

## Training/support tools

As part of our on-going commitment to enhance your business, Whitmire Micro-Gen provides these support materials free of charge if you are registered as an Advance Preferred Support User. Register today and order your materials at [www.advancetbs.com/register](http://www.advancetbs.com/register) or call Customer Service at 1-800-777-8570.

### Technician and sales tools

**SERVICE AND INSTALL VIDEO/GUIDE:** Great PMP training tools to train technicians on how to service the Advance Termite Bait System.

**QUALITY ASSURANCE DVD:** Tool for teaching technicians how to adequately maintain the Advance Termite Bait System for best performance.

**HOW TO SELL DVD:** Tool for training your sales team on selling the Advance Termite Bait System and closing more sales.



### Consumer sales and marketing tools

There are many business building sales and marketing tools available for your business. Visit [www.advancetbs.com](http://www.advancetbs.com) and register to be a Preferred Support User to order the following:

**CONSUMER BROCHURE:** This educational piece explains the damage termites can do to homes and explains how ATBS is the solution for their termite problem. (Allows room to add your company logo and phone number.)

**HOMEOWNER DVD/VIDEO:** This DVD or video demonstrates the damage termites can do to homes and explains how ATBS is the solution for their termite problem.

**PROPOSAL FOLDER:** This pocket folder provides a convenient way for ATBS literature to be presented to the consumer in one professional brochure with graphs, proposal and other literature. (Allows room to add your company logo and phone number.)

**VEHICLE DECALS:** The ATBS magnet for your service vehicle is a great marketing tool to show consumers you provide termite bait systems.

**RADIO SPOTS:** Several radio spots, professionally produced, educate consumers on the benefits of ATBS. (Allows room to add your company name and phone number.)

**DIRECT MAIL POSTCARDS:** This educational postcard explains the damage termites can do to homes and explains how ATBS is a proven solution for their termite problem. (Allows room to add your company logo and phone number.)

**DOOR HANGERS:** Both lead generation and service options to help grow and maintain customers.



## ADVANCE<sup>®</sup> Termite Bait System

Proven to broaden your business potential and satisfy more customers.



# Expect more efficacy. Expect more customer satisfaction.



**ADVANCE<sup>®</sup>**  
Termite Bait System

## Expect more from the Advance Termite Bait System (ATBS).

The industry's first generation bait systems brought a pioneering concept to the termite control market. They presented a new way to control termite colonies that was more effective and less invasive combined with a business model that significantly raised the value of termite control at the homeowner level. However, it soon became apparent that those first generation bait systems had a variety of challenges. These challenges affected their speed of control, ease of serviceability, customer satisfaction and most importantly created a non-conducive business model for most PMPs.

## Over 35% of homeowners purchasing termite protection will buy a bait system this year.

"We offer the Advance Termite Bait System on every termite proposal. We have found the power of choice unlocks sales that we would have never closed before when we offered primarily liquids. By having a bait and liquid offering, we have seen our ratio of baits grow over the past several years."

**Tony Carder, CEO**  
Active Pest Control, Atlanta GA

Now, with the Advance Termite Bait System, Whitmire Micro-Gen offers a new generation bait system that addresses the challenges presented by first generation baits—effectively making our bait system a superior option to all other types of termite control.

### Why use bait systems today?

**Homeowners expect more.** You should consider offering bait systems for one simple reason: 35% of your prospective homeowners desire and will ultimately purchase baits, due to the benefits they offer over liquids.

- Aggressive response** PMPs across the country have reported hits as fast as 15-45 days. It's control that homeowners can see from a simple design they can understand.
- Environmentally-friendly** Families with children and/or pets or anyone chemically sensitive often prefer a low impact approach to termite protection.
- Visible protection** Stations remind homeowners daily that you are protecting their homes and they like the peace of mind that comes with your quarterly service inspection.
- Long-term** Many homeowners feel ATBS offers better long-term control than liquids, which degrade in the soil over time.
- Non-invasive** No drilling required in or around the home, making it far more convenient and adding peace of mind with kids and pets.

**You can expect more.** In addition to a higher level of customer satisfaction, there are many business advantages to offering the Advance Termite Bait System.

- Large market segment** Last year, over 35% of homes purchasing termite control chose a bait system over liquid options. Selling ATBS allows you to close sales with a segment of your market that would only purchase a bait system. In addition, you now can treat structures that often times can't be treated with a liquid effectively or economically, such as commercial buildings.
- Close more sales** Consumer research shows that 80% of homeowners prefer having a choice of both bait and liquid treatment options presented. Offering choice with a professional recommendation will enhance your credibility and your close rate with both bait and liquid customers.
- Productivity** Technicians can install 4-6 bait systems per day versus one or two liquid-only treatments, increasing your revenue. This fast installation helps avoid lost sales during the busy swarm season.
- Cross-sell potential** General pest control offerings can be easily added during your quarterly bait system inspections; increasing the revenue per service visit.
- Profitable** Bait systems typically sell for higher installation prices and generally command about twice the renewal price of liquid jobs.

### Why use the Advance Termite Bait System?

#### ATBS is the next generation of bait systems.

Now there are no more excuses. While previous bait systems had challenges that resulted in slow or poor performance, PMPs across the country are experiencing hits as quickly as 15-45 days and fast colony elimination with the Advance Termite Bait System. So you can now combine the efficacy of newer non-repellant liquids with the customer satisfaction and selling advantages of a bait system. It's truly the best of both worlds.



#### Expect better performance

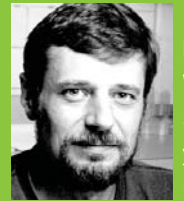
- Hits** Termites hit within 15-45 days from installation. First generation bait systems took 3-12 months for initial hits.
- Bait load** ATBS features the largest containerized bait load available today with 93 grams so it only takes a few of the large bait cartridges to eliminate the colony. First generation stations only accommodated 25-35 gram bait loads, greatly limiting their speed of elimination.
- Colony elimination** Fast, more effective colony elimination for a higher satisfaction level and no need to make the excuses associated with first generation baits.

#### Expect better serviceability

- Easier** Unique dual-stage station design and Quik-Lock™ cap is easier and faster to service than first generation stations.
- Low disturbance** Unique dual-stage design with a lower stage wood aggregation base and an upper stage compressed Puri-Cell® preferred food matrix, allows ATBS to be serviced without disturbing and chasing away termites, a major frustration for technicians from first generation systems.
- Quarterly** Unlike the erratic inspection frequency of first generation bait systems, ATBS features a true quarterly label so you know exactly the number of times you need to inspect. In addition, the larger bait load allows you to check the system quarterly without concerns about the bait being eaten too quickly between visits.

#### Expect a better business model

- Buy-as-you-go** You own the stations so expenditures are spread out instead of front-loaded for better cash flow.
- No fees** No mandatory annual renewal fees paid to a manufacturer and no need to report data to Whitmire Micro-Gen.
- Affordability** A typical day one system installation cost of less than \$200 for an average 200 linear foot home site is less than some liquid treatment options.



"Research on termite bait efficacy using the Whitmire Micro-Gen system is in its third year at 6 sites using molecular markers to verify colony elimination. The bait sites, following bait consumption, have provided 2+ years of inactivity while the control sites continue to record high levels of termite activity. This is the first study using a commercial termite bait product to use control sites and constitutes the only study where the scientific method has been applied to measuring bait efficacy."

**Dr. Brian Forschler, University of Georgia**



"The stations are easier to install and my clients really like their appearance. Once the stations are in the ground, customers like that the stations are serviced on a regular basis so they have the peace of mind that termites will not go undetected and damage their homes."

**Brent Boles, President and General Manager of Kansas-based Schendel Pest Services**