

# When change pays off

## Tride and True Pest and Termite Control switches to Selontra Rodent Bait to save time — while gaining business

Since 1996, Trevor Scott Turcott has been involved in the pest management industry, working every position from technician to owner. Ten years ago, Turcott wanted to change the way pest management was done in his area, so he opened Tride and True Pest and Termite Control. What started as a small business serving one customer blossomed into a thriving enterprise, with more than 17,000 customers served.



**Trevor Turcott**

From the very beginning, Turcott knew that having happy customers would correlate to having a successful business. “I was so apprehensive, and I blew it off at first,” he admits. “When I sat down with [my BASF field tech], he gave me a pail to try it out. I focused heavily on it ... and after seeing the results, I completely switched. It’s a game changer for anyone who hasn’t used it before, I guarantee.”

“I would have started using it a long time ago, but I’m very product-loyal so it took me a bit to switch,” Turcott confesses. “But now, after seeing how well it works, I wish I would have switched sooner.”

Primarily found in desert and rocky



*Tride and True vehicles are a common sight in the central Arizona markets the company serves.*

habitats in the western U.S., wood or pack rat (*Neotoma* spp.) can do a lot of damage. They have a tendency to nest in vehicle engines, for example, and chew the wiring. They also frequently nest in large piles of brush and garbage, or in undisturbed residential attics.

The account in question was a large multi-house community, Turcott explains, noting that with the previous products he had tried, there were some results — but not enough. When his crew treated with Selontra, it was completely different, he says.

“Right away, my guys were sending me pictures of dead carcasses in the field. With 9,000 homes in the community — and we are treating the common areas — our reputation was on the line for results,” he adds.

### FULLY TRUSTED PRODUCT

Turcott says he now believes so fully in Selontra that it is his crew’s go-to rodent bait. In fact, he often tells customers to not

pay until they are pleased with the results.

“Sometimes, when we get called onto a property for termites or other pests, we will notice rodent activity. Once our inspection is done, we will talk to the homeowner about the rodent issue, too,” Turcott says. “Once I tell them about Selontra, it convinces them to add on rodent treatment. In a lot of cases, I tell homeowners to wait to pay until I’m done. If I can’t get rid of them, don’t pay me. This has resulted in a 25 percent increase in neighbor referrals.”

Turcott then saw his callback rate drop, resulting in higher earning potential for his company, all thanks to Selontra and his BASF rep.

“I was so apprehensive, and I blew it off at first,” he admits. “When I sat down with our sales rep, he gave me a pail to try it out. I focused heavily on it with my field tech, Brandon Throckmorton, and after seeing the results, I completely switched. It’s a game changer for anyone who hasn’t used it before, I guarantee.”