

Volume 1, Issue 1

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PestCert™

Our professionalism ... your security

Pathways

STOP PRESS!

All accredited businesses will be among the first to receive PestCert's media kit, being released this month.

It will be distributed to national, regional and suburban newspapers, radio and television stations.

The PestCert team will contact you shortly, to advise how you can use it to boost impact in your area.

Are you using PestCert's logo to your advantage?

Remember, accredited businesses can display it in all advertising, including Yellow Pages, on your business premises, vehicles, work wear and letterheads.

If you are keen to find out more or would like any other assistance with your marketing program, Petrina and Ron can be contacted at the PestCert office.

Likewise, if you have any marketing ideas or opportunities, we would love to hear from you.

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From Ron

Welcome to PestCert's first monthly newsletter for 2006.

We hope you will use it to gather information and ideas that are designed to promote your business as being accredited with PestCert.

It is exciting to note that PestCert has reached an important milestone.

As this newsletter is published, 114 individuals and 23 businesses are fully accredited throughout Australia with a further 64 individual and seven business applications nearly finalised. They have demonstrated their commitment to the pest management industry by attaining



accreditation and also becoming PestCert members.

It is now time to move to the next step. One of the key goals for PestCert this year is to establish brand awareness so that consumers will make a deliberate choice to select PestCert accredited pest managers.

To assist with this, I am pleased to welcome Petrina Smith to the PestCert team.

With a background as a professional journalist working on suburban and rural newspapers, national

magazines, ABC radio, as well as public relations in the business sector, Petrina will play an important role in assisting with the implementation of PestCert's marketing plans.

Her appointment will also enable her to work with accredited businesses on their individual promotional activities.

We intend to communicate regularly with each accredited business, via this newsletter, phone and email, to gather your feedback and ideas.

We look forward to hearing from you.

Ron DeGroot.

General Manager, PestCert

Business focus:



Since launching their pest management business just four years ago, Glenn and Sandy Childs have built an impressive client data base, taken out the inaugural 2004 Hawkesbury Excellence in Business Awards in the Trades and Services category and followed that up as final-

ists the year later.

Now they can proudly boast they are the first pest management business in the region to be PestCert accredited.

It's an impressive and rapid achievement for the Sydney-based couple, but on talking to Sandy, it's obvious that there is more to come.

"Glenn is a fantastic technician," Sandy boasts, "but I like the marketing side".

And the two work together.

"If he wasn't good, then I couldn't promote it."

"When PestCert came along it was another way for us to fly the flag and show that we are the good guys in the industry.

"The accreditation means we can prove to people we are working to set standards and following best practice. They can't expect any more than that."

"Letting them know that we are committed to their care and providing quality of

Business focus: Child's Pest Services

services is important.

"We have a really successful incentive program for people who refer clients to us.

"I also prefer to use a soft sell technique in my marketing program where, rather than ringing to let people know they are due for a service, we send them reminder letters, with information packages enclosed.

"We were also quick to announce we were PestCert accredited and did that with a mail out and promoting the program in our latest Yellow Pages ad."

The relationship between PestCert and the Childs is one both parties are keen to see evolve.

Sandy obviously has a strong

incentive and a talent for marketing, and is looking forward to using PestCert's own marketing program to work in conjunction with her own.

Now aware that there are PestCert brochures available at a nominal fee, Sandy will look to include those in her next mail out.

A link on their already impressive web site will also give people knowledge of PestCert and raise its profile in the community, and her office will proudly display a framed copy of the PestCert accreditation certificate.

Another consideration is to display the PestCert logo on vehicles and premises.

"When we were accredited, we put an advertisement in

the local paper and an article on PestCert appeared with that.

"Brand awareness is important," she acknowledges.

PestCert will also be helping Sandy, and all other accredited companies, with any future articles needed to promote their PestCert-accredited businesses as well as a press release package to present to local newspapers.

As Sandy says, "we need to work together to promote PestCert and what it offers our clients".

"Developing market awareness of PestCert will help promote our business."



Glenn and Sandy Childs of Child's Pest Services in NSW

PestCert business directory update

Here they are — our first group of accredited PestCert businesses.

Welcome to you all. We look forward to getting to know you more, and hope you also benefit from your mutual association.

We expect PestCert will continue to thrive and we will keep you updated of new members as they complete their accreditation process.

Midstate Pest control,
Mooroopna, Vic.

AustraPest, Concord
West, NSW

Bryce Pest Control,
Baulkham Hills, NSW

Childs Pest Control,
Mulgrave, NSW

Greg Hall Pest Control
Services, Hilldale, NSW

Lakeland Pest Control,
Balmoral, NSW

Pink Pest Control, Sans
Souci, NSW

Resolve Pest Services,
Kingswood, NSW

RIP Pest Management,
Warriewood, NSW

Spectrum Pest
Management, Cromer,
NSW

Absolute Aussie Pest Man-
agement, Yungaburra,
QLD

Direct Pest control,
Biloela, QLD

South Coast Environ-
mental Pest Control, Qld

Elite Pest Management,
Townsville, QLD

Environ Enterprises,
Garbutt, QLD

Forsyth Services, Collaroy,
QLD

George's Pest Control,
Mackay, QLD

Marz Attack Pest Control,
Kelso, QLD

Peter's Hydro Jet
Services, Burleigh Heads,
QLD

Tactic Pest Control,
Garbutt, QLD

Termite Doctors and Pest
Management,
Mooloolaba, QLD

Murray Pest Control
Riverland, Angston, SA

Murray Pest Control
Barossa, Nuriootpa, SA

PestCert stickers now available

Don't forget PestCert has stickers available to assist with your marketing plan.

They are weather resistant and designed for use on vehicles and office premises.

Use them to show you are committed to your business by providing PestCert's heightened standards of security, safety and quality of service.

They measure just 300mmx110 and cost \$2.20 each.

Contact the PestCert office for more information.



Petrina Smith—PestCert's public relations and marketing assistant.