



**T**he Green Eye Termite Alert will work with any kinds of termite treatment because it finds the termites to make the sale. We all know that selling is the lifeblood of any pest management company, so maintaining a steady supply of prospects is a key business challenge. Termite services traditionally depend upon two sources for sales: customer word of mouth to friends, family, neighbors, and sales leads generated by termite swarms.

Unfortunately, word of mouth and waiting for swarm season are largely passive ways to market your services. What if no one calls? What if the swarm season is weak?

The answer is proactive marketing.

You would think that no one would allow their home the most valuable asset, for most people to be unprotected against subterranean termites, but that is not the case. Consumer research shows that two out of three homeowners admit to being concerned about termites, yet only one out of three has ever had a property treated for termites.

No one can explain this gap between the perception that termites are a threat and the reality that homeowners are not taking action. The fact is many people are gambling that either subterranean termites somehow won't attack their homes, or if their homes are attacked, the problem will be discovered before significant damage occurs.

Interestingly, this creates a powerful marketing opportunity. Research shows that 80 percent of homeowners would want a professional treatment if termites were found on their property. Eighty percent is a huge number even in marketing terms. So, the key is to demonstrate to these reluctant homeowners that they do in fact need and want to protect their properties.

Termite detection is the one marketing key to provide your termite business with the leads it needs. Angel-Leigh Corporation has created Visual Termite Detection to help termite professionals do just that regardless of how they treat for termites. The Green Eye creates business opportunities, differentiates PCO's from the competition, and adds to your company's professional image. The Green Eye Alert saves your technicians service time because they do not need bend over to manually open and visually inspect stations.

The Green Eye makes sense for your current customers and your prospective customers. The Green Eye has been shown to accurately detect termites in the monitoring stations in both field trials and professional use. Most people want to know if termites are active in or near their homes, but even

when that proves not to be the case, The Green Eye provides customers and prospects with the peace of mind that comes from having a proven detection system in place.

The Green Eye makes great marketing sense for any company. Once subterranean termites have been detected, the majority of homeowners will want to invest in protection. The Green Eye delivers highly qualified leads and establishes you as the professional who uncovered the problem for the homeowner, and as a credible resource that will make the best service recommendation for the situation. The Green Eye fits any company's termite service whether it involves baits, liquid chemical treatments or a combination of the two.

Termite professionals are using The Green Eye Detection in innovative ways with homeowners, builders, real estate agents, multi-family properties or any other property owner. Some companies make it a service addition for their general pest and lawn care customers, either to add revenue to an existing route, or as a little- or no-cost way to generate additional termite service leads. Some use The Green Eye as a part of their free home inspection service for prospects. Some companies include it as an ongoing tool in their regular inspections for customers under contract. Some even use The Green Eye when a customer cancels their service as a way to keep in contact and be in a position to sell the customer a new service if termites are detected.

Revolutionizing the termite industry with high quality visual termite detection....The Green Eye Alert

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