

# PestManagement

PROFESSIONAL

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With the worst economic times in recent memory behind them, PMPs set sail in a post recession world.



### STATE OF THE INDUSTRY REPORT

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*Rodent Expert*



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# Rodents in the News

## Challenges and opportunities

**R**ising rodent populations will create both challenges and opportunities for pest management professionals (PMPs) throughout this year's season. An extremely mild winter and continued above average temperatures have provided ideal conditions for rodents to flourish. News headlines are showcasing increased sightings, infestations and complaints across the country. Rodent related news stories are being filed almost daily.

The events occurring in Yosemite National Park demonstrate the severity of the public health risk attributable to these rodents. We are also seeing a rise in other pest-borne diseases such as West Nile and even cases of bubonic

“nuisance” concerns and that the results of our work have much greater implications.

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**Steve Levy**

President & CEO, Bell Laboratories

**Colorado girl, 7,  
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*CBS Denver, September 11, 2012*

**Why Rats are  
Running  
Rampant in Chicago**

Chicago received 28 percent  
more rat calls this year

*NBC Chicago, August 23, 2012*

**Yosemite extends  
hantavirus warning;  
death toll rises**

*Reuters, September 6, 2012*

plague. The tragic loss of life is a reminder that effective pest control is a critical service that helps to ensure a safe environment.

As pest management professionals charged with the protection of public health, we will need to rely on our experience, training and access to the most effective tools in order to reliably combat these rising pressures. We must appreciate that our jobs involve much more than simply addressing

is to assist in the selection and implementation of products and methods to help PMPs achieve control of rodents. Our state of the art research facilities both assure the quality of existing items, and provide for the development of new products and solutions.

I look forward to our industry meeting these challenges head-on.

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Stories by Dan Jacobs based on the 2013 PMP magazine State of the Industry survey. Contact Dan at [jacobs3927@sbcglobal.net](mailto:jacobs3927@sbcglobal.net).

# Bring on 2013

PMPs are ready to leave 2012 behind and go barreling into the new year.

It's going to be a good year. At least that is what pest management professionals (PMPs) reported in *Pest Management Professional* magazine's 2013 State of the Industry (SOI) survey. Of the 199 respondents, 87 percent said their 2013 business outlook was very or at least somewhat optimistic. By comparison, 69 percent of PMPs held the same sentiment last year. Only 2 percent declared themselves very pessimistic.

Fears of a prolonged recession have diminished. In the 2012 SOI, 47 percent of respondents pointed to a prolonged recession as their biggest concern. This year, 35 percent selected prolonged recession as their main concern. The biggest concern this year? High taxes.

And while things are looking up, PMPs aren't worry free. Many of their concerns include the old standbys of finding quality help and consumer confidence. Increased regulation also made

a regular appearance on the list. A few respondents took it a step further, making clear the biggest obstacle to their success sits on the future of one individual: President Barack Obama.

"As someone who has voted equally on either side of the ballot, you have no idea how much Obama hates small business! Don't even mention large business," responded one PMP.

For many, though, the obstacles that hinder PMPs initially can become opportunities in the long run.

"Actually, obstacles create more need for pest control," says Richard McCarthy, owner of Max Pest Control in Longmont, Colo. "Regulatory limitations cause greater pest problems."

Whatever the challenges, there's something about pest management that draws people in and keeps them here. When asked how long they've been in business, the two categories with the most responses were between one and five years (18 percent) and more than 25 years (39 percent).

In essence, it seems most PMPs have shaken the fears and lingering effects of a prolonged recession and are ready to leap headlong into 2013. Or as Damon Martin of Olympia, Wash.-based Mathis Exterminating, put it when asked what obstacles face his company next year: "Nothing. We plan to continue with our business model that allows us to grow 10 to 20 percent a year." **PMP**

## WHO RESPONDED?

**74%** — PMPs who believe they're in a very or relatively strong marketplace

**66%** — Respondents with 1 to 10 employees (7% fewer than last year)

**65%** — Offer a green pest management program

**39%** — Have been in the pest management business for more than 25 years

**28%** — Expect to finish the year with more than \$1 million in revenue



# Heads of the class

A triple threat — ants, rodents and bed bugs — will generate the most revenue gains for PMPs.

**T**he economy seems to be improving. Ants, rats and bed bugs have the ability to generate a lot of revenue for pest management professionals (PMPs), according to *Pest Management Professional (PMP)* magazine's State of the Industry (SOI) survey. Seventy-six percent of respondents expect ant service revenue will increase by the end of 2012. Rodent work will fill the coffers of 73 percent of respondents, while bed bugs will push 70 percent of gross revenues higher.

Interestingly, it seems that bed bugs have the potential for the biggest revenue bump. More than one in five (22 percent) respondents expect the bed bug segment of their business to increase more than 25 percent. By comparison, only 12 percent of respondents expect their ant revenues to increase by more than 25 percent. Wildlife (11 percent) and stinging insects (10 percent)

are the other top pests expected to increase revenue significantly.

"Bed bugs are growing rapidly, but they're still just a small part of overall gross income," says Scott Behrens of Roberts, Wis.-based American Pest Solutions. "No one pest is a barnburner, just overall growth. We expect continued growth of bed bug opportunities."

"Bed bugs, ants and several other pests will continue to generate revenue because a lot of people are ignoring them, and they are only getting a much larger population because people choose alternative means for their personal pest control," says Derby Schafer, AA Active Pest Control, Las Vegas, referring to the do-it-yourself and do-nothing crowds.

On the flip side of the revenue coin, termites account for the largest expected decrease in revenue. Seventeen percent of SOI

"The government keeps wanting to take away the tools we need to keep the flea, cockroach and rodent populations down."

*Kevin O'Connor, Hydrex Pest Control, Camarillo, Calif.*

survey respondents expect to lose money from termite work, with 6 percent expecting revenues to drop more than 25 percent.

Bed bugs, ants, termites, roaches and fleas were the most common responses to the question: Which pest do you think will make the biggest resurgence in 2013? (We have to admire the humor that inspired one respondent to answer "politicians.") **PMP**

**8** Percentage of respondents who report their 2011 and 2012 revenue will top \$5 million



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## HOW OLD ARE YOU?

**How many years has your company been in business?**

1-5 years	<b>18%</b>
6-10 years	<b>13%</b>
11-15 years	<b>13%</b>
16-20 years	<b>8%</b>
21-25 years	<b>10%</b>
More than 25 years	<b>39%</b>

**How many employees does your company have?**

1-4	<b>43%</b>
5-10	<b>23%</b>
11-25	<b>17%</b>
26-50	<b>6%</b>
51-100	<b>6%</b>
101-500	<b>4%</b>



# A healthy outlook

PMPs are ready to shake off the challenges of an economically difficult 2012 and start building again in 2013.

**B**y almost all accounts, pest management professionals (PMPs) are feeling positive about the future. Almost nine out of 10 (87 percent) indicated they are very or somewhat optimistic when it comes to their 2013 business outlook. Only 69 percent held that view last year.

Although the frustration with our national leaders is quite evident, Tip O'Neill's famous quip of "All politics is local" still rings true today. The same could be said about business. What's going on in a PMP's market is likely to cloud his judgment of the economy as a whole. Almost three out of four PMPs characterize their market as very healthy (27 percent) or relatively healthy (47 percent).

It's no wonder PMPs are feeling pretty good about their prospects. After all, they've survived the worst economic downturn in a couple of generations. They've learned



(of necessity) to run a tighter company, and they're poised for any surprises. So, when they do run into the occasional obstacle, there's no reason to panic.

"Watch what's going on day to day, accept the challenges ahead and adapt to them," says Glenn Scherzinger of Cincinnati-based Sure Thing Pest Control.

Optimism is one thing. Dealing with the realities of

the situation is another. Even if the economy were to return to its glory days (and no one is suggesting it will anytime soon), growth isn't guaranteed. Company owners need to continue learning how to become better business operators. On that front, there is still some learning to do.

Jeff Annis of Advanced Services in Augusta, Ga., points



## THE ROAD AHEAD

What's your 2013 business outlook?

	2012	2013
Very optimistic	33%	51%
Somewhat optimistic	36%	36%
Uncertain	27%	11%
Somewhat pessimistic	4%	1%
Very pessimistic	1%	2%

Describe the state of the pest management industry in your market.

	2011	2012
Very healthy	16%	27%
Relatively healthy	54%	47%
Flat	21%	18%
Slightly down	8%	5%
Down significantly	1%	3%

to shortsighted thinking by PMPs and a lack of creativity in marketing.

“PMPs are poor at recruiting, and not good employers and poor trainers generally,” says Annis. “Most PMPs are so busy working; they don’t take time to learn how to be well versed on the business end of things. They hit the ceiling of complexity, and have to sell their company to a competitor.”

The sky is the limit.

*Scott W. Fisher,  
 Scotty's Pest Control, Decatur, Ill.*

Those who learn to hire better talent will have an edge over their competitors. But even finding good people is not enough. PMPs must continue to push their people forward.

“(We’re going to) develop our people to be better at doing the work and relating to our customers — retain the best team members,” Annis says.

Retaining employees is key for many reasons, not the least of which is helping a company retain customers. The cost of finding a new client far outweighs that of keeping the ones you’re already servicing. Employee and customer retention are intricately intertwined, and both play a factor when keeping a healthy bottom line.

A sobering statistic: Only 60 percent of PMPs reported they were able to keep more than 90 percent of their customers.

### The challenges ahead

There’s plenty of good news to report, but that doesn’t mean everything is going the industry’s way. While the economy might be on the upswing, so, apparently, are the regulations legislators enact restricting the tools PMPs use to combat pests.

*Continued on S10*



**60** Percentage of PMP companies able to retain 91% or more of their customers

**16** Percentage of PMP business owners who expect to earn at least 21% net profit in 2012

## TOOLS OF THE TRADE

### What PMPs are Buying



Equipment Type	% Purchased in 2011	% Will Purchase in 2012
Spray Guns	53	32
Hose Reels	27	19
Spray Pumps	42	31
Spray Nozzles	49	33
Spray Hoses	39	32
Backpack Sprayers	54	37
Dusters	59	37
Spray Rig	25	24
Granule Spreader	36	24
Trucks	49	44
Trailers	15	11
Alternative Fuel Vehicles	3	9
Foam Machines	14	9
Bird/Animal Repellers	18	14
Traps	71	58
Foggers	28	27
Monitors	59	51
Aerosol Applicators	44	35
Bait Guns & Applicators	51	39
Compressed Air Sprayers	37	30
Bait Stations	82	64
Soil & Tree Injectors	7	5
Termite Bait Installation Tools	25	22
Vehicle Accessories	51	45
Insecticides	91	81
Green Products	51	49
Safety Equipment	74	66
Uniforms	76	73
Computers	60	36
Handheld Devices (PDAs, etc.)	34	34
Business Software	33	27
GPS Systems/Software	32	22
Consultants	18	13
Subcontracted Services	27	19

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*Continued from S7*

And it's particularly frustrating when those regulations restrict the trained professionals and not the do-it-yourselfers that purchase from the hardware stores and overapply, says Keith Pratt of Keith's Pest Control in Las Vegas.

The number of regulations isn't the only thing on the rise. Most business owners expect their operating costs to increase too. The question is how much.

According to the respondents of *PMP's* State of the Industry (SOI) survey, 12 percent expect their costs to rise more than 25 percent. Another 36 percent expect their operating costs to increase by 10 to 25 percent. More than one-third (34 percent) expect the cost of doing business to rise less than 10 percent. Ten percent say their expenses will remain flat. The rest expect their operating costs to decrease less than 10 percent (5 percent) and more than 25 percent (2 percent).

We're increasing market share through educating the community about the positive benefits of preventive pest control, especially using bed bug infestations as a reason to get pest control when people never had it before.

*Pam Blauvelt, Griffin Pest Solutions, Kalamazoo, Mich.*

Some of those costs will come from two of any contractor's biggest expenses — labor and equipment. Nearly one-third of contractors (31 percent) had their equipment budget to jump more than 10 percent. Four percent had the cost to outfit their team rise more than 25 percent.

But what really keeps a PMP up at night? High taxes were selected as the No. 1 concern 42 percent of the time, according to the *PMP* SOI survey. Taxes were followed by a prolonged recession (35 percent) and consumer confidence (17 percent). Lack of time to chase new business opportunities also was high among their concerns.

## Priorities

While there's little business owners can do to control many of those outside factors, there are several issues they can influence and examine.

"Growing my business" took the top spot as the highest priority for PMPs heading into 2013. "Maintaining current business/sources of revenue" was the second-highest priority, and "innovation" (finding new ways to do business) rounded out the Top 3 most popular responses for business priorities during the next six months.

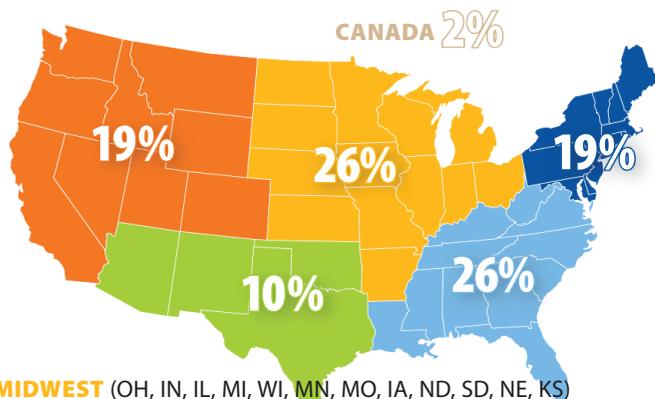
While they might be looking for new ways to do business, it's not necessarily by developing full-blown green programs.

Only 5 percent of PMPs selected "green/sustainable internal improvements" as their highest priority. In fact, adding or improving their green/sustainable services was the second lowest-rated priority.

Developing a green program might not be a priority because many already have one in place. Some 65 percent of respondents indicated they already offer a green management program.

No matter what the economy does, or how much the government works to rewrite the rules, one thing is sure: Bugs aren't going away — and neither will the men and women who fight them. **PMP**

## THE BEST LOCATION IN THE NATION



**MIDWEST** (OH, IN, IL, MI, WI, MN, MO, IA, ND, SD, NE, KS)

**WEST** (AK, CA, CO, HI, ID, MT, NV, OR, UT, WA, WY)

**SOUTHEAST** (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)

**SOUTHWEST** (AZ, NM, OK, TX)

**NORTHEAST** (CT, DE, ME, MD, MA, NJ, NH, NY, PA, RI, VT, D.C.)

# Spotlight: Rodents

Technology continues to provide PMPs with tools to combat ever-present pests.

It's not often rodents push national news, if not off the front page, at least to the side. But an outbreak of hantavirus, a potentially deadly lung disease believed to be caused by a higher than usual number of deer mice at Yosemite National Park, caused officials to warn visitors they're at risk.

It's all about education — a sweet spot for pest management professionals (PMPs)

According to a press release from the Centers for Disease Control, "the National Park Service (NPS) announced there were eight confirmed cases of Hantavirus Pulmonary Syndrome (HPS) in visitors who stayed at Curry Village in Yosemite National Park since June of this year.

In the latest *Pest Management Professional (PMP)* magazine State of the Industry (SOI) survey PMPs indicated education is one of the key tools they can use to help boost their businesses. Stories like the disease outbreak at Yosemite are a hook with which PMPs can start a conversation with customers.

The California Department of Public Health (CDPH) and Yosemite National Park Public Health Service officers are conducting rodent surveys, monitoring deer mouse abundance and virus activity in the parks

mouse populations, according to the press release continued. "They are also providing health education and prevention messages to the public."

It's that last sentence that emphasizes the important role pest management professionals (PMPs) can play in the public health.

Stories like this are one reason 73 percent of PMPs responding to SOI survey expect their

revenue from rodent work to increase in 2013. Eight percent expect to earn their gross revenues to increase by more than 25 percent.

At 8 percent, deer mice are the least common of the rodents contractors fight regularly (house mice come in at 57 percent). But you can be sure they'll be getting a lot of attention from customers during the next few months.

PMPs continue to battle rodents, but they're not getting a lot of help from legislators.

"The government keeps wanting to take away the tools we need to keep the population down," says Kevin O'Connor, Hydrex Pest Control, Camarillo, Calif. For that reason, practical PMPs have learned to adjust to almost any situation.

"There is no one cure-all," says Robert Fox of R&S Pest Control, Little Neck, N.Y.

"Use as many different materials as needed." **PMP**



## THE RODENT OF CHOICE

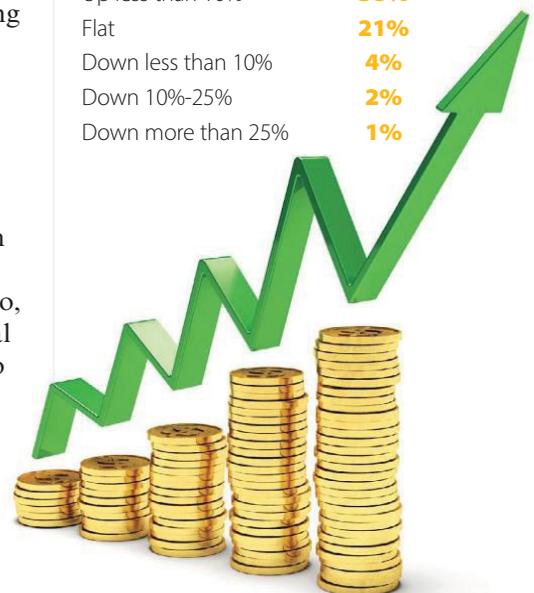
Which rodent pests were most prevalent in your area?

Deer mice	<b>8%</b>
House mice	<b>57%</b>
Norway rats	<b>12%</b>
Roof rats	<b>23%</b>

## RODENT REVENUE

By approximately what percent do you expect your gross revenue to change from 2011 to 2012 for rodent work?

Up more than 25%	<b>8%</b>
Up 10%-25%	<b>27%</b>
Up less than 10%	<b>38%</b>
Flat	<b>21%</b>
Down less than 10%	<b>4%</b>
Down 10%-25%	<b>2%</b>
Down more than 25%	<b>1%</b>



**81** Percentage of PMPs who purchase bait stations in the past 12 months (up from 76 percent last year)

# Spotlight: Bed bugs

Still the rising star of the pest world

**M**aybe the buzz about bed bugs has quieted a bit. The media have moved on to elections, hurricanes and other more important news, like what the Kardashian sisters are wearing.

But that doesn't mean the pests have gone away. Bed bugs remain a strong part of many pest management professionals' (PMPs') growth plans. According to results of the *Pest Management*

*Professional (PMP) State of the Industry (SOI) survey*, 22 percent of respondents expect their revenue from bed bug jobs to increase by more than 25 percent. Another 29 percent expect their revenue to increase between 10 percent and 25 percent. And that's on top of revenue increases from last year. Only 8 percent of respondents expected their revenue to decrease.

When asked which pest they expected to surge in 2013, one of the most common answers was the bed bug. Or as one respondent put it, "Bed bugs (it's not over yet!)"

"Bed bugs are a growing market for many companies, including where the plan is to get more market share in remedial heat treatment for bed bugs," says Brian Meitler of World Pest Control in Sylvan Grove, Kan.

Meitler isn't the only one looking at bed bugs as a way to expand.



**95** Percentage of U.S. based professional pest management companies have encountered a bed bug infestation in the past year. Prior to 2010, only 25 percent of respondents had encountered a bed bug infestation

— Source: National Pest Management Association

## TOP 15

The cities with the largest bed bug infestations

1. Philadelphia
2. Cincinnati
3. New York
4. Chicago
5. Detroit
6. Washington
7. Columbus, Ohio
8. San Francisco
9. Denver
10. New Haven, Conn.
11. Dallas
12. Houston
13. Indianapolis
14. Miami
15. Cleveland

— Source: Terminix



**One in five** Americans has had a bed bug infestation in their home or knows someone who has encountered bed bugs at home or in a hotel

— Source: National Pest Management Association

"We're increasing market share through educating the community on the benefits of preventive pest control, especially using bed bug infestations as a reason to purchase pest control when people never had it before," says Pam Blauvelt, Griffin Pest Solutions, Kalamazoo, Mich.

The industry has responded to the return of the bed bug with informational seminars, training and education of all sorts. Now there is coverage of bed bugs in the media — like reports that several Charlotte, N.C. hotels where the Democratic National Convention was being held were infested — will only help raise the pest's profile and provide opportunities for well-prepared PMPs. **PMP**

## THE PRICE OF DOING BUSINESS

What does your company pay on average per hour for bed bug technicians?

Less than \$10	8%
\$10-\$15	37%
\$16-\$20	35%
\$21-\$25	11%
\$25+	10%

By approximately what percent do you expect your gross revenue to change from 2011 to 2012 for bed bugs?

Up more than 25%	22%
Up 10%-25%	29%
Up less than 10%	19%
Flat	23%
Down less than 10%	2%
Down 10%-25%	1%
Down more than 25%	5%



# Spotlight: Green

More PMPs are offering their customers green pest management services than ever before.

**G**reen is good. Not just green as in greenbacks, but green as in a green pest management program.

According to the *Pest Management Professional (PMP) State of the Industry (SOI)* survey, more companies are offering green pest management services than ever before.

In 2012, 65 percent of respondents indicated they offered customers a green management program. That's a huge jump from last year, when only 40 percent said they offered clients green pest management.

But offering green pest management services and

providing them are two different things. A customer's first priority is results. With that in mind, suppliers are offering more green products to accommodate the growing demand.

When asked whether they plan to purchase green products, 51 percent of respondents said they would. That's up from 43 percent in last year's SOI survey. Three percent of respondents said they purchased an alternative-fuel vehicle during the past 12 months. Three times that percentage said they plan to in the next 12 months.

When asked what they thought was the biggest



## TO GREEN OR NOT TO GREEN

**Does your company have a green pest management program?**

**Yes 65%**  
**No 35%**

opportunity for growth in 2013, several PMPs responded with green pest management.

"The addition of general pest control and green pest control services," says Peter Riney, Critter Control of Central MO in Columbia, Mo.

However, not everyone is on board the green movement. When asked what the biggest obstacle was to further growth, one PMP commented, rather poetically, "Out-of-control regulators who are nothing more than cats' paws of an irrational and misanthropic green movement."

But that opinion seems to be the minority. Whether legislators and regulators push it, or customers start demanding it, green seems to be a trend that's not going away. **PMP**



## GREEN-DRIVEN REVENUE

**If your company has a green pest management program, what percentage of revenue came from it?**

	2011	2012
Less than 10%	68%	64%
10%-25%	17%	22%
26%-50%	6%	6%
51%-75%	3%	3%
76%-100%	6%	5%

# The best of the rest

Keeping pests away from where they don't belong keeps PMPs in business.

**S**chadenfreude is pleasure derived from the misfortunes of others. While pest management professionals (PMPs) don't derive pleasure from watching clients suffer from invading pests, they derive profit.

When pests swarm, fly or crawl their way into homes, offices, restaurants and other businesses, it means money in the pockets of PMPs.

"We're banking on mosquitoes and ticks in the Northeast," says Peter Wonson Sr., General Environmental Services, Malden, Mass. "Green programs for all clients. Integrated pest management (IPM) programs for salespeople to sell."

Weather conditions, regulatory changes and a host of other

factors often intensify the challenges PMPs face, but as long as the pests keep coming, so will the money.

"Smokey brown and American roaches have been almost nonexistent in our area for the past 10 to 15 years, but they appear to be back," says Chase Hazelwood of Go-Forth Pest Management, High Point, N.C.

Just because the bugs are there, doesn't mean the money flows easily.

"In South Florida, we seem to have a new exotic pests every year. Therefore, they seem to be the biggest challenge," says Allen Hoffer, Al Hoffer's Pest, Termite & Lawn Protection, Coral Springs, Fla.

Pest management has long been considered recession-resistant, if



not downright recession-proof. The economic downturn has led many homeowners to try do-it-yourself solutions. That (along with competitors' high prices) will lead consumers back to the professional, says Cary Young of Elite Critter Control, Murfreesboro, Tenn. Young says he expects wasps to surge in his area in 2013.

Of course, no matter what pest appears on the scene,

## CLIENT BREAKDOWN

Percentage of PMPs who ranked (as a percentage of annual sales) each property type as the top revenue generator.

	2011	2012
Single-family residential	74%	66%
Multi-family structures/HOA	15%	13%
Commercial/industrial	21%	25%
Government/institutional	3%	4%

## Which of the following best describes your business?

Termite control	5%
Wildlife control	4%
Bed bug control	1%
Rodent control	1%
Cockroach control	0%
Other	11%

**80%**

General pest control



"In South Florida, we seem to have a new exotic pests every year; therefore, they seem to be the biggest challenge."

*Allen Hoffer, Al Hoffer's Termite Lawn and Pest, Coral Springs, Fla.*

providing clients with timely and effective service is the key to success. Or as Corey Campbell of Coreylee Pest Control, Chico, Calif., puts it: "Continuing to provide excellent service and capitalizing on poor service from competitors."

Those companies that can't or don't compete might fall by the wayside.

"Middle market companies like us, are being squeezed technologically," says Toby Cahoon of B&T Pest Control, Holly Ridge, N.C. "Many are exiting the marketplace, or will be soon. If we can stay, that should help more than almost anything else — except for more bugs." **PMP**

## REVENUE CHANGE BY PEST

Expected gross revenue change by pest from 2011 to 2012

	Up more than 25%	Up 10%-25%	Up less than 10%	Flat	Down less than 10%	Down 10%-25%	Down more than 25%
Ants	12%	32%	32%	19%	4%	1%	0%
Bed bugs	22%	29%	19%	23%	2%	1%	5%
Nuisance birds	8%	7%	15%	59%	3%	3%	5%
Cockroaches	9%	19%	35%	30%	1%	4%	1%
Fleas & ticks	7%	21%	31%	34%	2%	2%	3%
Flies	6%	14%	27%	46%	4%	1%	2%
Food plant & stored product pests	5%	12%	18%	55%	5%	2%	2%
Rodents	8%	27%	38%	21%	4%	2%	1%
Spiders	6%	31%	33%	26%	2%	0%	2%
Stinging insects	10%	23%	31%	30%	3%	1%	2%
Other structural pests	4%	13%	37%	40%	2%	1%	2%
Termites	5%	24%	24%	29%	7%	4%	6%
Wildlife	11%	10%	19%	49%	3%	1%	6%

## BIGGEST ISSUES

"High taxes" ranks No. 1 among the biggest business issues facing contractors, followed by prolonged recession, consumer confidence and lack of time to chase new business opportunities.

## HIGH PRIORITY

"Growing my business" ranks No. 1 among the highest priorities for business owners over the next six months, followed by maintaining current business/sources of revenue.

## THE COST OF DOING BUSINESS

By what percent do you expect your total operating costs to change from 2011 to 2012?

Up more than 25%	12%
Up 10%-25%	36%
Up less than 10%	34%
Flat	10%
Down less than 10%	5%
Down 10%-25%	2%
Down more than 25%	0%

What does your company pay on average per hour for the following positions?

	Less than \$10	\$10-\$15	\$15-\$20	\$21-\$25	\$25+
Residential technician	8%	44%	33%	9%	7%
Commercial technician	6%	34%	39%	12%	9%
Termite technician	9%	40%	30%	13%	8%
Bed Bug technician	8%	37%	35%	11%	10%





**Protecta®**  
**EVO®** **AMBUSH™**  
PATENT PENDING

**Get them when they least expect it.**

The Protecta® EVO® Ambush™ is the most advanced low-profile bait station on the market. Fitting perfectly in tight baiting situations, its structure is near to the ground, setting it up for the perfect surprise attack. Despite its low-profile, the EVO® Ambush™ still allows room for the Trapper T-Rex snap trap, for times when trapping is a necessary step in the IPM program.

**FAST AND EASY.**

The EVO® Ambush™ also comes with the celebrated features that all EVO® stations encompass: the same single lock for quick servicing, removable tray for easy cleaning, and proven dog and child tamper-resistance.



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