

INSIDE: GREP's "Careers In 2 Years" Part 2 • Mastering Social Media • 7 Limiting Beliefs of Leaders

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Certainly you'll want to choose an exceptionally qualified pest control professional — someone with certifications and specialized knowledge. No doubt you would prefer to work with a customer-friendly local company invested in the community. Naturally, you will look for a company that has received extraordinary reviews and testimonials from satisfied customers.

Well, you need look no further! Patriot Pest Solutions, headquartered at 414 W. Main Street in Trappe, fits the bill on every count. Owners Denice and James Harrison are local residents with a child in the Spring-Ford School District. They are very active in the communities they serve. As a member of the **Spring Ford Chamber of Commerce**, **Perkiomen Valley Chamber of Commerce**, and the **TriCounty Area Chamber of Commerce**, Patriot Pest Solutions offers special discounts to fellow chamber members. Denice Harrison serves on the board of the Spring-Ford Chamber, and is also member of the **Spring Ford Rotary Club**.

Denice and James Harrison combine experience, professionalism, excellence and innovation, to provide a thorough and effective approach to solving any and all pest problems at your home or business. The Harrisons chose their company name, and company tagline — **Eliminating Pests is our Patriotic Duty** — for a sound and simple reason. Core military values of honor, integrity, and service are important to them, both as a family, and as business owners. "My father was a career military person, serving 27 years," James says proudly. "I served. My brother served. We have a soft spot for military people and we offer a discount for military families," he said.

"(The name Patriot) isn't just a marketing device, it is a belief system," echoes Denice Harrison. "Not only is eliminating pests our 'Patriotic Duty,' it is also our duty as your business colleague and neighbor. What separates us from other companies is we are a perfect blend of large company professionalism, and experience, yet we still operate as a small, family-owned, local business with care and compassion."



DENICE AND JAMES HARRISON

As a **Certified QualityPro Company** with the **National Pest Management Association** (less than two percent of all companies in the U.S. have achieved this level), as well as a **GreenPro** solutions provider, Patriot Pest Solutions has established itself as being among the "best of the best" in the pest control industry.

"We meet certain criteria and hiring protocols that you have to follow to qualify for the QualityPro mark of excellence," James Harrison explains. "And then we have to maintain that criteria."

Patriot Pest Control's technicians must attend weekly meetings to stay up to date with the latest training and certification requirements, ensuring they will provide clients with the best and safest pest management service possible.

"Many of the small mom and pops, even some of the larger companies don't take advantage of that opportunity and teach their technicians to make sure they're following what the label requires, and the techniques involved," Denice Harrison says. "Weekly meetings are key from a safety stance. James is training our staff every Tuesday, telling them how to properly identify and how to avoid these types of problems, where other pest control companies might just send out a guy who did six weeks of training and they're out on the road and never get any more training again."

James Harrison's impressive credentials include the title of Associate Certified Entomologist. He is one of only a dozen in the state of PA, soon to be one of 13. Senior technician Chad Kennard is on the road to becoming the second Associate Certified Entomologist on staff. "It plays out when there are pest problems that other companies haven't been able to solve," James says. "Sometimes that will simply come down to mis-identifying the insect — For example, the difference between a bed bug and a bat bug. The difference in treatment costs could

be thousands of dollars. The insects look very, very similar. You can only tell them apart under a microscope."

The Harrisons now employ at total of four technicians — Chad Kennard, Justin Miller, Dane Thomas and their newest addition, Bob Johnson. Kim Harrison serves as Office Manager, and Lynda Smiley rounds out the team as customer service representative.

One of the requirements of QualityPro designation is that prospective employees must undergo drug testing, background checks, and driver's license review prior to being accepted as a worthy Patriot team member. "We have to maintain a higher standard than most other pest control companies because of the QualityPro designation," Denice said.

As a GreenPro company, Patriot offers an environmentally-friendly approach when treating a property. Effective green pest control embraces *Integrated Pest Management (IPM)*, an approach that is more sophisticated and scientific than that of traditional exterminators. At the core of IPM is pest prevention, client education and regular inspections, and a careful selection of pest control products when their use is necessary. Whereas traditional exterminators may often apply cheap, more-toxic pesticides in abundance, Patriot opts to select the best reduced-toxicity products available on the market for an effective Green solution.

Patriot Pest Solutions is also a member of the **National Wildlife Control Operators Association** and **The Pennsylvania Trappers Association**, and is licensed by the **PA Game Commission**. "Our wildlife service is another thing that sets us apart from other companies, who only handle pest control," Denice Harrison says. "James and our technicians are extremely well-versed in addressing wildlife removal using very humane methods including birds, skunks, moles, snakes and raccoons."

(See "Cover Story" on page 6)

"... we are a perfect blend of large company professionalism, and experience, yet we still operate as a small, family-owned, local business with care and compassion."

— Denice Harrison



KIM HARRISON, PPS OFFICE MANAGER



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COVER STORY

(Continued from page 5)

"There have been a lot of advances in trapping techniques," James Harrison adds. "Most companies tend to not take that on. You have to be skilled and knowledgeable. This is where our level of expertise becomes so important and our skill sets us apart from other companies."

Patriot Pest Solutions sets itself apart from other pest control companies in yet another important way — by emphasizing superior customer service, including a high level of communication with each customer, and the encouragement of feedback. When a new customer schedules their first appointment, they receive a confirmation email, which states their appointment date and time, and also includes a picture of their technician and the customer service representative that handled the call.

"So they put a face to the name of the person who was on the phone, which is important," Denice explains. "When they get that confirmation email prior to their appointment, they have the ability to click on a link and see all of the feedback and reviews from past customers about that

technician specifically, so they have the ability to have even more of a comfort level, knowing their getting somebody of quality and experience that's coming out to them."

Once the work is completed, Patriot Pest Solutions sends another email asking for feedback of the service provided. "These emails come directly to James and myself," Denice said. "This allows us to react promptly should there be a need. This is crucial in how we provide service... we are very happy to say that our customers invariably express that they are happy with the experience they had with Patriot Pest Solutions."

"What Denice has described is basically called a net promoter score," James Harrison explains. "A lot of large companies use it. On a scale of 1-10, how likely are you to recommend this company to a friend or colleague? Since we've implemented it, we're averaging a little over 92 percent positive feedback, which is really phenomenal in any type of service field — 9.2 out of every 10 customers recommend us."

(See "Cover Story" on page 8)

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COVER STORY

(Continued from page 6)

We want to grow our business through referrals by making sure that everybody is happy. If there's one small thing that we can do differently, that gives them an opportunity to directly give that as feedback to us so we can make those changes and continue to grow and move forward in a positive way."

"We take that feedback very seriously," concurs Denise, "and we've made a few policy changes here and there because of that feedback, where we've gotten positive feedback but they said maybe you might want to consider this, and we've made changes accordingly," she said, adding "We've received 18 Google reviews. If you look, you'll find that we have the most reviews out there under Pest Control. People are very review savvy. They want to know what other people are saying."

Following are a few examples of recent reviews from satisfied customers:

6/2015 Patriot Pest Solutions company is really great and made entire process lot easier from scheduling appointment to resolving issue. And Dane T. was true professional, cheerful guy. He answered all my questions and made sure issue will be resolved to his best. Thanks Patriot Solutions and Dane for your help with my issue. You guys are amazing.

4/2015 I had bird nest in the dryer vent near on the siding. They removed nest, sprayed to kill mites and put the galvanized cover on top of vent. Easy to set up

appointment, straightforward upfront price estimate. Technician on time and did nice job. Their workflow is good from setting up appointment to technician showing up and completing work. I would call them again if any pest or animal issue.

4/2015 We just had PPS out here last week because we've had TONS of ants over the last few weeks and since they left I have not seen one ant! AMAZING!! When Chad came out he was on time, friendly, and seemed very knowledgeable. Most importantly he was thorough! We've had other companies come out and it seems like they're there for 15 minutes and then leave. Chad really took his time explaining what (and why) he was doing certain things and I appreciated that. I highly recommend PPS!

From the smallest café to the largest manufacturing building, or the smallest ant problem to the most complicated roach problem, Patriot has the expertise to solve your pest issues. Because they are a local, family owned business, you can feel certain that quality service and customer satisfaction is their first priority. They share a commitment to ethical, professional and environmentally responsible service. They guarantee you the highest standards of integrity. And they focus not

just on solving your immediate problem, but on earning your

long-term trust and referral.

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