

"TERMITE" TERRY'S INSIDER INFORMATION

TOP SECRET

June 2012



Happy Summer!

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How To Control Crickets

Just imagine yourself, with family or friends, sitting by the campfire as you hear the crickets chirping in the background. Nights like that can become a life-long memory. Or, maybe you're sitting in your parked car on top of a hill with your lover, under the light of the moon as you hear the crickets serenading you with their beautiful music. Experiences like that have created a lot of special romantic evenings. ☺

Only the male crickets are able to produce this "chirp song" and this is their way of declaring their "unceasing" love of the females. Their song is produced by the friction of their upper wings when they rub them together.

Yes, the "chirp songs" produced by crickets can be beautiful; however, crickets can also become quite annoying and create a lot of sleepless nights when they start singing inside of your home.

The house cricket and the field cricket are the two main species of crickets that frequently invade homes.

- House crickets are light yellowish-brown, have wings and are 3/4 to 1 inch long. They are nocturnal, live outdoors in the summer and will invade houses in the winter. It is important to note that they like living in cracks and crevices. House crickets are omnivorous and like bread crumbs and liquids. They will eat ornamental plants, insects and will attack paper, cotton, silk, wool, rubber and a wide variety of foods.
- Field crickets are black, have wings and measure 1/2

to 1 1/4 inch long. They are nocturnal, live outdoors and like living in cracks and crevices. Field crickets eat ornamental plants, consume dead or weak crickets, grasshoppers and other insects. If they invade a home, they may attack cotton, linen, wool, silk and furs.

What Can You Do To Help Control Crickets?

1. The first place to start is with good sanitation practices. Trash areas should be cleaned up and garbage cans should never be allowed to sit directly on the ground. Raise them up above ground level using concrete pads or bricks and make sure that debris is not allowed to collect in these areas. If you have firewood stacked next to your home, move it to an area away from the foundation and place it on a special rack or on concrete pads. It is also important to rake up leaves and debris around your yard.
2. Water is like a magnet for crickets. Check for plumbing leaks and repair them as needed. Are you overwatering your lawn and plants? Many homeowners are guilty of this and you should really take a little time and check the soil around your home. We all want to have a green lawn and keep our plants nice, but too much water can bring on a lot of problems with crickets, as well as other pests.
3. Take a close look at your home. If you see cracks, crevices and other points where crickets can hide or

(turn the page)

Tour de France Trivia!

- Most number of wins, 7 by Lance Armstrong (US)
- First to win 5 consecutive years, Miguel Indurain (Spain)
- Youngest winner at 20 years old, Henri Cornet (France)
- Oldest winner at 36 years old, Firmin Lambot (Belgium)

*"I don't have a complete show or movie or anything else that I could look at and say, "Nailed that one."
But, endless dissatisfaction is, I suppose, what gets us out of bed in the morning."*

Hugh Laurie (Dr. House), born June 11, 1959

Rave Reviews!

"I am writing to let you know that during the last twelve months, the reliability report that we publish on Termite Terry has had 553 inquiries and reflects 0 complaints. In most cases, these report viewings are done by potential customers who are checking on your company's rating. Companies like yours are what the BBB stands for. We congratulate you on having no complaints to date.

Being an accredited business with the Better Business Bureau places you with an elite group of companies whom the public trusts. Again, thank you for your support of our mission!"

Vincent L. Gottuso
President/CEO, Better Business Bureau

"Thanks for the termite inspection and fumigation service. Everyone from the office staff to the people on site were friendly and helpful.

Joe Johnston was my inspector and was great. He was informative with the entire process from beginning to end. When there was a time to spare, he also assisted me with some last minute items that needed packaging and bagging before fumigation.

I would certainly recommend Termite Terry inspection services to anyone inquiring about termite inspection and fumigation."

Eric Mattson
Costa Mesa

"I had a huge bees nest in my yard and D.J. (David Salamin) quickly removed it and was very thorough & professional. D.J. came out on time, gave me a complete diagnosis of the problem and got right to work! I would definitely recommend Termite Terry for any pest control problem!"

Ellen Fisher
Huntington Beach

enter your home, you'll need to seal up these areas. Caulking and patching plaster work great for this kind of work. Check your doors, windows and install weather stripping if needed. Also, make sure your door and window screens are in good order.

4. On the interior, start by vacuuming with a crevice tool. Pay special attention to areas where you see cracks and crevices, such as around doors, windows and moldings.
5. If insecticide treatment is needed on the interior, use a product that is labeled for use with crickets and carefully follow the label's instructions. Treatments should be focused in areas where you see cracks and crevices because that is where crickets like to hang out.
6. Treatments on the exterior of your home should be done in areas where you see cracks and crevices. Again, use a product that is labeled for this kind of use.
7. For extra protection around your home's exterior, you may want to apply a treatment band of 5 – 20 feet to prevent re-entry. For most homes, you'll need to use a liquid formulation on your hardscapes and a granular formulation on soil areas around the foundation.

Please remember that when you are trying to control a cricket problem, the first 4 steps are the most important. Pesticides should only be applied if they are needed. You'll find that many pest control problems can be solved safely without the use of an insecticide.

Do you have a problem with crickets and need help? Please **call our office at (949) 631-7348** and we'll be happy to schedule an appointment at your convenience.



Chocolate Allergies Linked To Roaches!

Most people who think they are allergic to chocolate may be very surprised to learn that they are not having a reaction to cocoa or any of chocolate's official elements. What we have learned is that these flare ups are most likely triggered by ground-up cockroach parts that contaminate every batch of chocolate.

"Most foods have natural contaminants in them, but there are levels which the FDA deems safe," said Dr. Morton M. Teich, an allergist at the Mount Sinai School of Medicine. "Anything more than 60 pieces per 100 grams of chocolate is rejected by the FDA. Allergists are testing now because they're finding that asthma can be caused by cockroaches. I have patients whom we've tested for cockroach who really get reactions."

Dr. Teich stated that the contamination caused by cockroaches and their droppings is inevitable because it occurs at the source of the cocoa beans – the farms where they are cultivated. For total contamination prevention, farmers would need to use more pesticides. He went on to say that consuming more pesticides is actually worse than the consumption of a few little bug pieces.

According to the Doctor, it is almost impossible to go absolutely insect-free. Otherwise, you would need to stop eating completely.

People who are allergic to cockroaches suffer from respiratory ailments, hives, migraines, itching and cramps. If you suspect that you or your child may be suffering from this allergy, testing has been in modern practice since 1959.

Need help with roach problems? **Call our office at (949) 631-7348** and ask us about our specialized cockroach control programs.

Is Orange County's Real Estate Market Improving?

Home sales in Orange County are up almost 14% versus one year ago, according to Data Quick's home buying report. Here are some of the latest numbers for the 22 business days ending April 17th, 2012:

- 2,914 residences were sold. That is up 13.7% vs. one year ago. But, those numbers are still down 19% from the 1988 - 2011 sales averages.
- The median selling price for all residences is now at \$410,000. That is down 5.2% vs. one year ago and 36% below June 2007's peak of \$645,000. The good news is that the most recent median is 11% above the cyclical low hit in January 2009 at \$370,000.
- 23 of 83 Orange County's Zip Codes saw increases in both the number of sales and in prices. Currently, Laguna Beach appears to be a very hot area with a 76.9% increase in sales and a 32.4% increase in prices.
- Irvine's 92606 Zip saw the largest drop in sales at 58.3%, but still managed to gain 9.9% in prices. Dana Point's numbers sank with a 50% decrease in sales and a drop of 11.5% in prices.
- New home prices are up 13.8% vs. one year ago. However, the total number of sales are down 3.4% vs. one year ago and down 72.4% from the 1988 - 2011 sales averages (It is no wonder that so many construction workers are unemployed!).

THE BOTTOM LINE: Yes, it does appear that we are seeing some overall improvement. However, we still haven't seen the effects of our "shadow market" of homes that will

be foreclosed upon in the coming months. And, of course, it would be foolish for anyone to start celebrating a real estate market recovery when California's unemployment still stands at 11% (Please note that our State's claim of an 11% unemployment rate does not include all of those workers who have given up looking for a job).

The Economic Stimulus Plan

President Termite Terry's economic stimulus plan continues to work amazingly well:

- David Donovan of Stanton referred us to Van Dinly of Stanton.
- Sarah Desborough of Santa Ana referred us to Wendy Habicht of Corona Del Mar.
- Jason Camp of Lake Forest referred us to John Clinard of Irvine.
- Don Luu of Fountain Valley referred us to Tuyen Ngo of Westminster.
- Lois Abrams of Huntington Beach referred us to Theresa Dolan of Los Alamitos

Everyone of these fine citizens received a **\$50.00 gas card**. Would you like to get one in the mail this month? All you have to do is to refer your friends or neighbors and if they hire us to do their termite work or start up a new monthly pest control service, you'll get yours in the mail, too!



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Patriots and Paws

Patriots and Paws is a non-profit group that is all about helping Active Military/Veterans and their families.

Here are some shocking facts that everyone should know:

- About 18 Veterans commit suicide everyday.
- There is an average of 950 suicide attempts each month by veterans who are receiving some type of treatment from the Veteran Affairs Department.
- The VA's suicide hotline has been receiving about 10,000 calls a month from current and former service members.
- Well over 300,000 troops have returned from Afghanistan or Iraq with P.T.S.D.(post-traumatic stress disorder), depression, brain injury or a combination of those.

Patriots and Paws is doing their part by helping our returning Active Military/Veterans and their families with home furnishings, small necessities, and by uniting them with a rescued animal. The animals will help provide companionship therapy for the Veterans and their families against post-traumatic stress. They also provide our Veterans with information and resources they can use to become successful when they return home so they can restart their lives in the civilian world.

In the future, Patriots and Paws is planning to open a thrift shop and they are currently collecting items for the non-profit.

They are reaching out to the public and asking for warehouse or retail space which can be donated. If you know of a business that has display cases, shelving units or excess product, they can take those items off their hands and provide them with a tax write off.

To schedule a pickup or if you can help in any other way, please call Patriots and Paws at (714) 323-7229 and they will be more than happy to assist you.

www.patriotsandpaws.org

A FREE Monthly Newsletter for Friends and Clients of:

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Full Line of Pest Control Service || Termite Fumigations and Treatments || Dryrot and Termite Damage Repairs

****At Termite Terry, We'll Get Rid Of All Your Termites Or
Your Treatment Is FREEEEEE!!****

The Difference Is Absolutely Astonishing!

Over the past few months, I've been searching for another termite control specialist to add to our staff because we're busy and we need the extra help. So far, I haven't found the right person.

We were hoping to find someone with experience that could just step in and start work. We've had about 20 experienced guys apply for the job. Some had between 10 and 17 years of experience and 2 were former termite company owners. After testing these guys, I was **absolutely astonished** to find out how little training they had received during their careers. Not a single one of them even knew how to measure a house for a fumigation! I was also **shocked** to learn that most of them had absolutely no idea of how much termiticide to use on a basic termite treatment!

I really feel bad for all of the thousands of homeowners who have hired these guys. How could these guys get away with "*faking it*" for so long? I believe that they were able to "*fake it*" because the general public doesn't know what to ask or look for. That is why I always emphasize **customer education**. If a person will take the time and do their homework, I really believe they will throw all of these other guys off their property and never even dream of hiring them.

If you know of anyone who is looking for pest control service, termite treatments or repairs, do them a huge favor and tell them to go onto our website at www.termiteterry.com. We have a wealth of information available and we have many links to third party sources, such as universities and manufacturers. With this info, a homeowner can quickly learn more than most termite guys will ever know.

Do you know of anyone who would like to have their home inspected? If so, have them call us. They should also feel free to invite anyone else they like. But, it is very important that they take what they have learned and put everyone to the test. And, please have them compare what these other guys know to what our specialists know. If they will do this, I'm sure they will all agree that the difference between what our specialists know and what the other guys know is **absolutely astonishing!** Our specialists are like walking encyclopedias. Would you hire a tax accountant to guess at how much tax you owe? Would you hire a doctor that only guessed at what you need and didn't perform any tests? Then, why would anyone hire a termite guy who was only "*faking it*"?



"Termite" Terry Singleton