



## 2017 Lawn Care Promotions

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See our online Marketing Dashboard for creatives

**Expiration of offers:** May 15<sup>th</sup>, 2017

### The promotions for 2017:

*NOTE: Both offers require a full 5-Time Lawn Care Program*

1. Free Denver Zoo tickets (2)
2. First service \$29.50 (for lawns up to 10,000 sq. ft.)

### In PestPac:

*IMPORTANT: Attributes need to be entered in the proposal screen BEFORE authorization in order for them to be tracked.*

### For the Free Denver Zoo tickets:

- Make sure to enter the attribute “**(2017) ZOO – Denver Zoo Tickets**” for tracking
- CANNOT BE COMBINED with any other offers

### For the \$29.50 first service:

- Make sure to enter the attribute “**(2017) \$29.50 - \$29.50 Lawn Discount**” for tracking
- In the “Customer Discount” field, enter the difference between \$29.50 and the book price for the first proposed service (book price per sq. ft. – \$29.50 = ???)
- CANNOT BE COMBINED with any other offers

### Free Denver Zoo ticket fulfillment:

- **Make sure you enter the above attribute in the system for reporting**
- Tickets will be fulfilled the Monday after each business week
- CCR’s and ISR’s are not responsible for fulfillment/mailing
- Zoo tickets cannot be picked up at any of our branches
- Zoo tickets cannot be picked up at Denver Zoo’s box office
- Zoo tickets are not available with online lawn care orders
- Tickets are for “General Admission” – cannot be use for special events

### Note on 20% discount:

- Discount was offered on 2017 proposals for those with recommended lawn care
- The 20% off discount is ONLY eligible on full 5-time programs
- If a customer calls in with a 20% offer and wants the zoo tickets or the \$29.50, simply explain to them that the 20% offer provides the greatest discount
- CANNOT BE COMBINED with any other offers