



# Termite Terry's Newsletter

*First Impressions - Meet Jeannifer!*

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## **A Grateful Christmas!**

I would like to take the time this Christmas to thank everyone that has contributed to the success of "Termite" Terry Pest Control in 2006. I hope you all have a wonderful Christmas and a prosperous New Year.

Christmas is my favorite time of the year and I've already begun celebrating. This year I've been celebrating in a way I have not yet done. I have been so busy with TTPC that I was barely able to find the time to spend a weekend with my Mother and Father in Glendale Arizona where we had an early Christmas get together.

This year has been remarkable. I have been able to keep everyone busy here at Termite Terry Pest Control in spite of the Real Estate market slowing down. In the past I have always worked close with Real Estate Agents in closing Escrow transactions. Since the decline on the housing market I have continued my success with satisfied customer referrals. Referrals, that came from people like you. I hope to continue our great reputation and accomplish a customer service orientated business. Without your referrals

I would be slow this season, like most other construction companies. So, I celebrate with continual work throughout the New Year.



I have some interesting information that I'd like to share with you this month, so let's get cranking! Hope you find it useful.

## **Would You Drive Your Car Without Insurance? Then Why Would You Hire Uninsured Contractors?**

You know those shows and printed articles where experts are giving advice on how to pick the right contractor for the job? This is a subject where I can't recall any of those experts ever mentioning it and, I'm actually puzzled because the need to hire insured contractors seems so obvious.

When we think of a driver without car insurance we automatically think of a crook that can get by without paying for an accident they caused. Especially when you think of the money you spend on car

insurance every month. Why would a homeowner hire a contractor that wasn't insured?

This reminds me of a story I would like to share with you where my late brother-in-law hired a "so-called" friend of the family to help trim a tree. This person was unlicensed and had no insurance. But, he was doing all right until he set a running power saw on his foot. My brother-in-law rushed him to a doctor and even arranged to pay the medical bills. But, in no time at all, this "so-called" friend of the family was filing a nasty lawsuit.

Then, I think about a licensed contractor that was fumigating a house last year where one of the workers fell off a two-story roof and landed on a concrete sidewalk below. He was injured and out of work for sometime! However, in this case, the homeowner was never involved with the situation because Workman's Compensation Insurance took care of all the medical expenses.

The State of California Law requires employers to provide Workman's Compensation Insurance for their employees. Contractors are also required to maintain a bond and carry liability insurance. Does everyone follow the law? **NO**, they don't!

Are you planning on having your home remodeled, painted or re-roofed in 2007? Or, know

someone that is? When your collecting bids, why not ask for copies of insurance policies? Make sure that you will not be responsible for any accidents while the job is being completed.

### **Are all of the contractor's workers covered by insurance?**

This is a key question to ask. Sure, some of his crew may be covered. But, let's say for instance that a contractor hires a day laborer and pays him cash – You are almost guaranteed that that worker is uninsured! And **what's going to happen to you** if that worker gets hurt on the job? **Who's going to pay for his expenses?** Everyone wants to save money, but can you really afford to take the risk?

At Termite Terry Pest Control, you can enjoy the peace of mind knowing that all of our workers are covered by insurance. We are licensed, bonded and insured!! I have a hard time thinking of the crooked contractors when I pay for insurance like everybody else does, but it sure is nice to know that *my* customers will *never* have to worry, and is given the peace of mind when they hire me to get the job done.

I am happy to conclude this article with the news that the worker that was injured is 100% recovered and is currently back to work.

### **Giving a Great First Impression . . .**

When I started this business, I decided that we were going to be different. There are enough "bottom feeders" out there trying to deliver the **cheapest, lowest quality** products coupled with the **lousiest, most**

**rude** service possible. And, I didn't think that we needed another company like that in Orange County.

Before I even opened up this business, I knew that we were going to have to have a great office manager that really cared and knew how to take care of our clients. We were really fortunate and found the perfect person for the job – Ms. Jeannifer Jackson.

It's always nice to know whom you're dealing with and I'd like to tell you a little more about this wonderful person who always gives a **Great First Impression** when you call!

Jeannifer is a proud Mother with four handsome boys. They range from 4 to 11 years in age.



The three oldest boys play football and she's right there with them on the sidelines cheering them on for every practice and game. Most nights, she spends with the boys helping them with their homework. Raising four boys is a tough job but she's really doing a great job and I know that her sons will always remember her for that.

#### **Customer Satisfaction**

**TRUDI SANDMEIER –**  
PACIFIC PALISADES

*"Termite" Terry Pest Control was very thorough; they gave a lot of care and attention to the landscaping. My overall feeling about the services is great!*

Jeannifer had a fair amount of office experience before I hired her, but she knew absolutely nothing about the pest control business. I have to admit that I was concerned because I wasn't sure she could handle learning so much at one time.

Learning this business is not easy. When I first started out and heard all of the terms and the industry lingo, you might as well been speaking to me in French because I didn't know what any of it meant. Jeannifer is a very good student and she really picked up on the industry unbelievably fast.

Another thing that Jeannifer really took to heart and put into practice was our philosophy of giving Great Customer Service.

I can't tell you how many compliments I get from clients about how she handles phone calls. She always gives a pleasant greeting and she really does appreciate it when clients call us. Another thing that I really like, and I know that you do too, is that she always wants to learn as much about our business as possible so that she can answer our client's questions.

Jeannifer is truly a great asset to our company and we want to give her a big heart felt thanks for her excellent service this past year!

