Say the *Right* Thing: Permitted Phrases

DON'T SAY	DO SAY	EXAMPLES
SAFE		
◦ "Safe" ◦ "Safe when dry" ◦ "Nonpoisonous" ◦ "Non-injurious" ◦ "Harmless" ◦ "Risk free" ◦ "Nontoxic" ◦ "Human friendly" ◦ "Pet friendly"	◦ "Maximize exposure to pests while minimizing exposure to residents" ◦ "It's incredibily rare for us to have any issues with any of our products" ◦ "Trained professionals and the best procedures" ◦ "We are certaim to follow all product labels" ◦ "Product designed for insects not for mammals"	◦ "We focus our treatments on high traffic areas for bugs like baseboards, under sinks, and around outlets to maximize exposure to pests while minimizing exposure to residents of the home." ◦ "Our service pros are trained professionals and you can be confident that they follow all instructions and procedures on the product labels." ◦ "Your service pro is a trained professional that is trained to follow all product instructions. It is incredibly rare for us to have any problems with the prodcuts we use during your service." ◦ "We do generally advise that you keep animals or pets away from the treated area until the product has dried. But it is particularly rare that we see any issues with pets concerning the products we use." ◦ "Of course, pets are part of the family too! The products your Service Pro uses are specifically targeted towards insects. It's especially rare for us to have any issues with our products.
ENVIRONMENTALLY FRIENDLY		
◦ "Environmentally friendly" ◦ "Environmentally sound" ◦ "Environmentally aware" ◦ "Environmentally responsible" ◦ "Pollution approved" ◦ "Containing all-natural ingredients" ◦ "Organic" ◦ "Among the least toxic chemicals known" ◦ "Botanically based products" ◦ "Tier one products" ◦ "Plant based products" ◦ "Derived from the Chrysanthemum flower" ◦ "Used in daycares and hospitals"	◦ "Our products are EPA approved" ◦ "We are certain to follow all product labels" ◦ "Ensure proper product application and usage" ◦ "Solve pest problems depending on the time of year" ◦ "It's incredibly rare for us to have any issues with any of our products	◦ "Every product Aptive uses has been approved by the EPA (Environmental Protection Agency) to be used in your home. You can be confident that we're going to help manage pests in the best ways possible." ◦ "Your service pro is a trained professional that is trained to follow all product instructions. It is incredibly rare for us to have any problems with the products we use during your service." ◦ "Our service pros are carefully trained to use the products properly and in the most effective way possible." ◦ "We carefully design our service to anticipate and solve pests problems that are common in your area for this time of year." ◦ "We have worked years with these products, and in all the years that we've been around and that we've used these products it's incredibly rare for us to see any issue with them.
FREE RESERVICES		
◦ "A free reservice" ◦ "Reservices are free"	◦ "At no additional cost" ◦ "No extra fees"	◦ "Let me schedule you a reservice at no additional cost, this is the availability I have . . ." ◦ "Your reservices have no extra fees involved, I can schedule you one now if you'd like."
GUARANTEED/WARRANTIED PESTS OR SERVICES		
◦ "Guarantee" ◦ "Satisfaction Guarantee" ◦ "Warranty Services: ◦ "Warranty Pest(s)	◦ "pests we service"/ "pests included in our service" ◦ "Pests we don't service" / "pests excluded from our service" ◦ "Committed to your satisfaction" ◦ "Reservice at no additional cost"	◦ "Yes, you're absolutely right-- cockroaches and ants are pests we do service." ◦ "Unfortunately, termites are excluded from our service, however I will still schedule you a reservice and I can provide some resources that might help you find a specialist for termites." ◦ "Absoutely, Aptive is committed to helping you manage those ants, let me check when we can get your reservice scheduled." ◦ "Your reservice will be done at no extra cost to you."
PEST FREE		
◦ "Pest free" ◦ "Bug free" ◦ "Never see a bug (pest) again	◦ "Help you enjoy your home" ◦ "Very few pests" / "fewer pests" ◦ "Reduced pest activity"	◦ "Our service is designed to help you enjoy your home by eliminating as many pests as possible." ◦ "You might see a brief increase in activity as those pests react to the product and start to high-tail it of there. You you should see very few of them after a few days." ◦ "Our goal is to greatly reduce the pest activity on your property and bring balance to your home and environment. If I understand correctly, you'd like to schedule a reservice. Let me check our availability."