

March 2010

Thank you for selecting Masters Pest Control, and thank you for the many referrals we have gotten from our customers. The foundation of any successful business is the ability to satisfy existing customers, as well as generate a referral base from those satisfied customers. Masters Pest Control is built on a solid foundation, which is why we are celebrating over 27 years of service, and we look forward to a continued relationship.

To our new customers, "Welcome". We hope that you were satisfied with our service, and we look forward to a continued relationship. At Masters Pest Control we take pest control seriously, and our commitment to you is second to none. This newsletter is a courtesy we like to extend to our customers to keep you informed. We hope you find this newsletter an interesting and informative read.

We can be reached at:

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(973) 383-7799

Middletown
(914) 856-2024

Pike Co., Pa.
(914) 344-2024

Newton/Sussex Co.
(570) 296-4488

What you need to know about Exterior Applications

For many of you this may be review, but in any event this information is important to understand. The more you know about the service, and the customer to technician cooperation required, the more benefit you will get from our programs. The concept of the exterior application is to greatly reduce the risk of pests nesting on or invading in your home. One would have to agree that most pest problems start from the outside and work their way in. The exterior application is your first line of defense against insects from establishing foraging and/or nesting patterns to your home. Insects will forage for food as well as shelter. When an adequate supply of food has been discovered, or suitable shelter has been found, strong foraging patterns can be established by recruitment within the colony to this new found area. This is especially true for ants, and carpenter ants.

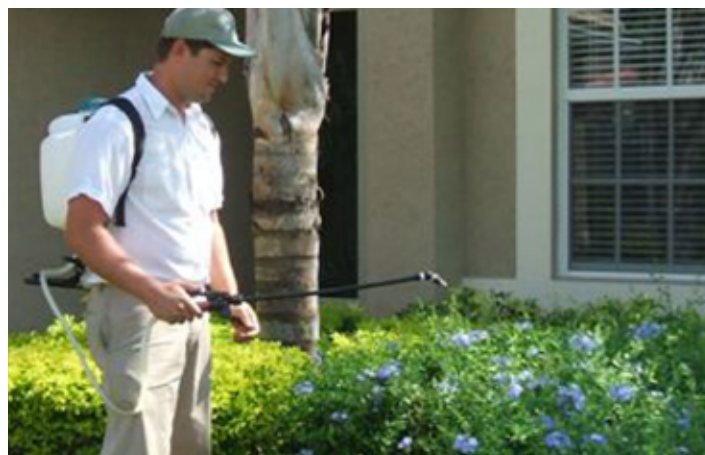
The Exterior Application greatly reduces the risk of this happening by either deterring insects from entering treated areas, or by killing those that do before they return to the colony to recruit, thus breaking the foraging pattern from an outside colony to your house.

The residual of the materials used have their limitations. It is important for you to understand the materials have at best a 2 to 3 month residual. That's it! Much of this is due to regulatory compliance and environmental considerations.

The average pest season in the northeast is usually from mid March to as late as mid November and sometimes beyond. This is why it is critical to maintain the exterior of your home during the time of the season pests are most active. Prevention is diligent maintenance. Our guarantee to you will be determined by your commitment to maintenance. A lapse in service during a period when insects are most active can result in an interior infestation.

I've put a lot of thought into what it takes to provide maximum effectiveness with the least amount of inconvenience, and keep service at a price that is affordable. I've come up with pest control packages where you get guaranteed commitment from a professional pest control company, for about the daily cost of a 16 oz bottle of your favorite soda. Is there a better value? [I think not]

We will continue to service home once or twice a year, however guarantees will only apply to the exterior only. Those that have service done 3 or 4 times a year will be guaranteed as stated in the Service Agreement. Discounts will apply as indicated in our service agreement. *Pest Control is best left to professionals!*



Our Goal

Our goal at Masters Pest Control is to give you such outstanding quality, value, service, and guarantee that we may be worthy of your high esteem and recommendation. We're not looking to be the cheapest or most expensive, just the best. If at any time you feel that you were not treated fairly, or did not receive the quality or value of work expected, the management of Masters Pest Control needs to know this immediately. You are our #1 priority.

There are times when customers are not satisfied with service because they were not properly informed as to the expectations of the services provided. There is a fine line between providing overwhelming information, and adequately providing practical information. Performance expectations need to be realistic, as determined by individual circumstances. We are always willing to inform, the trouble is some folks aren't listening. We will always be fair and reasonable with you; all we ask is that you are fair and reasonable with us.

Our newsletter is an attempt to lightly inform. Our service guarantee is to set the boundaries of service expectations. I understand your service expectations, simply put; "just kill my bugs", but do you understand our service limitations. I will cover service limitations in this Newsletter>

What we do matters vs. Lip service

Pest control is more than a convenience. Modern pest control is largely responsible for the quality of life we have come to expect in the latter part of the 20th century, and our industry will continue to serve humanity into the 21st century. Here are some points to ponder.

Historically, the spread of plagues, disease, and famine can be linked to rodents, fleas, flies, and mosquito's, just to name a few. Loss to humane life was in the millions. Even today rodents and insects are known to be vectors of disease. Science has made great gains in fighting disease with new medicines, but medicine is usually used after the fact.

Improvements in sanitation have done wonders in reducing the conditions that are conducive to poor health conditions, and this should never be taken lightly. Modern pest control should not be ignored for its part in today's standard of living.

- *Rodents and insects without proper pest management would contaminate millions of dollars of stored food and crops. This is an undisputed fact!*
- *Roaches, fleas, & flies within our homes can expose us to dangerous contaminants.*
- *Ants, termites, and powder post beetles do more damage to homes in any given year than hurricanes, tornadoes, and floods.*
- *Bees, hornets, wasp, and spiders can inflict a painful bite or sting, not to mention the danger of the toxins of such bites.*

Those of us in pest control make a difference in the quality of everyone's lives.

There are those who claim that the uses of pesticides are a great detriment on our society, creating serious health risks. These same anti-pesticide individuals are trying to pass legislation that will require you to get permission from your neighbors to have your home treated.

The presence of vermin in our daily lives is clearly the greater risk. Pest control professionals provide solutions to real problems, not lip service. We get results. The prudent use of pesticides is just one of the tools we use to solve pest problems. The over use of pesticides is never an option. Our most important tool in the battle of the vermin is our experience, not the flagrant use of pesticides. The next time you hear someone bad mouth pest control or pesticides ask yourself why aren't they out there making a difference. If they are so smart, why aren't they in the business? Good intentions are good for nothing, what counts is execution and follow through. We get results!



Service Limitations

I would like to tell you that when a service technician from Masters Pest Control is on the scene all your pest problems would be solved after the first service. This is simply not always the case, and it is not a reasonable or responsible expectation. That kind of implication from Masters Pest Control or any other pest control company is simply false and misleading. I would defend this position in any forum.

"So", you ask, "what is so hard about killing bugs?" I will briefly cover several conditions and/or circumstances to explain.

Mentioned in no special order, but not the least of which is the 50% rule.

- *In any structure, at least 50% of that structure is inaccessible. We cannot access wall voids, under roofing shingles, exterior siding, sub-flooring, tongue and groove joints, and inaccessible crawl areas. Pest presence can often go undetected for long periods of time because of this lack of accessibility.*
- *The materials used today reflect the collective conscience of America in regards to environmental considerations. Long gone are the days when "one shot" would be effective all year long. Today, most materials used have a residual effectiveness of about 2 – 3 months. Repeat applications are necessary to discourage active foraging and nesting behavior towards your structure during peak pest season and to insure proper efficacy of the barrier.*
- *Biology and behavior play a major roll in the effectiveness of service. Unfavorable conditions can cause carpenter ants to remain dormant for 6 to 9 months. Ants can forage great distances (sometimes as far as 2 to 3 hundred feet) for food, shelter, and other needs of the colony. Some colonizing insects can have a single reproductive queen, while other species may have multiple reproductive queens. This will determine the type of service.*
- *Undetected water leaks, or areas of excessive moisture create favorable conditions for carpenter ants and termites. If not found and or corrected significant damage can occur. Excessive moisture may be caused by insufficient ventilation in basement/ crawl areas should be identified and corrected. Venting is a good solution for this.*
- *Cost/benefit considerations. Balancing needed services with the cost of doing business. Maintaining an affordable price structure and profitability.*
- *Weather considerations, although not as big of a factor as you may think, has its place in the role of limiting the effectiveness of the materials used, and the services rendered.*

Pest control by nature is organic, and ever changing. Time is needed to get the desired results of, "just kill my bugs". Think about this. How many times has a doctor told you or someone you know, to take a prescription and come back in two weeks so he can check the effectiveness of his diagnosis? Sometimes it can take weeks or months of checkups and tests to cure a sickness or injury. I'm not saying you have to be a brain surgeon to do pest control, but we sometimes need time to make the right diagnosis and prescribe the right treatment.

Always allow sufficient time for the materials used to work, at least 21 days. Residual products work by chronic exposure over time, and not acutely, or immediately. There is no benefit to over application of materials. Allow time for material to work. If given enough time the original service will usually be sufficient.

Patterns of pest activity to a particular area warrant additional service between regular scheduled service, however the occasional ant crawling, or bees/wasps flying around may not. If you observe a pattern of behavior please call so we can take care of it. So please consider these circumstances after having service done. We pride ourselves in our responsiveness to our customers. If you have any questions or concerns after a service, please call so we can be of assistance.



Does this cover termites?

In one form or another, this question is often asked. The Residential Service Agreements as written and performed does not cover your home against termites. If termites are a concern (and they should be as identified in the article “Carpenter Ants or Termites”), and you would like to include termite monitoring as part of your quarterly maintenance, we can include a limited termite-monitoring program as an additional part of the purchase of your Residential Service Agreement. If termites are observed in the monitors during the first season of placement, Masters Pest Control will apply the cost of the set-up to the full-service termite management program.

A limited termite-monitoring program is not to be confused with a full service termite management program, but it can be very useful in identifying termites in the soil adjacent to your foundation. If termites are observed in the monitors placed in the soil adjacent to your foundation we can at that time discuss available termite treatment programs. A limited monitoring program would use fewer monitoring stations, does not include unlimited monitoring/baiting, or include aggressive liquid spot treatments if needed. The purpose of the limited termite-monitoring program is to help identify a termite outside your house, before it becomes a structural problem inside your home.

Gone are the days when termite control was an event driven process. After the demise of Chlordane back in the late 70’s, the termite industry has been wrestling with the problem of again providing quality termite work. Recently with a better understanding of the biology of the termite and the development of quality alternatives, we can, again, offer effective termite control.

The key to success is understanding that termite work is a process using a combination of treatment strategies; from continued monitoring to spot liquid treatments; habitat alteration to food source removal. The monitoring programs allow the Pest Management Professional to see into the soil next to your foundation to determine if additional measures are necessary.

Simply contact our Service Department Monday – Friday from 9am to 4pm and ask to know more about including termite maintenance program as part of your Residential Service Agreement you already own for general pest control. We can forward additional information regarding materials available upon your request.

Knowledge is a tool. Let’s use it.

SmartGreen

My definition of **SmartGreen** is; “The appropriate level of response to the given situation or circumstance to protect Health and Home”. **SmartGreen** is the combination of inspection, identification, food and shelter source elimination, exclusion, and the use of botanical and new low dose modern chemistry technology to eliminate pests.

At Masters Pest Control, we’ve always been committed to making **SmartGreen** choices. From techniques, materials and business practices that have the least amount of impact on the environment, to scheduling and routing our day’s stops to minimize unnecessary road time, and we’ve been doing things this way for over 27 years.

Our years of experience allow us to make the right service and product decisions for the given circumstance.

We have always taken the path of leaving the smallest “environmental footprint” to achieve the desired results, and we’ve never felt the need to lure customers with “green” marketing tactics. Doing our job in a way that leaves a small “footprint” just makes sense.

Termite Protection

Not believing you have termites is not a very reliable termite protection program.

Termites invade over 1.5 million buildings each year, and cause over a billion dollars in damage annually.

They are busy at work 24 hours a day, attacking the structure of your home from inside the wood, often going undetected for years, while doing damage to your home.

Visit our website www.masterspestcontrol.com for more information. Not knowing if you have termites can be very costly.

Call us now. We have a sensible program for you.

Email

There is much we can do to improve communications between you and Masters Pest Control if we had your email address. We often have to reschedule due to bad weather. If we see that bad weather is coming we can notify you by email about any scheduling delays and reschedule dates.

Sometimes pest issues come about that effect the general population and you may want to know about it, i.e. bed bugs, and stink bugs. We can email alerts regarding such events. Also, sometimes we run specials on value added services. We can notify by email in the event you may want to take advantage of such events.

Simply put, an email address helps us help you, and be assured we would never give up an email address to outside sources.

What’s New!!!

New for this year will be lawn and yard treatments for tick control. I’m sure no one needs to be reminded of the concerns regarding tick bites. We are very happy to have a program in place this year to help protect your family against this nasty little creature. We will be using EcoSmart products that are USDA National Organic Program (NOP) compliant, have low impact on human health, lowest toxicity to non-target organisms (birds, fish, and pets), and the lowest risk of groundwater contamination (no harmful residue).

We decided to launch this program with a \$50 coupon and we will have a program in place to guarantee this service until the end of the year. I think you’re going to want to know more about this service so give us a call so we can better explain the program to determine if it is right for you.