

# FIVE BENEFITS OF BEING A CERTIFIED SENTRICON SPECIALIST™

The Sentricon® system is the No. 1 brand in termite protection. It was the first baiting system to eliminate termites at the source and continues to lead the way with advanced technologies and optimized service practices. The Sentricon system was commercially launched in 1995 and has successfully protected more than 4 million properties from termites — including national treasures, homes, businesses and other unique sites. The Sentricon system with service from a Certified Sentricon Specialist™ makes it the ideal termite solution. Together, we're a winning combo.

Scherzinger Pest Control participated in the initial pilot program, and to this day, still uses the Sentricon system to protect customers' homes and businesses from termites. More than 20 years later, here's why they remain a Certified Sentricon Specialist:

## 1. PEACE OF MIND

The Sentricon system with Always Active™ technology offers early detection of a termite problem, so the house isn't the monitor, Recruit® HD termite bait is. Sentricon protects structures all day, every day, from Day 1. Bait stations are a tangible reminder for homeowners that their home is being protected from invading termites by the baiting system and that the expertise and knowledge the Certified Sentricon Specialist brings to the table makes them their go-to person.

## 2. INNOVATION

For more than 20 years, the Sentricon® system has evolved and introduced new technology, such as faster active ingredients to above-ground stations and the Presidential Green Chemistry Challenge Award. Dow AgroSciences continues to conduct research in the lab and field, and with universities and external research contractors to improve and support efficacy, bait formulation and more.

## 3. SUPPORT

Sentricon representatives provide ongoing support and are always just one call away. Your sales representative can provide on-site employee training, marketing materials and resources to use with potential and current customers. Having trouble getting control of an infestation? Not sure how to use Recruit® AG FlexPack™ termite bait? Contact your Sentricon representative or visit the [CSS Resource Center](#). This is a partnership, and we're excited to be working together.

## 4. BUSINESS BENEFITS

For Scherzinger Pest Control, the Sentricon system aligns with the company's business strategy. The ever-evolving technology helps them stay ahead of the curve. The Sentricon system can also be a great addition to bundles or combo packages. If you are focused on offering solutions for customers, the Sentricon system can help you create a complete full-home solution against pests, including termites.

## 5. COMPETITIVE ADVANTAGE

Less than 4 percent of U.S. pest management companies are Certified Sentricon Specialists. Being able to sell the Sentricon system is a distinction that sets your business apart. As a Certified Sentricon Specialist,™ you can offer your customers the most ideal termite solution. Property and homeowners are the driving force behind the rapid move from liquids to baits. The Sentricon® system with Always Active technology is the fastest-growing termite control technology in the pest management industry.

*Tips and best practices provided courtesy of [Scherzinger Pest Control](#) in Cincinnati, Ohio.*

