

## **4 COMMON HOMEOWNER MISTAKES TO AVOID**

### **1. DO-IT-YOURSELF PEST CONTROL**

Sprays, powders, and other products purchased off the shelf at Home Depot, Lowes, etc. can only hide your bug problems, while they get worse. Using these products can make household pests disappear from sight, but not from your house. Also, professional pest control service providers do have access to stronger materials than you do. “Do-it-yourself” may save you money in the short-term, but it will allow your problem to multiply and ultimately cost you more.

### **2. USING UNQUALIFIED PEST CONTROL SERVICE PROVIDERS**

Make sure that the pest control company you use is Certified by the Michigan Department of Agriculture and can show you documents to prove it—this Certification is EARNED, and cannot be bought. Further, consider issues such as number of years in business and experience, training, licensing and bonding of technicians.

### **3. RELYING ON THE “BRAND NAME” OF A BIG NATIONAL COMPANY—AND NOT READING THE “FINE PRINT” ON THEIR CONTRACTS**

Refer to separate sheet, enclosed titled: FACTS ABOUT “BIG NAME” NATIONAL PEST CONTROL COMPANIES. Note: be very careful NOT to sign long-term or continuing service contracts not backed by straightforward guarantees you fully understand.

### **4. NOT GETTING COMPLETE, THOROUGH, PROFESSIONAL PEST AND TERMITE INSPECTIONS FOR YOUR HOME.**

Michigan is such a “bug area” it is simply dangerous to go without these inspections. We recommend getting these inspections once every year, or twice, then continuously as part of regular pest control service—but not that many companies automatically include continuous re-inspection in their service. FAILURE TO HAVE YOUR HOME PROFESSIONALLY INSPECTED CAN RESULT IN SERIOUS PEST INFESTATIONS THAT MAY REQUIRE VERY COSTLY, EXTREME REMEDIES.



## **OUR EXCLUSIVE IRON-CLAD, NO WIGGLE ROOM, SIMPLE, STRAIGHTFORWARD GUARANTEES.**

Basically, I guarantee you will have a pest-free home and be 100% satisfied with every aspect of our services or I'll make it right or I'll refund 100% of your money. You will not find ANY company willing to match these guarantees. Here are the details:

### **GUARANTEE #1: Within 30 Days: Get Your UN-Deposited Payment Back GUARANTEE #2: Within 60 Days: Get Your Money Back**

If, after your first treatment, you are not fully satisfied anytime within 30 days, we will do a full re-treatment FREE OF CHARGE and make everything right, OR, if you prefer, I'll hand you back your UN-deposited check, cash or tear up you UN-processed credit card voucher. I take ALL the risk for the first month. I do NOT even deposit your payment for that first month. Only after you've seen for yourself that you really do have a pest-free home and you are completely satisfied, do I deposit your first payment.

Now, suppose that month passes but then you discover a few bugs are still there, in your home. That should NOT be the case. And as long as you call within TWO MONTHS, I'll send my top technicians out AGAIN-FREE- to again re-treat your entire home. And then if we still cannot satisfy you, I will still refund every penny you paid. If it takes THREE treatments to get your home pest-free, you'll get 'em. If you want your money back, you'll have it. You're the boss.

Frankly, there's no way on earth I could afford to do this—unless I was successful at making homes just like yours pest-free and at keeping customers for life. Which I am. So, take note: There's not fine print here. No little asterisk marks like this (\*) with footnotes in tiny type. No "weasel clauses". No attorney language. I guarantee your satisfaction period. And, incidentally, I have a standing offer for any other pest control company: Prove that you've matched and honored an identical guarantee for at least 5 years in this area and I'll donate \$500.00 to any charity of their choice.

Signed:

A handwritten signature in black ink that reads "Kris Ouvry". The signature is written in a cursive style.

Kris Ouvry

Owner

Keller Pest Control