

Yucky bugs or
nasty chemical
sprays in
your home?



Why it's a choice you no longer have to make.

Bugs invade homes from the outside. Many pest control companies still try to solve the problem by spraying chemicals in your home, creating twice the contamination.

Truly Nolen has developed a **unique three zone protection system** that attacks the problem at the source, the outside nesting and harborage sites. By seeking out the bugs nesting areas and eliminating them, **bug populations shrink dramatically**. This, combined with caulking and sealing cracks and entry points, greatly diminishes the bug's capacity to invade the interior of your home. In so doing, this **family friendly process** lessens the need for interior applications of pesticides. In fact, a minute amount of borate dust and attractant baits, measured in grams, is usually sufficient for interior protection.

Don't be fooled! Not all pest control companies are alike. Log onto our site or call to order our **free video** entitled "Don't get contaminated twice, the 5 critical things every homeowner should know before hiring a pest control company".

Free Inspections | 1-800-Go-Truly | www.trulynolen.com

Instant Rebate

\$25.00

off Pest Control*

\$50.00

off Termite Service*

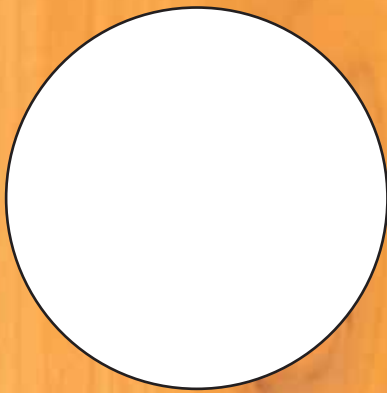
Money Back Guarantee**



funny car, serious service.

*One year service contract required. Can not use in conjunction with any other offer. Offer expires 6-2004

**Applies to selective services



2.5 billion in damage to homes every year, and no insurance company will pay for it!



A risk you don't have to take.

Every year, termites cause \$2.5 billion in damage to homes in the U.S. In fact, they cause more damage every year than all natural disasters combined. Conventional homeowner's insurance does not cover the cost of damage caused by termites or the treatment to eradicate them.

5 critical questions you need to ask before hiring a company for termite control.

1. How long has the company been in business?
A. Termite warranties are usually for lifetime of the structure yet less than 17% of pest control companies listed in the yellow pages today will be in business 20 years from now.
Truly Nolen has been in business since 1938 solving termite problems for hundreds of thousands of customers.
2. What kind of guarantee do they offer?
A. Do they offer money to repair your home from termite damage and will they retreat your home for free if needed?
Truly Nolen offers a \$300,000 repair warranty to all qualified homeowners and a renewable treatment warranty for the life of the structure.
3. Does the company have the financial capacity to honor the warranty?
A. More than half of the pest control companies in business in the U.S. earn less than \$300,000 in gross revenues a year.
Truly Nolen does over \$67 Million in business in the US every year.
4. Is the person inspecting your home, or doing the work, adequately trained?
A. Most pest control companies have to rely on outside sources, seminars and trade associations for employee training.
Truly Nolen is the only pest control company in the U.S. that has physical training facilities throughout their business area investing more than \$1,000,000 in training every year.
5. Will the company be using the latest and safest technology in termite eradication?
A. The cost of innovation and technology prohibits most companies from having the cutting edge technology.
Truly Nolen has worked with, and field tested the latest advancements in termite control technology. We have been in trials for inventors of baiting systems and also widely known for our work with Borates for controlling dry wood termites eliminating the need for tarpaulin fumigation for structures that meet the criteria.