



Special Offer for Former Rottler Holiday Lighting Customers

If you are a former holiday lighting customer of Rottler Pest and Lawn Solutions, you have probably been notified that 2018 was Rottler's last year in the holiday lighting business.

As you consider your options for holiday lighting this year, consider us!

For former Rottler customers who own their own LED light displays, we are offering the following discounted pricing:

- **We will re-install, service, and take-down your lights this year for a discounted rate of \$3.50 per foot for all lights re-installed to outline your home or business.**
 - This will include our comprehensive service of putting up your lights, wiring your display into a timer that we will provide and set for approximately 4pm – 11pm (or a different time of your choosing), providing any needed maintenance throughout the season (including replacing any bulbs that burn out with new ones for no additional charge), taking down your display between January 2nd and January 31st, and leaving your display in your tote box for you to keep and store for next year. (Our timer will remain our property.)
 - If your display has parapet clips, in most cases, we will insist on replacing those with our all-in-one, snap-on gutter clips. Our gutter clips simply snap on to the gutters of your home, doing absolutely no damage, and allowing for a quicker and more efficient installation and take-down. If we choose to replace your gutter clips with new ones, there will be no additional charge and the gutter clips we attach to your light strands will become your property.
 - A minimum total charge of \$350 for your first year of service with us will apply.
- **You will NOT be in a multi-year contract with us, but if you choose to have us re-install your lights again next year, your price will decrease to \$3 per foot for all lights we re-install to outline your home or business.**
 - This discount is due to our labor savings. The minimum total charge will be \$300.
- **If you would like to add-on to your current building outline, we can do that too!**
 - We will sell you the needed materials (lights, wires, and gutter clips) to match your current display and fully set-up and service them. Contact us for details and pricing.

- **If you would like us to install mini-lights on any small trees, bushes, columns, etc., we will install, service, and take-down new mini-lights every year for our standard rates of \$20 - \$30 per strand.**
 - We usually charge \$20 per strand for mini-lights installed on bushes, \$25 per strand for mini-lights installed on small trees, and \$30 per strand for mini-lights installed on columns.
 - Our mini-lights come in 23-foot strands and are available in clear, multi-colored, red, and green.
 - For more details about our mini-light services, including the size of trees we can service, how we wrap trees, etc., please see the “Services and Pricing” page of our website.

- **We will hang any wreaths you own for \$50 per wreath for first-time installations and \$25 - \$35 per wreath for re-installs.**
 - We charge \$50 to hang a wreath for the first time, in a new place. This covers our additional labor and materials for the installation of permanent anchor hooks. For wreaths that already have anchors in place, we charge \$25 or \$35, depending on size and labor requirements.
 - These prices include us hanging your wreath, wiring its pre-existing lights into our timer, and taking down your wreath for you to keep and store.

- **Additional Services**
 - **Garland:** We will hang and take-down garland that you own for \$3/foot. This includes wiring the garland lights into our timer if the garland is pre-lit. There are additional charges if we need to install anchors.
 - **Path Lights:** If you are interested in adding path lights to light your driveway, garden, or pond OR if you already have path lights from your prior display, we can provide you with our full services for those too. Contact us for pricing.

[Interested in Learning More? Here is What You Should Do Next:](#)

If you would like to get a price estimate for what your holiday lighting display will cost with us, please fill out our “Request an Estimate” form on our website OR call, text, or email us to request an estimate.

- 1) If you fill out the online form, please put in one of the comments sections that you are a former Rottler holiday lighting customer who owns your own lights. If you contact us another way, please include that note in your message. If you happen to know the exact footage of your display from last year, please tell us that footage count too for an even more accurate estimate!
- 2) You will see specific directions on our “Request an Estimate” form for how to submit pictures. (We can accept pictures through text message to 314-718-0105, email to Nick@STLHolidayLighting.com, or through our online form.) Send us a photo(s) showing the areas where you would like lights re-installed (even if you know your exact footage) so that we can provide you with an estimate.
- 3) When you submit pictures, there is 1 extra picture we will need from you: open the tote of lights you own and send us a picture of what is in the tote. (You don’t need to unpack the lights out of the box – just a picture of the top of the tote’s contents will be fine.) We just need to see your materials to confirm they are compatible with our light bulbs and methods.

FAQS

1) I see from your website that your normal pricing is \$4.00/foot for new customers and \$3.50 per foot for repeat installs. Why are you offering “former Rottler customers” a discounted rate of \$0.50/ft?

We are offering former Rottler customers discounted rates because you already own commercial-grade, LED light displays that are “almost-ready” for installation using our methods and materials.

- We recognize that not having to buy LED bulbs and other materials for your entire display saves us money, and we are perfectly willing to give those savings back to you with the discounted rates we are offering. However, we will still have to buy some C9 LED light bulbs so that we can replace burned out bulbs on your display during installation and throughout the season (and we will not be able to use the C9 LED bulbs that we buy for your displays for *any* of our other installs, because C9 bulbs are bigger than the C7 lightbulbs we currently use for our installs).
- We will save a little time on your initial install since your light strands should already be cut to fit, but in most cases, we will also be replacing *all* of your parapet-style gutter clips with our all-in-one, snap-on gutter clips this year (which you will then own for no additional charge), and that will pretty much wipe out any initial install time savings for us. (Unfortunately, getting the parapet clips off requires unscrewing every single lightbulb from the light strands in order to remove the parapet clips, and that process will take some time.)
- Please also bear in mind that under our standard pricing, while we provide all of the materials, those materials also *remain* our property. This means that if one of our regular customers chooses not to have us re-install their lights in a future year, we can re-use their materials, particularly the pricey LED lightbulbs, for another job. In your case, any light bulbs we replace and all of the gutter clips we install on your light strands will become your property, along with the lights you already own, and we will not be charging you any additional “purchase” fees for the materials we will be giving you. You WILL also still be receiving the same comprehensive services that we provide to all of our customers, which include installation, repairs and maintenance throughout the season, and take-down.

2) Why do you want to replace my gutter clips and what clips will you be using?

Whether or not we decide to replace your gutter clips will depend on what type of gutter clips you have now AND on some details regarding your home. (This is one of the reasons why we will require a photo of your home *and* a photo of your materials – so that we can see what clips you have and if there are any unique circumstances that may apply to your home that would make parapet clips necessary.) Thus far, we have found that most former Rottler customers have C9 LED bulbs installed on commercial-grade light strands with 1-foot spacing and parapet-style gutter clips. While there are some cases where parapet-style clips are necessary (such as commercial buildings that do not have traditional gutters or for some houses that have sheet metal roofs with no gutters at all), for most homes, we see parapet clips as both unnecessary and HIGHLY inefficient, which is why in most cases, we will insist on replacing your parapet clips with our traditional, all-in-one, snap-on gutter clips. Our all-in-one, snap-on gutter clips simply snap onto the gutter of your home, do absolutely no damage (with NO permanent installation), and allow for a much faster install and take-down process. *(The picture above shows the style of gutter clips we will be using.)* Our gutter clips also position the lights slightly below the roofline (along the gutters) instead of above it, on top of the house (connected to the roof), and we think the lower positioning on the gutters results in a much nicer looking display.



3) I told Santa's Elves, the holiday lighting company that Rottler sold my contact information to, that I would not be having them re-install my display this year. When I told them that I was going with STL Holiday Lighting, they told me that "St. Louis Holiday Lighting" could not legally install my lights because the registered owner of your company signed a non-compete with them. Is that true?

No, that is NOT true. If anyone at Santa's Elves told you that, they are mistaken. Please rest assured that we did NOT sign any non-compete with Santa's Elves (nor with Rottler nor with ANY other company EVER) and we absolutely, most definitely CAN legally install your display if you would like us to do so!

If you are concerned and want to know more about this situation, below is an explanation of what we believe is going on, although the bottom line is that there are NO legal barriers to us working with you and you should feel free to ignore this issue.

- If Santa's Elves told you that our company cannot install your lights, they are mistaken, but it may be an honest mistake on their part.
- Our company, named "STL Holiday Lighting", is 100% independently owned by Nick Damato and has been installing holiday lights under the name of "STL Holiday Lighting" for over 20 years. (Our website address is www.STLHolidayLighting.com, our email addresses include Nick@STLHolidayLighting.com and HolidayLightingSTL@gmail.com, both of which were established many years ago, and our phone number is 314-718-0105.) We invite our customers and the public to visit Nick's free Christmas lighting display at his home in Wildwood Missouri every year. We are transparent, accessible, and established as one of the oldest holiday lighting companies in the country.
- Unfortunately, a few years ago, a new company started doing business under a name almost identical to ours: "Holiday Lighting STL". Their website, located at www.holidaylightingstl.com, says that their name is "Holiday Lighting STL", though on some pages of their website they go by the name "St. Louis Holiday Lighting". Their phone number is 314-722-8080 and they do *not* list a business address on their website nor an owner's name. (As you can imagine, the similarity of their name to ours has created a lot of confusion for St. Louis residents seeking holiday lighting services.)
- *Based on feedback from customers like you who have experienced this issue, we believe that an owner of "Holiday Lighting STL" (aka NOT our company) may have signed a non-compete with Santa's Elves, possibly as part of Rottler's bidding process for their holiday lighting customer list, though that is our best guess as to the roots of this issue and not something we know as a fact.*
- No matter the back story of how this issue came to be, please know that we did NOT sign a non-compete. Rottler has told us that they did invite certain holiday lighting companies to place bids for Rottler's holiday lighting recommendation and customer contact information, but we did not even participate in that process, so we *are* legally permitted to provide you with holiday lighting services if you would like us to do so.