

You vs. The Bug Guy

8 WAYS DIY WINS

1

SPEED

With 100 different bugs living in the average home, who wants to wait for an appointment, not to mention play the “wait-all-day-for-the-bug-guy” game?

You: Treat pest problems today.

Bug Guy: Who knows when.

2

CONVENIENCE

Vacate your home for two, four, six or eight hours? Uh, no thanks.

You: Sprinkle or spray and get on with your day.

Bug Guy: Steer clear until the all-clear.

3

COST

Spend hundreds of dollars or a handful? ‘Nuff said.

You: Pocket change.

Bug Guy: Big bucks.

4

EFFECTIVENESS

Because the whole point of pest control is to get rid of pests.

You: Guarantee success.

Bug Guy: No promises or worse, oodles of fine print.

5

ODOR

Why settle for achoo or pee-ew when you don't have to?

You: No-tell, no smell.

Bug Guy: Stench that stays, stink that lingers.

6

EASE

When, where, and how much to apply? You'll know when you're in control.

You: Just right.

Bug Guy: Hard to say.

7

SAFETY

Crazy hazmat suit not for you? The kids and pets will thank you, too.

You: Heels or hightops, wear what suits you.

Bug Guy: Seriously outfitted.

8

REPUTATION

Truth: You can't judge a book by its cover.

You: Licensing, bonding, and insurance not required.

Bug Guy: Anybody's guess.