rowland, the owner of the only termite & pest management company in Florida with this very powerful and **100% risk free termite guarantee**. (Believe me, if termites could read it, they’d hightail it **fast** and never even think of coming back.)”

Here’s a true fact. No one in Tampa has been to more homes and businesses, killing termites, than me. I’ve been killing termites since I was a 14 year old boy. *I’ve been eliminating termites from homes just like yours for over 40 years now.* My termite supervisor Kenny Hill has been out in the field killing termites for over 25 years himself. He’s personally been trained by me, so you can’t find anyone who has this kind of experience at killing termites and looking out for your best interest and treating your home as if it were our own.

Even better, when you call to schedule your termite 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 this 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. Guarantee #1: If, within *one* year of your first treatment, we uncover a new colony of **live** drywood termites infesting the original area previously treated, I will re-treat the infested area for FREE—and REFUND YOUR MONEY. Ask any other termite company to match this guarantee and they’ll laugh at you.

Ask to see our testimonials and actual refund checks.

2. Guarantee #2: If, during the first *five* years of your active service contract, we uncover a **live** colony of drywood termites in any area we have previously treated, we will re-treat for FREE.

3. Guarantee #3: If, during the first five years and *any* year thereafter, we uncover a **live** colony of drywood termites in any area previously treated, 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 management 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

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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 MANAGEMENT INSPECTION SYSTEM, your home will just sit there exposed to the ravages of all those crawling, starving, chewing, wood-munching critters. Before you know it, days will have turned 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 \$5.7 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".

One the other hand, consider this. As a proud 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 RISK-
FREE GUARANTEE LIKE CHET’S!”**

ONE. If, within *one* year of your first treatment, we uncover a new colony of live drywood termites where we've previously treated, I will re-treat for FREE and **Refund Your Money.**

TWO. If, during the first *five* years of your active service contract, we uncover a live colony of drywood termites where we've treated, 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 drywood termites where we've previously treated, 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, read the following VERY carefully:

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

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Edward P. Russell, Company President (Tampa, Fl.) *You recently performed a treatment for drywood termites for us on a four unit town home apartment building. I couldn't help but be impressed.*

Your crew arrived on time and prepared the building in record time. Their thoroughness was very professional. Everyone knew their job and worked as a team. There was no wasted effort or time.

Everything was returned to its original condition and cleaned up. Outstanding!

I received three bids on this job, and yours was right in the middle. I choose your company on reputation. Since I would have had to move everybody out and furnish alternative accommodations for my tenants, this was a big savings. Looking back, I would have chosen Chet's even if it was the highest bid.

Thank you for your professional service and for showing me that there are still business that care about their customers and deliver work as promised.

Curtis D. Ely, CEO (Tampa, Fl) The purpose of this letter is to thank you for the outstanding and very professional service your company has provided.

We recently discovered the signs of termites in our family home. After substantial investigation, I requested quotes from three companies including Chet's Termite and Pest Management. From the very first phone conversation with your company, I have continually received exceptionally professional care. I am very pleased that I made the decision to go with your company.

Mr. Hal Whidden did an outstanding job. During the initial inspection of our house he thoroughly explained his findings. He also did an excellent job of finalizing the arrangements with me and of conveying to me the preparations necessary for the treatment of our home.

During the actual drywood termite treatment of our home, I was quite impressed with the professional service proved by Kenny and his crew. They did an outstanding job. They were very punctual. And they left everything exceptionally clean and neat at our home, which was greatly appreciated.

In summary, I was extremely impressed with the high quality of service provided to me by Robin, Hal, Kenny and the other members of your team. Your professional organization and the efficiency of your personnel made this whole termite elimination process almost stress-free.

Once again, we would like to convey our appreciation to you and your staff for their high level of professionalism and the outstanding service we received.

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, non stop chewing, starving, wood-destroying bugs, for years and years?" Simple. It begins and ends with my 57-POINT BUG INSPECTION SYSTEM. It took me over 40 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

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inflict on a home. Their life cycles, their mating habits, their swarming tendencies, their social behaviors—even their non-stop *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 a 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 of your home 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 around your home.

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 when 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*. Then again, even if you did, I'll have every incentive to treat you as a highly valued customer, as the following clients found out:

Dan & Shirley Rogers, Retired (Tampa, FL) On August 28, 1999, your service manager Duke Covington came out to our home in Tampa, FL 33604 to give us an estimate to have our home treated for drywood termites. We knew about your 100% money back guarantee if I were to get termites back where you had treated before within 1 year if the treatment date, and I felt confident contracting your company to take care of my termite problem.

On November 12, 1999, I had my home treated by your company. In June 2000 we discovered a suspicious area in the paneling of the front room and called your company back to investigate the problem. On June 9, 2000, your service manager Duke Covington again came to our home to take a look at the problem. During the investigation Mr. Covington found that we did have live drywood termites in that area and instructed us to call your office to schedule and have a treatment done again and inquired about the money back guarantee.

On July 17, 2000 your company re-treated our home free of charge and on July 22, 2000 I picked up a check representing the amount we paid for the treatment of our home.

We are very pleased to say that we received our money back within 1 week without having to threaten or harass your company to honor your claim of a money back guarantee. I will certainly tell friends and others about the honest, fair dealing we have had with your company and we hope to use your services again in the future if the need arises.

Beverly Hicks, Entrepreneur (Tampa, FL) I am writing today to thank you, and your employees. In May of 2006, I discovered termites at my residence and I contacted three pest control companies to schedule inspections and compare estimated costs. When I met with Hal Whidden, your company's consultant, he was pleasant, helpful and

informative, but best of all, he was on time! I scheduled the treatment of my property during this first meeting and Chet's Termite and Pest Control treated my home on May 23, 2006.

Imagine my dismay in late April 2007, when I discovered wings another evidence of termites in my home. I called Chet's on April 30, 2007 and Hal was at my door (on time again) on May 1, 2007. He determined that I did indeed have live termites in the same area and we scheduled a second treatment (at no charge) of my home for May 18, 2007.

On May 2, 2007 I called your office and left a voice mail message for Carol Brown, your office manager. I was calling regarding your "no-risk, 100% money-back" guarantee. Carol returned my call the same day. She was very considerate and apologetic regarding the need for a second treatment of my home. She also made an appointment to deliver a full refund to me at my home on May 25, 2007.

After two treatments in less than a year, I can honestly say I hope not to need your services again anytime soon. But...I also will say how very pleased I am that I hired your company the day I first met Hal. Everyone has been pleasant, professional and helpful and when you state that you have no-risk, money-back guarantee...that's exactly what your customers get.

Thank you so much for standing behind your work and keeping your promises. I have recommended Chet's Termite and Pest Control to several of my friends and co-workers, and will continue to do so. It truly was a pleasure doing business with you!

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.....

CUSTOMER ASSURANCE TERMITE CHECKLIST

As I pointed out at the start of this letter, the termite & pest control industry can be real pests themselves. ***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 1,432 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

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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 the consumer advocate 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 CUSTOMER ASSURANCE CHECKLIST. On it you'll see a list of everything I should have done, as follows:

CUSTOMER ASSURANCE CHECKLIST: Drywood Termites (No-Tenting)

Directed IPM Procedures for Drywood Termite Prevention and Control System

- Determine types of structures
- Inspection and identification of treatment areas
- Determine extent of infestation
- Choice of termiticide and treatment procedures
- Equipment needed
- Treatment preparation
- Treatment process
- Wall and Void Treatments
- Foam Treatment
- Pesticide Treatment

Termiticides To Select From:

- Termidor SC or WG = wood injection
- Premise 2 = unfinished wood surfaces, and foam void treatment
- Timbor Dust= soffits and wood over wood joints, cracks, and voids
- Boro-Care = new construction pre-treatments and outside unfinished exposed wood surfaces

Treating Exposed Unfinished Wood Surfaces in Attic, Outside and Crawl Spaces

- Use premise 2 termiticide mixture
- Mix according to label directions
- Treat both sides of trusses, ceiling joist, roof decking, gables, ceiling joist if accessible
- Soffits over hang areas back of facer, rafter tails and headers
- Apply borate dust in soffits after liquid treatment

Treat Windows, walls and Doors Specifications:

- Treat windows, walls and door frames with Termidor, Premise 2 or borates
- Drill 3 holes on each side
- Apply termiticide in dry foam or dust

Treatment of Active Infestations Specifications:

- Use a mixture of Termidor SC or WG 0.06% in liquid or foam. Follow label direction void treatment with dry foam
- Mixed Premise 2, or Termidor
- Apply according to label directions

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Crawl Space Treatment Specifications:

- Drill and inject infested wood members with liquid or foam termiticide mixture
- Termiticide Termidor or Premise 2
- Treat band sill with borates or Premise 2 on frame structures with sidings

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:

Richard T. Butt, Business Executive (London, England) Too often now a day's people are prone to complain about poor service and yet forget to acknowledge good service. I am writing to you to thank you for the excellent service I recently received from your representative Hal Whidden.

Currently I am (unfortunately) under contract with Orkin who were refusing to honor their guarantee to re-tent, claiming they could not find any evidence of drywood termites. This not with standing a commitment I had received from one of their representatives last year that once my renovation program had been completed they would re-tent.

I called your company and Hal came by. I am so glad he did. Within minutes he found plenty of evidence which I was able to use to persuade Orkin to re-tent. It was amazing how quickly their representative gave his consent when he realized he had been called out.

Of course the re-tenting had to be at their convenience, which means I shall have to wait over two months for their team to appear.

I cannot tell you how pleased and impressed I am by your company if you employ people like Hal. In our brief meetings he told me more about termites than I could ever have learned from anyone else and I now know what to look for- especially when it comes to selecting who I should be dealing with.

I will become one of your clients in due course and meanwhile I will not hesitate to recommend you to my friends and neighbors.

Incidentally, Hal did not ask me to write this letter to you and I am happy for you to use it to show prospective clients.

Many thanks for your excellent service which went above and beyond what I ever imagined and thank you for coming to my assistance during my time of need.

Fred & Gail Taylor, Furniture Doctors: "The termite treatment of our building...went as planned...I called your office early the morning of the 11th and was told to expect your crew sometime between 3:00 and 5:00. Sure enough, they showed up at 3:00...It took your crew...just over a couple of hours to treat the building. Thanks for the professional and timely way your crew handled the termite treatment of our building."

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

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

So what are you waiting for? (The termites aren't!) Pick up the phone and call right now! 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.....*

With all these benefits and a 100% risk free money back guarantee like this, YOU CAN'T LOSE! So call (813) 935-7884 right now while it's fresh on your mind.

Sincerely,



Chet's Termite and Pest Management

P.S. **\$225 of FREE BONUSES.** Remember, you must call within the ten days of your first visit to this webpage to receive the \$225 worth of free bonuses.

P.P.S. Okay. You want to know what are the four key measures of an outstanding termite company? Let me tell you. Make sure you ask to **see some testimonials from other happy clients** and 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.

A \$225.00 VALUE

CHET'S TERMITE & PEST MANAGEMENT FREE BONUS CERTIFICATE

- Yes, I understand that by calling and scheduling my service, CHET'S TERMITE & PEST MANAGEMENT will give me free bonuses, worth \$225.00, I must call CHET'S TERMITE & PEST MANAGEMENT within 10 days of my first visit to this webpage.

Call (813) 935-7554 right now while it's fresh on your mind and before the bugs get worse!!