



Reveal™

TERMITE MONITORING SYSTEM

Uncover additional termite leads and revenue opportunities with this premium termite monitor.



Create Your Own Swarms™ by generating quality leads for your termite business.

Reveal™ Termite Monitoring System (TMS) is the premium termite monitor that helps you offer your customers peace of mind – and enhances your termite lead flow with general insect customers. Think of it as a powerful lead generating tool that will help you increase general pest route revenue with customers not currently seeing termite activity but who are concerned about the threat to their home.

Reveal offers more ways to promote termite services – and your revenues.

Reveal TMS features a similar head to the well-known Advance™ Termite Bait System (ATBS), but with a smaller, two-inch housing with only wooden monitors in the station. The monitors are designed to be placed around customer homes, typically about 6-10 monitors per structure.

If termites are found within a Reveal monitor, you have the option of upselling the homeowner to a protection service that would include either a bait or liquid installation. Highly affordable and low-profile, Reveal is the perfect opportunity to introduce termite awareness to general insect customers.

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Beneficial features for both you and your customers.

- Premium station design features exceptional wood-to-soil contact to deliver fast hits, plus termite activity is easy to recognize.
- Aesthetically designed, low-profile station housing is unobtrusive and pleasing to homeowners.
- Quik-Lock® Cap design allows for easy and efficient technician entry with the Spider® Station Access Tool.
- Two-inch housing makes installing the monitors fast and easy for technicians.

Meeting the consumer demand for termite awareness monitoring.

Based on market research conducted with 729 qualified homeowners, nearly 75% showed interest in purchasing a termite awareness program like Reveal, indicating that they were willing to pay an average of \$221 for the initial installation and a twice-a-year inspection. This research clearly proves your opportunities to both increase general pest route revenue while also enhancing termite lead flow. With "swarm season" a thing of the past, it's one excellent way to **Create Your Own Swarms**™.



Key considerations for setting up a residential monitoring program.

The Target

Target your current general pest control customers who are familiar with your company and services.

Sales Approach

Based on research, nearly 75% of consumers showed interest in purchasing a termite awareness program like Reveal. To leverage this opportunity, develop a calling campaign along with direct mail to explain your service, the costs, and the benefits.

Service Frequency

Depending on your frequency of pest control service to homes, consider inspecting the stations 2-4 times per year.

Pricing Considerations

Consumer market research indicates a willingness to pay an additional \$100 to \$200 a year for two monitoring services.

Route Expansion

Expect your routes to grow rapidly, as the monitoring service will increase revenue per stop, but likely adjusting the total number of stops achievable per day.

For complete details on the Reveal™ Termite Monitoring System and Whitmire Micro-Gen's complete line of termite control solutions, call **800-777-8570**, or visit www.advancetbs.com.