The starting emotion is fear. Fear of the pests and a need for someone to help them.

Courtney, in her wonderful yellow sunflower dress, was feeding her beautiful baby on the floor. It was a sparkling clean kitchen floor. Courtney really cares about her house. Cleanliness is next to godliness after all.

But imagine that a roach starts to crawl across the floor to grab a small tasty morsel that your sweetie has dropped and smashed around.

Sweetie reaches down to grab the leftovers, and comes back with something unspeakable.

It could be worse still. What if it was a rat that sweetie grabbed onto like a new teddy bear?

Don't let pests ruin the experience of life. Let us remove them for good. Don't let sweetie eat anything unspeakable.