



Letter From Kevin Dent

Dear Contractor Partner,

I hope 2010 came to a successful close for each of you, and that your 2011 plans and objectives are well underway!

We were fortunate this past year, as we experienced an increase in sales. Like many of you, we felt extreme margin pressures from our customers, followed by the irrational actions of our competitors. This type of pressure is affecting all of us, regardless of our playing field. I often hear or read that “nationals” are driving prices down. As I listen more, I find that lower prices are a result of entrepreneurial companies, at all levels, fighting to keep their business viable. What seems like a low-ball price to some, is good money to others. This is the life as a business owner, and it’s not easy. We do what must be done for the sake of our customers, team members and company. Fortune 500 companies have changed how they assess and source exterior service. Because of this, we must be willing to change our strategies in order to grow, and in some cases survive. DENTCO may not be the cheapest ESM choice, but I can assure you we will always be the BEST!

Please take a moment to check out our new website by visiting, www.dentco.com. While you’re there, be sure to visit the Contractor Partnership tab, dedicated to our CPs who have shown exceptional service within the past year. We are very proud of our 2010 CPs of the Year and look forward to featuring your company in the future! Thank you for your superior service levels.

Wishing you the very best in 2011.

Sincerely,

Kevin Dent

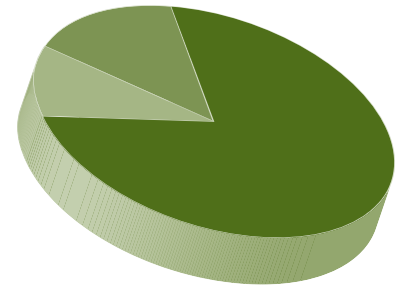
GREAT CUSTOMER SERVICE

Customers need to know you have their best interests at heart, 100% of the time!

Jamie with JJ Spratt Construction understands this motto. JJ Spratt Construction was issued a work order for four hours of loading and stacking and then six hours of hauling after 50 inches of snow had accumulated in the area. While performing the work, Jamie soon realized that he could save the customers money, considering there was enough room to stack the snow on-site after re-arranging snow piles. As a result, snow removal was unnecessary. He called his QSM, Bill McDonald with this information and a credit was issued to the customer. It is always beneficial to seek alternative routes when completing a job if it will help to save the customer. Jamie, thank you for the excellent customer service you continue to provide.

CP STATISTICS

- Total CPs in DENTCO Database – 6,300+
- CPs Under Contract – 900+
- CPs Who Performed Work for DENTCO in 2010 – 1,350+



DID HE SEE HIS SHADOW?



On February 2, 2011, Punxsutawney Phil did not see his shadow. Prepare for an early spring!

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WINTER PLANNING FOR SPRING RESULTS



Winter is the perfect time to focus on projects that are often put off until a later date. Everyday maintenance is key in preparing your staff for the next big project that comes your way. If you properly care for and maintain your equipment, landscapes, paperwork, etc., you will be well prepared for all situations, allowing for a smooth transition during the spring season.

Now is a good time to complete detailed cleaning and perform needed maintenance on all equipment. In addition to cleaning equipment, you will want to assess your landscape locations, create proactive work orders, and submit them to DENTCO. It is also suggested to remove invasive plant species, and renovate pruning of large trees, making sure to keep them away from poles, signs, and buildings. Finally, you will want to replace dead plant life, and repair hazardous situations.

Plan your spring work ahead of time. By identifying sites that may require additional requirements and/or time, such as pruning back perennial grasses, etc., you will be well ahead of the game. Through your efforts this winter, you will be properly prepared, preventing additional trips back and forth from the site during the busy landscaping season.

MAINTAINING A HEALTHY BALANCE!

DENTCO prides itself on paying Contractor Partners in a timely fashion, provided all contractual paperwork, including SVTs and invoices have been completed and submitted to us by the due date. Timely, payment is within your control, so please make sure you are aware of the requirements and plan accordingly. Keeping the cash flow moving is the lifeblood of any company; seasonal snow is a great way to make sure there is money flowing through your business all winter long. To receive prompt payment, the following guidelines must be adhered to:

1. All invoices must be sent in by the third of the month, following the month that the service was performed. This will allow us to prepare for the upcoming billing cycle. For example, if you performed a service on January 12th, you would need to get the invoice to us no later than February 3rd.
2. Be sure to notate the month that is being billed on the invoice.
3. Make sure the sites that are being billed are listed using their Geoloc number.
4. Make sure the pricing is correct for the corresponding month. This also applies to those of you who have performed landscaping work throughout the winter months.

Here are a few guidelines to follow with regard to per service snow work:

1. All SVTs must be signed by the customer, where applicable, and must be submitted 72 hours after the service has been performed. This will allow us to bill the customer.
2. Your DENTCO snow invoices (exhibit F) and Service Verification Tickets "SVT's" (exhibit E) are due within 72 hours after provided service. All SVT's must be signed by the customer where applicable. We suggest that you submit your invoices and SVT's at same time which allows you to reconcile the two and ensure all is correct.

Don't get hung up when it comes to the end of a season. Make your QSM/QSC aware of any plow and/or salt damage, and do everything within your power to repair known damage throughout the season. There is a \$500 per site amount that will be held from your check to cover any snow damage. The check will not be released until all sites are cleared of seasonal damage. Communicate and send pictures of all completed repairs as the work is performed, this will speed up the process, allowing checks to be released on time. To learn more about this process, all items are covered in the base contract DENTCO has provided to you.

DENTCO WELCOMES A NEW FACE TO THE TEAM



We would like to announce the arrival of Paula Hatcher to the DENTCO team. Paula will assist the Quality Services Department, performing administrative duties on a part-time basis. If there are any discrepancies or missing paperwork, she will contact you directly to rectify the situation. Many of you all know Paula, as she has helped coordinate snow contracts in the past, and has assisted in the communication process for missing paperwork. Please extend a warm welcome to Paula Hatcher!

REMINDER

Please assist us by programing your fax machine with your name and/or fax number so it will print on each page you transmit. This identifies your paperwork and is a great help.