

90 Day Letters



When a home is purchased, the financier usually requires a Termite Inspection. Automatically sending a letter 90 days later (and probably after the closing) is a great way to earn new business. PestaRoo makes this easy with autoprinting '90 Day Letters'.

Why 90 Day Letters

When you visit many growing profitable companies, you quickly discover that they grow because of the way they take care of their customers, and that they are always looking for new promotional events. There are many examples of this. In this support article we are focusing on sending '90 Day Letters' to new home purchasers in a way that does not burden you at all. And that leads to new business...

PestaRoo has a built in function to automatically print any needed letters upon file launch. You get to dictate the text of the letter and what services trigger or even preclude the letters by turning off this function. So, we will use this to send out '90 Day Letters.' They work in much the same way as new Customer 'Welcome Letters', (see support doc), but instead of being triggered by new Customers, the '90 Day letters' are triggered by new Locations, and go out 3 months later.

A informal survey of PestaRoo users shows that at least a third of these letters generate additional business in the next month or so. Considering the low cost of three stamps, this additional business is purchased at a bargain price. This is a classic way that PestaRoo software users consistently out-grow the users of other software.

To start sending 90 Day Letters we need to:

- 1-Turn on 90 Day Letters
- 2-Compose your letter text
- 3-Select the service(s) that trigger the letter and the services that stop the letter from going out.

Turning On 90 Day Letters

From Home Page >> Set Preferences... , find the field, **Print 90 Day Letters** and set its value to 'yes'.

Typing in Your Letter Text

From Home Page >> Set Preferences >> Form Letters tab >> '90 Day Introduction Offer'. This opens up a new window where you can type your text. As you compose your letter, remember that the customer's name and address automatically appears above your text as an inside address. Your company Logo appears to the upper left of your letter. Your company address info appears in the footer of the letter.

The typical '90 Day Letter' congratulates the customer for moving into a new home, and then offers them an immediate \$5 or \$10 discount off any of your services if taken in the next 30 or 60 days. You also might want to tell the customer of several of your more popular services.

You may also format your text also, with different fonts, bold or italic, etc. But, note that the customers name and address will be printed at the top of the letter in Times New Roman 11 pt.

PestaRoo ships with a sample letter already typed in, ready for you to edit, or use as is.

Selecting Your Services

PestaRoo lets you select which Services trigger the '90 Day Letters.'

Most companies use '90 Day Letters' for only Termite Inspections. Why Termite inspections? Because for most new home purchases this is required, and we are interested in finding new home owners for their future business. But PestaRoo's flexibility allows you to select any service you want.

To select your services for the '90 Day Letters' go to Home Page >> Edit Value Lists... >> Service Types. Go to the first service that you want to send '90 Day Letters'. From there, click on the round blue triangle for "Posting Functions". This will open a new little window where a blank line is waiting. Click into the first available field and select "Set Flag for 90 Day Introduction Offer." Repeat for any other covered service. (Typically only for Termite Inspections).

Now, the next time you post an invoice, the Location associated with it will be flagged as needing a '90 Day Letter'. And, 90 days later, when the customer is happily moved into their new home, the letter will automatically print.

When are the letters printed?

Each day when you launch PestaRoo, it searches through the locations looking for flagged records whose date has come. If any are found, they are printed.

All you have to do, is fold the letter into a window envelope and mail it!

Since Auto Trigger letters (there are about 5 types) always print first thing in the morning upon file launch, it is always a good idea to make sure your printer is loaded with plain paper before launching PestaRoo.

Don't forget that you must shut down PestaRoo once per day to allow the auto-triggers to work.

Will they receive more than one letter?

No, each new location will only receive one '90 Day Letter'.

Reprinting '90 Day Letters'

From Location List you can view and edit the '90 Day Letter' fields.

Here you will find a button to 'Reprint' a '90 Day Letter' with a single click. This letter will print immediately. After you print the letter from here, today's date will be inserted into **90 Day Letter YN** which will preclude any additional '90Day Letters' from printing for this location. Should you chose to reprint a second letter, this button will let you.

Also on this layout is **90 Day Letter Date** that will let you see the date in the future that the letter will print, assuming that the other field has a value of "Yes".

If you start using '90 Day Letters' at a later date, you may want to put a "No" into the **90 Day Letter YN** fields of your existing record to preclude them from triggering the '90 Day Letters'.

To set this field on multiple records at one time, 1) carefully find the records you want, 2) type in "No" on one of those records, and 3) While your cursor is still in the field, select "Replace Field Contents" from the Records menu. This will put "No" in each record, precluding '90 Day Letters' for the entire set.

Limits to the Letter text

The '90 Day Letter' text has room for several paragraphs of information. Remember, though, that short letters are almost always more effective.

Many users have asked if the body of the letter can be customized with various fields from the database. At this time, the answer is no.

Summary and Other Ideas

'90 Day Letters' are one of those small details that can make a big difference in your business. And, with PestaRoo, they are easy to set-up.

The key detail is to USE these letters, to start growing your business, now.