

# Pest Connection

*Tips for a Pest-Free Home*

VOL 18 ISSUE 6



**MOSQUITO PREVENTION**  
Service starts in June!  
Details inside.

## Before You Sign on the Dotted Line

### Be Aware of Door-to-Door Sales Tactics

As temperatures warm and pests become more active, another phenomena ensues in the spring—door-to-door sales reps.

Some pest control companies use door-to-door sales reps who employ pressure tactics to persuade you to sign a contract on the spot, while others make promises they never intend to keep—all ploys to close the sale. So, who do you trust? How do you ensure the services you pay for are the services you're going to receive?

#### What to Know Before You Open the Door

If you do choose to open your door, please keep these door-to-door sales tactics at the forefront of your mind:

- **Don't be pressured into an on-the-spot decision.** For some door-to-door sales reps, it's about quantity, not quality. Their main focus is to "close" the sale. They are not responsible for the quality of the customer experience afterward.
- **Don't sign a contract that isn't fully explained, or be swayed by discounts applicable "only if you sign now."** An abbreviated contract, or one that isn't fully explained, or that applies a discount only if the contract is signed immediately, are red flags.
- **"Your neighbors switched to our service, you should too."** This is a sales tactic that has been repeatedly reported to us by confused customers. The sales rep will present them with a sheet of names and addresses of people in the neighborhood, claiming they switched service providers. Upon following up, they discover their neighbors didn't change providers at all. Give yourself time to check back with your neighbors.

With many of our customers being referred to us by their neighbors, we take these sort of unethical door-to-door sales tactics seriously. Calls from customers letting us know they've received a solicitation have risen dramatically within the past two years. Be wary of signing a contract on the spot. Politely ask for the salesperson's information and let them know you need some time to review the offer, and that you will be checking back with your neighbors. A representative for an honest company will

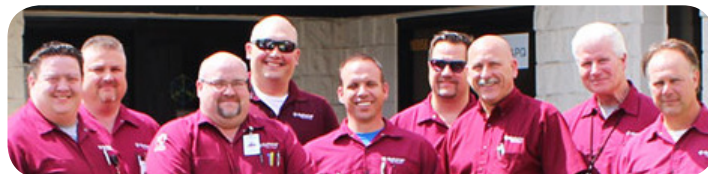
*Recently, one of our residential consultants spoke to an upset customer who had been swayed by promises of low-price service by a door-to-door pest control rep. Instead of solving his mice problem, it was now worse than ever. When the customer tried to return to Batzner and leave the other company, he was told he would be forced to pay a cancellation fee three times the cost of the quarterly service.*

*[Read full story inside]*

# Best Trained in the Industry

How do we ensure our technicians are prepared to combat tough pest issues?

We maintain a rigorous training schedule comprised of classroom and on the job training, monthly continual education training, and extensive equipment safety training. We also conduct our own audits ensuring treatment protocols adhere to the highest service industry standards.



Batzner's Team of Associate Certified Entomologists

- **Quality Pro** - Environmentally responsible and committed to providing consumers with the highest quality of service. Only 3% of pest control companies nationwide are QualityPro certified. Batzner is one of them.
- **Associate Certified Entomologists (ACE)** - Provides on-staff experts with training and professional field experience in structural pest management.
- **Master Technicians** - Recognizes those with at least three years of field experience and who have passed the Master Tech exam.
- **In-House Training** - Continuous, monthly training sessions ensure our employees stay up-to-date with the latest treatment options and industry trends.
- **LEED Certified** - Upon request, our integrated pest management practices can be specialized to adhere to a LEED (green) certified building's environmental performance.
- **Quality Assurance Audits** - Randomly scheduled internal audits to ensure the highest standard of service is being provided.

## Mosquito Prevention

### Mosquito Season Is Near

In addition to the annoying itching, mosquito bites can also transmit viruses to humans and pets. West Nile and Zika are well-known viruses that can lead to life threatening diseases, along with several more, according to the American Mosquito Control Association (AMCA) at [mosquito.org](http://mosquito.org).

#### DIY or Professional Application?

In an effort to protect you and your family, you may be tempted to DIY with an over-the-counter fogger or spray. However, unless you are using a commercial-grade product, they cannot offer the same long term coverage that a professionally applied product will. DIY products will only offer a temporary solution at best.

### BATZNER'S MOSQUITO CONTROL SERVICE OPTIONS



#### Three and Four Month Programs

Starting in June, the once-a-month mosquito treatment targets the existing population, while preventing them from reproducing in your yard. Program includes additional call backs.

#### Outdoor Event Service

A one-time mosquito treatment customized for the venue. Perfect for corporate events, weddings, graduation parties, picnics and family reunions—your guests will thank you!

[batzner.com/mosquito-control](http://batzner.com/mosquito-control)

Karl Rowell, Batzner QA and Safety Manager explains, "We use a professional mister that releases tiny droplets, blanketing the foliage surface area more thoroughly than a DIY spray or fogger will. Our targeted technique also limits chemical exposure to people and pets by only applying it to mosquito resting areas."

### Water Sources: A Perfect Breeding Ground for Mosquitoes in Your Yard

Gutters	Remove leaves, debris, stagnant water
Leaky Pipes	Repair any leaky pipes or faucets
Tires	Drill holes in the bottom of tire swings and wheel barrels to allow water to drain
Trash Can	Ensure trash cans are tightly sealed and lids aren't flipped upside down
Buckets	Remove water collecting in buckets and toys
Ponds	Keep swimming pools and ponds adequately treated

Call today for your free estimate. Or, read more about our mosquito program online at [batzner.com/mosquito-control](http://batzner.com/mosquito-control)

800.878.2110

# Ask the Experts

Dan Stawicki, Operations Manager

Featuring advice from our  
Associate Certified Entomologists

Have a question? Reach out to us on Facebook, Twitter, or at [Batzner.com](http://Batzner.com)



**Q:** *It's early spring and I am seeing ants in my basement. How is this possible, shouldn't they still be hibernating?*

- Mike S.



**A:** Over winter and early spring, ants enter a dormant state, feeding off carbohydrates and proteins collected during late summer and fall—keeping them content in their nest until spring.

However, despite the cold temperatures in early spring, the warming effects of the sun can prematurely awaken ants from their dormant state, causing them to begin the process of foraging for food sources.

When it's too cold to forage outside, the colony will send scouts to investigate inside. Once a scout locates a food source, they will leave a pheromone trail for more scouts to follow, which is what you are most likely witnessing in your basement.

In order to prevent more ants from making their way in, you can use exclusion techniques, caulking the smallest cracks and crevices can really help.

Securing entry points and removing any potential food sources will also lessen the likelihood of unwanted pests from visiting you in the future.

Sincerely,

## Community Outreach

### Event in Your Community? Sign Us Up!

We are always on the lookout for opportunities to meet with residents and business owners, and answer their pest control questions.

We recently participated in the City of West Allis' first-ever Homeowner Resource Fair, held at City Hall on April 18.



In spite of the unseasonal snowstorm, West Allis residents attended the event to hear Batzner, along with several other local businesses and city municipalities, present topics of interest, followed by a Q&A session.

Several residents spoke up about persistent rat problems plaguing the community, while others were simply annoyed by ants invading their homes. Regardless of their concerns, residents were eager to learn about pest prevention techniques and treatments we offer.

Is there an upcoming community event that you would like us to attend? Please contact [marketing@batzner.com](mailto:marketing@batzner.com).

[Continued from front page]

have no issue with this response and should graciously supply you with any additional information you need to make an informed decision.

### Online Service Reviews

Take some time to read about other's experiences on review sites like Google, Yelp, and Angie's List. Here are some tips on what to look for when reading a review:

- **Check out the reviewer.** Do they have a history of writing similar reviews for other companies? They may be paid.
- **Be wary of similar wording in reviews.** Wording that speaks directly to what the company advertises, or multiple reviews with the same phrasing, are probably not legitimate.
- **Read multiple reviews on several sites.** A high percentage of good reviews, sprinkled with a few negative ones, usually indicates legitimate reviews. After all, even the best companies will fail sometimes.
- **Read responses.** How do they respond to negative reviews? Do they try to resolve the issue?
- **Extremely positive reviews may be paid for.** Fakespot.com is a great place to see who some of the offenders are.

### Connect with Online Neighborhood Groups

Compare experiences with other homeowners and check references by connecting online with neighborhood groups such as Nextdoor, local associations, city websites and Facebook.

### What You Should Expect

Regardless of how the pest control service is sold, homeowners should expect a reliable and knowledgeable pest control company that guarantees their work, while providing exceptional industry expertise with proven results.



16948 West Victor Road, New Berlin, WI 53151



#### *Write a Review*

If you have been completely satisfied with Batzner's service, tell us about it! Write a review on Yelp or Google and help other's discover why we're the leading pest control company in WI.



#### *Refer Friends and Family*

Simply refer your friends or family to Batzner and you will receive a \$25 gift card as a thank you from us! Visit [batzner.com](http://batzner.com) or call for more information.



#### *Join our Fast Growing Team*

If you're interested in a career where you can make a difference in the lives of others, consider Batzner! See our current career opportunities at [batzner.com/careers](http://batzner.com/careers).

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OVER 70 YEARS OF EXPERIENCE



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