

Dirty Bird

Protecting Property from Bothersome Birds

by R.W. Delaney, business writer

Red-shafted flickers and downy woodpeckers were peppering the side of my client's vacation home with holes perfect for nesting and for storing acorns," says Bill Hartman, owner and president of Rock Creek Construction Company. His company, a residential and light-commercial firm focused in the Napa Valley, Calif., is known for exceptional attention to detail and value.

Hartman's client was alarmed by the damage routinely inflicted by the birds pecking on the home's combination stucco and redwood siding when he and his family were not occupying their vacation home, nestled in a wooded tract in Napa Valley. When Hartman, who had performed major remodeling on the house over the years, viewed the extent of the destruction, he was similarly alarmed. "It was springtime; the birds were nesting and getting ready to breed. The woodpeckers were drilling holes bigger than a deck of cards," he says.

The attack had to be stopped or the handsome redwood siding, gables, soffits and window frames would be inexorably degraded. Thousands of dollars in damage had already occurred, Hartman notes.

The New Pecking Order

"To scare the birds away, we first tried bells on a string and mylar flashing tape," Hartman relates. But neither the flickers nor the dowries paid any attention. So they sought assistance from a local pest control firm. "The firm netted the surrounding palm trees to keep the birds out, but it didn't affect the birds at all," he says. They weren't interested in palm trees. "It was a costly experiment that failed," Hartman concedes.

Hartman next considered covering the entire house with metal siding, but the cost would be prohibitive and the aesthetics changed irrevocably. "Coincidentally, a flyer from Bird-X, Inc. in Chicago crossed my desk. I

called the 800 number and chatted with the sales rep and the owner about a product called BirdXPeller PRO. They explained how the electronic unit can be adjusted to frighten birds away by selecting various bird calls to be played at different intervals and frequencies," he says.

BirdXPeller PRO replicates birds' distress calls. It is a programmable species-specific sonic repeller that operates on standard 110v electricity or via battery. Its directional speakers broadcast precise reproductions of birds' distress cries as recorded by a major U.S. university and create a perceived 'danger zone' that frightens infesting birds away, in their own language.

Hartman ordered one on the spot.

Scram Without "Bam!"

The unit, he says, was easy to install and program. "We located it

where most of the damage had occurred. Since the house sits on large acreage, we had no concerns about neighbors noticing the noise. BirdXPeller PRO drove the birds out right away," Hartman says, "and there has been no problem ever since. The homeowner, who lives in Vancouver, Canada, says the unit absolutely worked. And he likes that his family can turn the unit off when they visit, so no sounds disrupt them."

As a California builder, Hartman is sensitive to environmentalists' concerns for birds. "The XPeller doesn't hurt the birds. It's their natural defense mechanism to flee when they hear a hawk," he says. He favors this solution over others. "BirdXPeller PRO is easy, and the results are so quick. We spent hours trying other methods that didn't work." Not to mention dollars.

Hot Attic? Cool Product.

Take a closer look at what the Fan-Attic has to offer!

Powered by the sun.

Discover how the Fan-Attic can turn a hot customer into cool profits. See what the solar powered Fan-Attic can do for your customers' homes. This unique roof ventilator fan operates by solar power from sunrise to sunset at no

extra cost to you. In the summer, the Fan-Attic reduces heat build-up, improving airflow within the attic space. In the winter, it reduces moisture build-up and condensation. The Fan-Attic uses free energy from the sun to provide years of worry-free, no-cost cooling and air circulation. It's ideal for homes, cabins, garages, mobile homes, storage spaces, sheds or any enclosed area needing better air circulation.



- Fully Self-Contained
- Installed in 30 Minutes
- No Wiring or Assembly
- Reduce Cooling Costs by 50%

The Solar Powered
**FAN
ATTIC**

For More Information
or To Order Call:

1-800-369-7465

Visit us on the Internet:
www.fan-attic.com