

# STRAIGHT TALK ABOUT TERMITE PROTECTION.



Explaining the threat and creating expectations are the keys when you talk to homeowners about the Sentricon® System with Always Active™ technology.

**“Because termites are a threat for your home, I recommend the Sentricon System with Always Active technology.”**

**Q: “How will it protect my home from termites?”**

**A: “It eliminates the termite colony.”** Sentricon not only provides continuous protection from termites — even against those that have not yet moved onto your property — it eliminates the threat. The proof is in 30 independent university studies and 60 published scientific articles. Sentricon even protects the White House, the Statue of Liberty, other national treasures and millions of homes just like yours.

**Q: “Why is it called Always Active?”**

**A: “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 for peace of mind. Termites can begin feeding on it as soon as they find a Sentricon station, then share the bait with other termites to begin the colony elimination process.

**Q: “Will the bait last long enough to do the job?”**

**A: “Recruit HD termite bait is durable to last 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. Bait is replaced as it gets consumed.

**Q: “What about its effect on the environment?”**

**A: “The Sentricon® System won the Presidential Green Chemistry Challenge Award.”** This national environmental award recognizes technical innovation that’s environmentally responsible<sup>1</sup>. Sentricon minimizes environmental exposure by design, and it can be removed if desired. It was the first product registered under the Reduced Risk Pesticide Initiative of the U.S. Environmental Protection Agency.

**Q: “Will there be a big mess around here at installation?”**

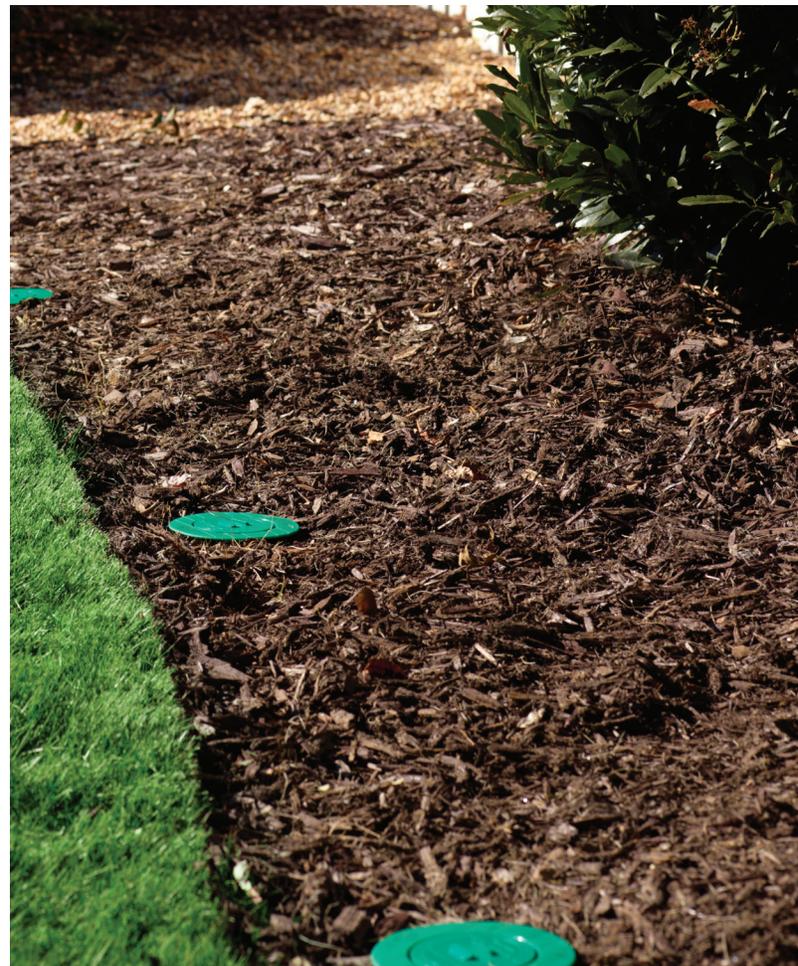
**A: “No, it’s easy on you and your home.”** Sentricon is much less disruptive to your family, buildings and landscaping than other termite treatments. With Sentricon, there is no drilling in floors or foundations, no trenching around your home, no chemical tank trucks, and no scheduling hassles. You don’t even need to be present for installation and service. Basically, no mess at all.

**Q: “When will you be back to inspect my property?”**

**A: “We will inspect and service the Sentricon stations on your property annually.”** To ensure the bait will be present in all stations at all times, we will be inspecting and servicing the Sentricon stations on your property annually.

**Q: “Why should I trust you?”**

**A: “We’re committed to protecting your home from destructive termites.”** We are Certified Sentricon Specialists™, selected by the manufacturer, Dow AgroSciences, from among the industry’s best pest management professionals. Would you like some references?



Find out more at [www.sentricon.com](http://www.sentricon.com)

# STRAIGHT TALK ABOUT THE BENEFITS OF UPGRADING.



The Sentricon® System with Always Active™ technology expands customer expectations because it 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! Consumer research shows it’s the most ideal termite protection available for your home.

**Q: “How is it different?”**

**A: “The bait stays in all the Sentricon stations all the time.”**

With Always Active technology, 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 it provides continuous property protection.

**Q: “Will the bait last long enough to do the job?”**

**A: “Recruit HD termite bait is so 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. Bait is replaced as it gets consumed.

**Q: “What do I have to do to upgrade?”**

**A: “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 system on your property using the existing Sentricon stations.

**Q: “When will you be back to inspect my property?”**

**A: “We will inspect and service the Sentricon stations on your property annually.”** To ensure the bait will be present in all stations at all times, we will be inspecting and servicing the Sentricon stations on your property annually.



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