

Sentricon® Termite Colony Elimination System with Always Active™ technology



Talking with a potential customer about termite protection.



Creating expectations. That's the key when you talk with potential customers about the Sentricon® Termite Colony Elimination System with Always Active™ technology. Run through all the proven selling points and highlight the new technology to make your case stronger than ever.

"Termites are definitely a threat for your home. I'd recommend the Sentricon System with Always Active technology."

"How will it protect my home from termites?"

"It eliminates the termite colony." The Sentricon System not only provides continuous protection from termites — even against those that have not yet moved onto your property — but it also eliminates termite colonies. The proof is in 30 independent university studies and 45 published scientific articles, plus millions of homes. The Sentricon System even protects the White House, the Statue of Liberty and other national landmarks.

"Why is it called Always Active?"

"Sentricon stations around your home are always baited with Recruit® HD termite bait." The bait remains in all the Sentricon® stations all the time, offering constant property

protection and peace of mind. Termites can begin feeding on it as soon as they find a Sentricon station. They then share the bait with other termites, beginning the colony elimination process.

"Will the bait last long enough to do the job?"

"Recruit HD termite bait is so dense and durable, it lasts a long time." It continues to protect no matter what the soil condition, weather or season. In termite palatability tests and field trials, termites preferred Recruit HD termite bait over wood, and liked it even better when it got old, cracked and moldy. We'll replace any bait that gets consumed.

"What about its effect on the environment?"

"The Sentricon System won the Presidential Green Chemistry Challenge Award." This national environmental award recognizes technical innovation that's environmentally responsible.¹ The Sentricon System is designed to prevent environmental exposure, and can be removed if desired. It was the first product registered under the Reduced Risk Pesticide Initiative of the U.S. Environmental Protection Agency.

"Will there be a big mess around here at installation?"

"No, it's easy on you and your home."

The Sentricon® System is much less disruptive to your family, buildings and landscaping than other termite treatments. No drilling in floors or foundations, no trenching around the home, no chemical tank trucks, no scheduling hassles. You don't even need to be present for installation and service. Basically, no mess at all.

"When will you be back to inspect the property?"

"We are required to inspect and service the Sentricon stations on your property annually." Because the bait will be present in all stations at all times, and because the bait is so dense and durable, we will be inspecting and servicing the Sentricon® stations on your property annually, minimizing the chance of servicing a station when termites are feeding.

"Why should I trust you?"

"We're committed to protecting your home from destructive termites." We're a specially qualified Authorized Operator of the Sentricon System, selected by the manufacturer, Dow AgroSciences, from among the industry's best pest management professionals. Would you like some references?

Sentricon® Termite Colony Elimination System with Always Active™ technology



Talking with an existing customer about the benefits of upgrading.



With your existing customers, a conversation about the Sentricon System® Termite Colony Elimination System with Always Active™ technology means expanding their expectations. Point out what's new and different, and why the Sentricon System now protects better than ever.

"We have an innovative technology to upgrade your termite protection." It's called the Sentricon System with Always Active technology. This upgrade will take your termite protection and your peace of mind to a whole new level. It's the best termite protection available for your home, one of your most valuable assets.

"How is it different?"

"The bait stays in all the Sentricon stations all the time." With Always Active technology, we put new Recruit® HD termite bait in all the Sentricon® stations from the very beginning, so termites can begin feeding on it as soon as they find a station. This starts the colony elimination process sooner and keeps property protection continuous.

"Will the bait last long enough to do the job?"

"Recruit HD termite bait is so dense and durable, it lasts a long time." It continues to protect no matter what the soil condition, weather or season. In termite palatability tests and field trials, termites preferred Recruit HD termite bait over wood, and liked it even better when it got old, cracked and moldy. We'll replace any bait that gets consumed.

"What do I have to do to upgrade?"

"You don't even have to be home." It'll take us about the same amount of time as we spend on a normal service visit to upgrade the Sentricon System on your property, using the existing Sentricon stations.

"When will you be back to inspect the property?"

"We are required to inspect and service the Sentricon stations on your property annually." With this innovation, you'll notice a change in the inspection schedule. Because the bait will be present in all stations at all times, and because the bait is so dense and durable, we will be inspecting and servicing the Sentricon® stations on your property annually, minimizing the chance of servicing a station when termites are feeding.

Find out more about the Sentricon System with Always Active technology at www.sentricon.com.

¹The Sentricon System is designed to prevent environmental exposure, and can be removed if desired.

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 **Sentricon**
Colony Elimination System
AlwaysActive™

Termite free. Worry free.