

“flooding the trench at once with the full amount of termiticide may not be as effective as applying the full amount in two or three stages”

Bill Robinson

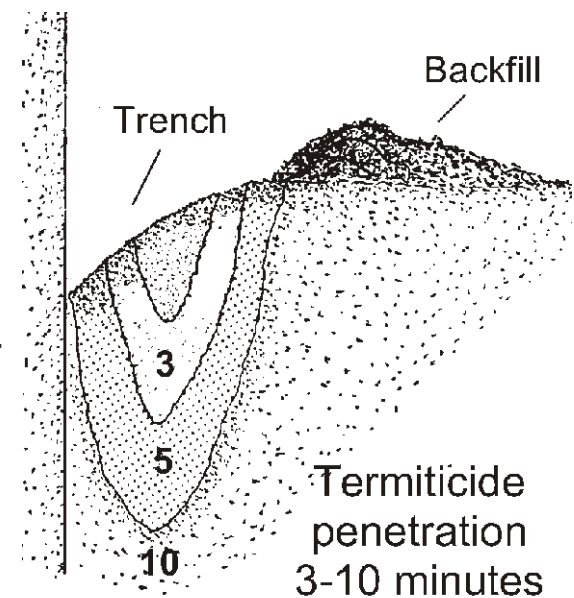
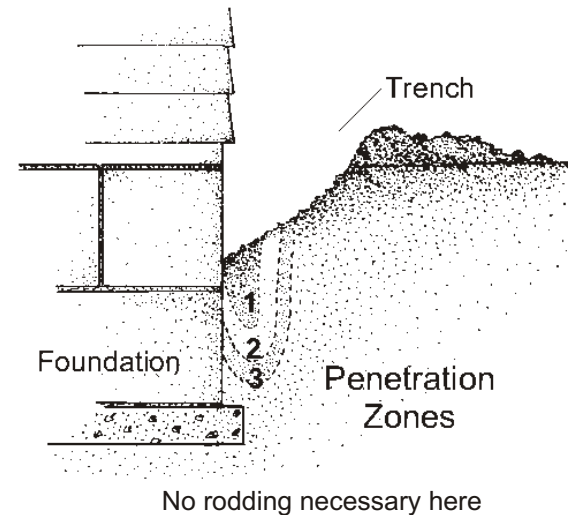
Some buildings have monolithic, floating, or supported concrete foundations that are at ground level or only slightly below grade. These shallow foundations can be treated by trenching only and applying liquid termiticide to the trench.

Rodding would be unnecessary because the top of the footer is within reach of the liquid penetration in the trench.

Label directions usually specify a 6-inch wide and 6-inch deep trench. The objective is to establish a continuous zone of treated soil around the building, next to but not below the footer.

Liquid termiticide penetrates soil in a predictable pattern. It moves slowly in the soil, from saturated zones to unsaturated zones. The leading edge of the termiticide-saturated soil advances into the (relatively) dry soil ahead of it. This movement takes time, but in the end the entire zone is equally saturated—from the point of application to the edge of the pattern. By slowly applying liquid to the trench, advances the edge of the pattern. This feature of liquid flow, from saturated to unsaturated soil, is important when treating clay soils.

Penetration is slow but certain, flooding the trench at once with the full amount of termiticide may not be as effective as applying the full amount in two or three stages.



How to get a mailbox full of termite contract renewals every year

Here's what a strong renewal program can do for your annual growth

There's nothing better for your morale than to come back from the mailbox with a handful of checks for termite renewals. In fact, there could be 3' of snow on the ground and your technicians may all have the day off – but if the post office is delivering – and your renewal bills have gone out, you might find a mother lode in that mailbox. And with the powerful actives we have today, those renewals are more of a blessing than a curse.

But it hurts your business more than you may know when those renewals disappear like the snow on a warm spring Missouri day. A well known chemical company has a presentation on this very subject. They show data that suggests 80% of liquid termiticide annual warranties are continued into year 2. That means 20% are lost. Greater than 50% are lost by year 5. That is astronomical if you think about it.

Now let's look at the numbers a little closer and see what this means to an average company's sales. We'll start out with 100 liquid termiticide annual renewal warranties worth \$100 each. Year one you have \$10,000 in cash at your disposal. Using the numbers from the well known chemical company, we'll accept that 80% renew after 2 years. So, into year 3 we now have only \$8,000 in cash. If you are trying to grow your company sales, oops – you're now \$2,000 in the hole.

By year 5, if you lose 50% of your renewals, you're now \$5,000 in the hole. Over 5 years, you could have lost \$2,000, \$2,000, \$3,000, \$4,000, and then \$5,000 for a total of \$16,000! Wow, that's serious money. Even if you lost only half that, it's still a lot of money out the door.

And it gets worse. Claudine Plasman of Hawaii Fumigation & Pest Control in Kailua-Kona gave a scholarly discussion of your real cost on a PCT blog a few years ago. Essentially she blogged that not only are you losing those sales, but you have to spend precious resources just to get back to where you were before your loss.

What are those resources? How about, payroll, vehicle expenses, insurance, marketing, and on and on. When those renewals don't come in, you're faced with either accepting your loss or making it up at a high price. Imagine calls coming in from your yellow pages ads, working to make up your renewal losses for the first month or two of the year.

Renewals are so important for the profitability of your business that they should be a priority with their own marketing budget.

So, why don't all your customers just renew their termite contracts every year? Some move, some die, some lose their house. But many others don't see any reason to renew. It's up to you to give them a reason. And that good reason might be termite monitoring. Picture your customer for a minute. They've just received your bill for termite warranty renewal. They might be thinking, "have I seen anything lately... nope". Your bill ends up in the trash.

Suppose instead the same customer receives your bill and has been looking at your termite monitors all year. And maybe you come by and inspect them annually and present a simple report of what you found. That same customer is going to be much more likely to renew, don't you think?

Now for a short commercial. B&G TM-1 Termite Monitors imprinted with your valuable company name, can be installed around each of your customers' homes for a small investment in time and money. They look real professional and they promote your company brand 24/7. Installation is a breeze. No boring equipment needed. And because they cost under \$1.99 each, you can afford to install enough of them around your customers' homes that they will see your good name always.

Keep more of what you already have. Install B&G TM-1 Termite Monitors around every home with a termite contract to keep more customers renewing. And that will keep you growing – even in these hard economic times.

For a free sample of TM-1 Termite Monitors, [click here](#) or call Bob Heiney at 800-544-8811 x 131 or email to rheiney@bgequip.com.

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