

PIONEER

PEST CONTROL

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Dear Homeowner,

The following information is some very important information about subterranean termites. Also, you will receive information on how you can receive an incredible money saving offer for a retreatment only termite warranty or a Termidor booster treatment.

Subterranean termites cause more damage in Florida than hurricanes and fires combined. There is a saying in Florida, if your home doesn't already have termites, it won't be long before it does. Just like our soil in Florida is home to millions of colonies of ants, especially the well known fire ants, the same is true for colonies of termites. From the east coast of Florida to the west coast, and from the deep south to our northern Georgia border our soil is loaded with termites. Some colonies of termites like the Formosan termites can eat up to 2 baseball bats of wood per day, imagine what they would do in a year untreated. The past couple years have been very bad in our area, especially in developments where there are a lot of short term rental homes. Many of these developments were old orange groves before homes were built and were breeding grounds for termites. Some had dozens of homes with termite infestations and swarms. Some of these homes were only a couple years old. News traveled fast, especially by internet on short term owner's websites, about the worry and fear of the possibility of owners getting termites in their homes. Even several short term management companies found out 1st hand, as they had termite infestation and swarms in their own homes. Our phone rings off the hook with calls or emails asking what we could do to help the home owners get protection, especially the hundreds of home owners who let their termite warranties lapse.

Because Pioneer Pest Control is the #1 short term pest control company in our area, we've seen a lot of the heartbreaking stories 1st hand of homeowners getting the call that they had termites and that it would cost them \$1,200 or even much more to get there homes treated. Also, with the termite swarms some homes couldn't take any bookings for a long time or had to move guests out of the homes because of hundreds of termites swarming over the house. This very bad termite problem could not have come at a worse time since the economy has taken a nose dive over the past couple years with real estate prices falling and gas prices doubling, money has been very limited. This has caused many homeowners to be caught in a position of not having any termite protection on their homes. Others have been paying \$1,500 or more for treatment and \$250 to \$350 per year for renewal bonds, the good news is we have put together a very economical and effective plan exclusively for short term rental homes for excellent service and very fair prices.

Because we service thousands of short term homes in our area, and have established a name that is very well known in the industry, we have come up with a plan that is very economical and will allow everyone to be protected from getting the terrible news that its going to cost them \$1,200 - \$1,500 or more to treat their home if they get an infestation. For a limited time we are offering a retreatment only bond for only \$85 per year if your house is 5 years old or less. We will do a yearly inspection of your home and if termites are found then or anytime throughout the year we will treat your home for no charge. That will give you peace of mind and take away the fear of getting that terrible phone call with a bill for \$1,200 - \$1,500 or more for a treatment, with the economized time we are having that's the last thing anyone wants. On houses that are 5 years or older the original termicide that was applied is worn out and termites could come into your home at any time. That's why it is recommended in Florida to get a fresh termite booster treatment applied. This is done by putting a fresh application of termicide around the barrier of your home. We use Termidor termicide for this treatment, many believe it is the best termicide ever. The termites can't smell it or taste it and they pass it on to the whole colony, and it wipes out entire colonies. Many homeowners received letters from their original termite companies who wanted almost \$1,000 to do a booster treatment and couldn't afford it, so they let their protection lapse.

The good news is, we are offering a booster treatment for only \$450 , that includes the yearly renewal retreatment only bond. We are trying to help all homeowners to be able to have peace of mind concerning treatments for a very economical price, during these very economical times. We believe, while we will lose a tremendous amount of profit offering these services, our reputation which has made us the #1 pest control company for short term rental homes in the area will continue to grow richly and keep us the #1 pest control company for short term rental homes. If you would like any of these services let your Home Owners Association know, via their website on the form provided, and we will put you on our program. Remember, this program is for a limited time so act now and get the peace of mind you deserve and leave any termite troubles to us.

Sincerely,

Rich Oszczepinski
President

Pioneer Pest