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# PMP Pest Management PROFESSIONAL

## 2015 MOSQUITO MANAGEMENT SURVEY

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## WORD FROM OUR SPONSOR



# Mosquito Market Solutions

By **TONY GUGLIUZZA**, National Sales Manager,  
*Control Solutions Inc.*

For many pest management professionals (PMPs), mosquito control has just been an add-on service not normally included in a company's general service contract. Mosquito control is an important growing segment of the pest control industry that Control Solutions Inc. (CSI) and ADAMA support. When looking at the mosquito or vector industry nationally, you need to break it down into two segments:

**1 MUNICIPALITY MOSQUITO DISTRICTS.** This covers mosquito control districts, governments and non-profit organizations. It includes widespread county and/or parish/district applications of larvicides and adulticides from truck-mounted ultra-low volume (ULV) equipment, as well as aerial applications equipped to handle this kind of mass acreage. While the public tends to expect to see the yellow lights on top of trucks and ULV fog blowing out the backs of them, most municipality mosquito districts' work is done behind the scenes, conducting mosquito surveillance, landing counts, larvaciding, cage testing and lab testing for mosquito-borne diseases. These districts are deeply entrenched in everything there is to know about mosquitoes, mosquito-borne diseases and viruses, and how to control them. CSI offers Pyrofos 1.5 ULV, CSI 4-4, CSI 30-30 and Mosquito Mist Ultra (coming soon) for the adulticide ULV market.

**2 PMPs.** Most pest management companies don't include mosquito control in their general service contracts. Instead, it's offered as a profitable add-on service. This can be a one-time add-on service, an as-needed service or set up as a mosquito service contract. In the past, a professional mosquito application was perceived as a glorified exterior flea job, with a focus on the conducive mosquito harborage areas using the normal truck-mounted termite and pest control rigs. However, throughout the past 10 years, the industry has witnessed advancements in engineering (low-volume, high-pressure treatment guns, backpack sprayers, backpack mist blowers and residential misting systems) that help reduce the volume of finished product applied to treatment sites. These advances also have helped PMPs deliver more-precise applications with better coverage of active ingredients, less service time and increased revenue.



**TONY GUGLIUZZA**

Mosquito-borne diseases and viruses, including West Nile virus (WNV) and chikungunya virus, provide ample opportunities for PMPs to take advantage of these types of profitable mosquito services at residential and commercial properties throughout the country. CSI offers a variety of insecticides to put in your tank to fight mosquitoes.

Educating your customer, making the right application and using the correct products are the keys to a successful mosquito control program. For example, if a PMP is installing a residential misting system, CSI offers Vector-Ban, Vector-Ban Plus, Pystol, Stryker & Mosquito Mist Ultra (residential misting language pending). These products are not meant to have a long residual life because most residential misting systems are set by an electronic timer to release a fine mist around targeted areas twice a day.

The backpack misting blower business has become a popular tool for the industry's mosquito market. Some of the fastest-growing franchises in the pest management industry have built business models around these applications. Backpack mister blowers do a thorough job, while increasing the PMP's revenue and decreasing the labor and chemical cost of the applications.

Whether you are making a one-time, as-needed or contract application, CSI has the products required to provide customers with mosquito-free yards. Throughout the years, CSI's Bifen IT has proven to be an effective mosquito control product. PMPs looking for a product with an extended residual time will find CSI's Cymic CS (CapVantage Technology) product delivers premium results for longer residual times, especially in the hot, steamy dog days of summer.

In 2014, CSI launched a proprietary combination chemistry, TEKKO PRO insect growth regulator (IGR), which has two active ingredients and two modes of action. The first active ingredient is pyriproxyfen (1.3%), a juvenile hormone analog. The second active ingredient is novaluron (1.3%), a chitin synthesis inhibitor.

PMPs who want to make a mosquito control application you can be proud to stand behind should consider tank mixing our Cymic CS (CapVantage Technology) product with our game-changing IGR, TEKKO PRO. PMPs and their customers will be pleased with the results.

CSI offers an arsenal of mosquito-management solutions, and world-class technical support as part of its full line up of effective, affordable professional pest management offerings.

**GUGLIUZZA** is the National Sales Manager for Control Solutions Inc., a member of the ADAMA Group.

[www.controlsolutionsinc.com](http://www.controlsolutionsinc.com)



# 2015 Mosquito Management Survey

**Effective, affordable control solutions and media reports about West Nile virus help PMPs sell more mosquito control services.** BY **MARTY WHITFORD** | Publisher & Editorial Director

**U**ntapped. That's the word many pest management professionals (PMPs) use to describe the mosquito management market.

Only about one-quarter of PMPs in the U.S. currently provide such services, but those who do say the niche represents a growing, recurring revenue infusion from both existing and new clients.

"Last year, we generated \$800,000 — just less than one-third of our total revenue — from mosquito management," says Al Erturk, president of Tampa, Fla.-based A-NIKS Outdoor Comfort Solutions.

Erturk and others say media coverage about the spreading of West Nile virus (WNV) and other mosquito-borne viruses and diseases is helping PMPs tap this

ripe revenue vein.

Those maladies include:

- malaria;
- dog heartworm;
- dengue;
- yellow fever;
- Eastern equine encephalitis;
- St. Louis encephalitis;
- La Crosse encephalitis; and
- Western equine encephalitis.

Originating in Africa, WNV first appeared in North America in New York in 1999.

"It's no coincidence we launched our Mosquito Doctor subsidiary in 2000," says Stuart Aust, president of Paramus, N.J.-based Bug Doctor.

"Back then, a lot of folks thought there was little we could do about mosquitoes.

"Fifteen years have passed," he continues.

"We now have more effective and affordable



Al Erturk

## Survey Says ...

*Pest Management Professional's (PMP's) 2015 Mosquito Management Survey* drew 126 responses from across the country: The Southeast represented 32% of respondents, Northeast 21%, Midwest 17%, Southwest 13%, Mid-Atlantic 7%, West Coast 6%, Northwest 2%, and national companies 2%.

Small operators (those with four or fewer mosquito management technicians) represented 57% of respondents. About 38% of respondents work for companies employing five to 99 technicians; 5% have 100+ techs.

Approximately 3% of respondents generated more than \$1 million from mosquito management services last year. Another 3% recorded \$500,000 to \$999,999 in mosquito management revenue in 2014.

Respondents report mosquito management's Top 3 opportunities as:

- 1 Increased consumer awareness of mosquito-borne viruses and diseases;
- 2 More effective, affordable control solutions; and
- 3 Rising repeat business and referrals.

Respondents report mosquito management's Top 3 obstacles as:

- 1 Educating homeowners;
- 2 Pricing competition; and
- 3 Do-it-yourself products.

## 2015 Monthly Rules

**Mosquito Management  
Service Intervals**

**49%** Monthly treatments

**19%** One-time treatments

**11%** Annual treatments

**9%** Quarterly treatments

**6%** Mosquito misting

**2%** Town-wide treatments

**4%** Other





# 2015 MOSQUITO MANAGEMENT SURVEY



mosquito management solutions, a better-informed public, and a growing demand for related professional products and services.”

## OUTDOOR LIVING

Erturk’s company offers A-NIKS automated mosquito misting systems and servicing, occasional yard spraying for special events, and screens for mosquito exclusion — along with an array of other products designed to make outdoor living more comfortable.

Property owners buy the misting systems, and A-NIKS services them monthly, replacing used chemical and handling all repairs. Initial installs average \$3,500 to \$4,000, but can top \$60,000, depending on the size and type of property, and the type and number of misting systems. Monthly service fees average from \$110 to \$130, but also vary by property size and the type of misting systems installed.

“The party’s moving to the great outdoors,” Erturk says. “More people are holding graduation and birthday parties in their back yards and creating outdoor living spaces to relax and entertain. More than ever, we need to protect people and pets outdoors from mosquitoes, fleas, ticks, and other biting and stinging insects.”



Stuart Aust

## ADD-ON SERVICE

Mark Neuling, who manages the Houston branch of Austin, Texas-based Pest Management Inc. believes it’s often easier and more cost-effective to sell add-on mosquito management services to current clients than to spend the time and money needed to win new customers.

Neuling says Pest Management Inc. generates 95 percent of its mosquito management revenue from the commercial market. The company uses backpack sprayers and thermal foggers to service Veterans Administration hospitals, large apartment complexes, and petrochemical plants (larviciding ponds and wetlands).

Dayton’s Pest Control Services generates 95 percent of its mosquito management revenue from the residential sector. Last year, the company generated \$3.6 million in revenue, including more than \$235,000 controlling mosquitoes. Dayton’s monthly mosquito management service typically begins in May and runs through October.

“We cross-sell mosquito management as an add-on service to our more than 4,000 general pest control (GPC) clients and more than 2,000 termite management customers,” says Dayton Hylton, president of the Knoxville, Tenn.-based company.

“It’s a two-way street,” Hylton adds.

“One-quarter of our mosquito management revenue stems from customers who first called us for mosquito control. Many of them, in turn,



Mark Neuling

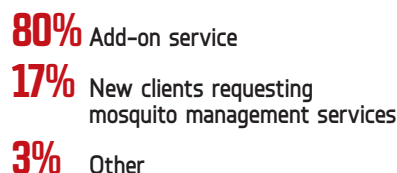


Dayton Hylton



## Mosquito Job Generators

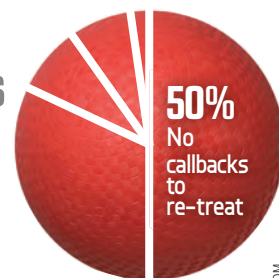
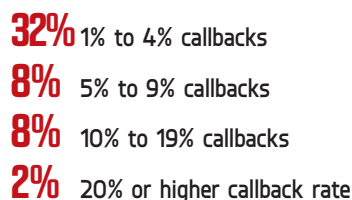
### Mosquito Management Revenue Streams



**51%** of pest management professionals (PMPs) charge \$100 or more per mosquito treatment. Fifteen percent charge \$250 to \$5,000 per treatment, depending on the scope of the project.

## Dodging Callbacks

### 2014 Mosquito Management Callbacks





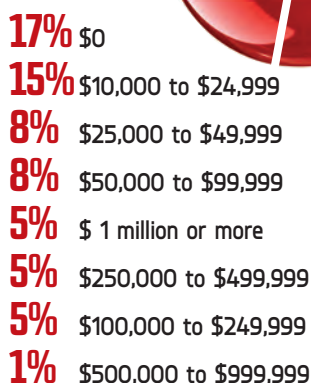
## Money Matters

### 2014 Mosquito Management Revenue



## Sales Infusion

Projected 2015  
Mosquito  
Management  
Revenue



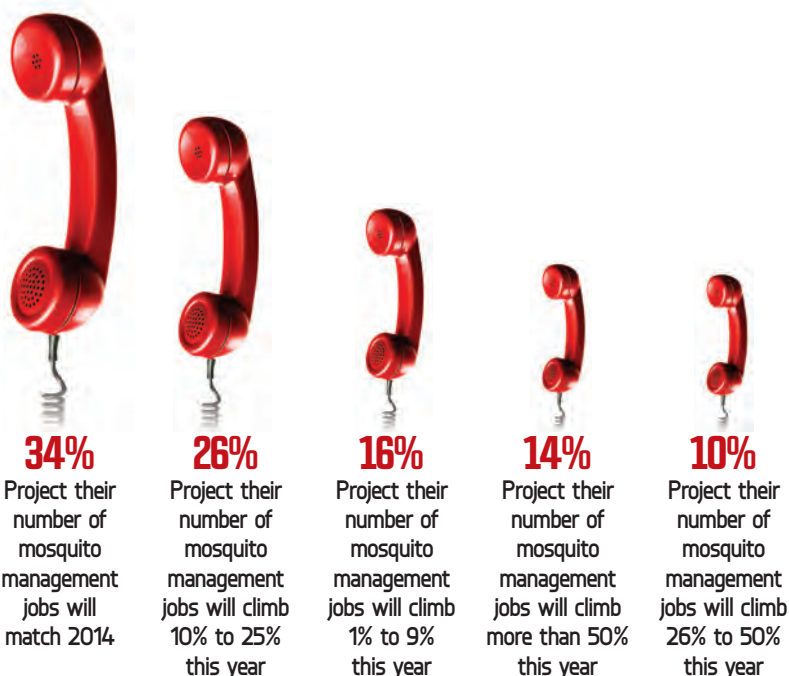
## Rare Fish

**ONE** respondent generated more than 25% of his 2014 mosquito management revenue from the government/municipal sector.



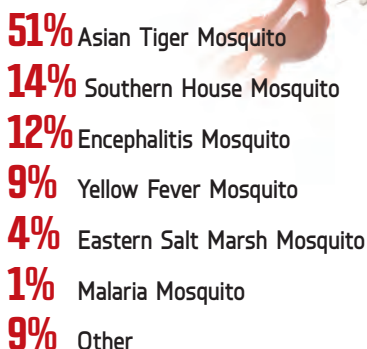
## Ringing in Revenue

66% Project Their Number of Mosquito Jobs Will Climb in 2015:



## Species Pressure

Revenue Generated by  
Managing Specific Species







# 2015 MOSQUITO MANAGEMENT SURVEY

eventually add our GPC and/or termite management services.”

Aust agrees. Bug Doctor recorded \$5.5 million in revenue last year, with more than \$100,000 generated by mosquito control at single-family homes, condos, townhouses and apartment buildings — most provided as an add-on service to GPC and termite management clients.

“When we send bills to our more than 2,500 monthly customers, we always enclose a flyer promoting all of our pest management services, including mosquito management,” Aust says. “In May and June, we also add mosquito management add-on-service coupons, which further drives sales. Add-on services equals add-on sales.” PMP

You can reach WHITFORD at [mwhitford@northcoastmedia.net](mailto:mwhitford@northcoastmedia.net), 216-706-3766.

## Top 3 Mosquito Management Business Drivers

- 1 CONSUMER AWARENESS OF RELATED HEALTH ISSUES HAS INCREASED.
- 2 CONTROL SOLUTIONS ARE MORE EFFECTIVE AND AFFORDABLE.
- 3 REPEAT BUSINESS IS ON THE RISE.

## Residential Revenue

2014 Mosquito Management Revenue Generated from the Residential Market

**52%**

25% or less of mosquito management revenue

**38%**

More than 75% of mosquito management revenue

**6%**

26% to 50% of mosquito management revenue

**4%**

51% to 75% of mosquito management revenue

## Ballooning Market

63% of Pest Management Professionals (PMPs) Project Their Mosquito Management Revenue Will Climb In 2015:



**37%** Project their 2015 mosquito management revenue will match last year's level

**18%** Project their mosquito management revenue will climb 10% to 25% this year

**17%** Project their mosquito management revenue will climb 1% to 9% this year

**15%** Project their mosquito management revenue will climb more than 50% this year

**13%** Project their mosquito management revenue will climb 26% to 50% this year

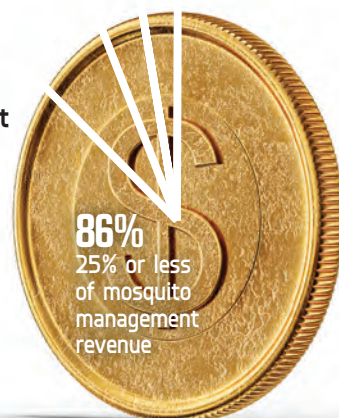
## Commercial Revenue

2014 Mosquito Management Revenue Generated from the Commercial Market

**7%** 26% to 50% of mosquito management revenue

**4%** More than 75% of mosquito management revenue

**3%** 51% to 75% of mosquito management revenue



PHOTOS AND ILLUSTRATIONS: ©ISTOCK.COM



# Vector Control Products



**Control  
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## CSI 4-4

Mosquito, Fly and Gnat Control

Active Ingredients: Permethrin 4.6%  
Piperonyl Butoxide 4.6%

CODE	SIZE	PACK	UPC
82690021	2.5 Gallon	2	0 72693 00210 4
82690023	55 Gallon	1	0 72693 00230 2

- A specially formulated low odor, non-corrosive, synergized synthetic pyrethroid with quick knockdown
- For controlling adult mosquitoes, biting and non-biting midges and black flies in residential, recreational and other areas
- Easy to mix and can be diluted in oil or applied undiluted
- ULV, thermal and barrier applications using ground and aerial equipment



## CSI 30-30

Mosquito, Fly and Gnat Control

Active Ingredients: Permethrin 30%  
Piperonyl Butoxide 30%

CODE	SIZE	PACK	UPC
82690032	2.5 Gallon	2	0 72693 00220 3

- An effective concentrated low odor, non-corrosive, synergized synthetic pyrethroid formulation with quick knockdown
- For controlling adult mosquitoes, biting and non-biting midges and black flies in residential, recreational and other areas
- Easy to mix and can be diluted in oil or applied undiluted
- ULV, thermal and barrier applications using ground and aerial equipment



## STRYKER™

Multi-Purpose Insecticide

Active Ingredients: Pyrethrins 6%  
Piperonyl Butoxide 60%

CODE	SIZE	PACK	UPC
82100100	Pint	12	0 72693 01004 8

- Multi-purpose quick kill insecticide
- Wide area adult mosquito control
- May be applied through mechanical aerosol or ULV generators including thermal fogging equipment
- May be mixed with other insecticides or insect growth regulators to enhance effectiveness
- May be applied as surface, crack and crevice treatment in food and non-food areas

**NEW**



## Mosquito Mist Ultra

Synergized Permethrin Formulation

Active Ingredients: Permethrin 20.6%  
Piperonyl Butoxide 20.6%

CODE	SIZE	PACK	UPC
82994516	Gallon	4	0 72693 45168 1

- Flexible formulation allows for mixing with oil or water
- For adult mosquito control programs in agricultural, industrial, recreational, and residential areas as well as marshes, pastures, overgrown waste areas, roadsides and swamps
- Can be applied by ground or aerial equipment with versatile application methods
- Effective on a broad range of insects, both indoors and outdoors

**NEW**





## PyroFos™ 1.5 ULV

Vector Control Insecticide

Active Ingredients: Chlorpyrifos 19.36%

CODE	SIZE	PACK	UPC
82002801	2.5 Gallon	2	0 72693 02801 2
82002803	55 Gallon	1	0 72693 28040 3

- Can be used in residential areas, recreational areas, and other non-crop areas for control of adult mosquitoes
- Effective on species of mosquitoes that are resistant to synthetic pyrethroids
- Excellent alternative to malathion
- Can be applied as an ultra low volume (ULV) nonthermal aerosol, or as a thermal fogging agent on the ground or aerielly



## PYSTOL®

Misting Concentrate

Active Ingredients: Pyrethrins 0.55%  
Piperonyl Butoxide 5.5%  
Permethrin 1.1%



CODE	SIZE	PACK	UPC
82004610	2.5 Gallon	2	0 72693 04610 8

- For use in automatic misting systems in and around barns and outdoor residential yards
- Makes up to 55 gallons of solution for misting systems
- Mixes with water
- Kills and repels house flies, stable flies, horse flies, black flies, deer flies, fruit flies, horn flies, mosquitoes, gnats, bott flies, biting and non-biting midges, face flies and fleas



## Vector-Ban

Misting Insecticide

Active Ingredients: Permethrin 10%

CODE	SIZE	PACK	UPC
82003201	Half Gallon	6	0 72693 03201 9

- Long-lasting livestock and premise spray that provides knockdown, broad-spectrum insecticidal effectiveness and excellent residual activity
- Controls listed flies, lice, fleas, mites and mosquitoes
- For use in residential backyards and barns in automatic misting systems
- Makes up to 106 gallons for residential systems and 50 gallons for use in barns



## Vector-Ban Plus

Multi-Purpose Insecticide

Active Ingredients: Permethrin 10%  
Piperonyl Butoxide 10%

CODE	SIZE	PACK	UPC
82003251	8 fl. ounces	12	0 72693 03251 4
82003254	Half Gallon	6	0 72693 03254 5

- For use in automatic misting systems, outdoor and indoor applications, crack and crevice, ULV and space spray and on listed animals; see label for complete uses
- Controls mosquitoes that transmit West Nile Virus, flies, gnats, wasps, fleas, cockroaches, bed bugs, spiders and many more nuisance pests
- Half gallon yields 55 gallons for automatic misting systems



## SynerPro® PBO

Insecticide Synergist

Active Ingredients: Permethrin 10%  
Piperonyl Butoxide 10%

CODE	SIZE	PACK	UPC
82002750	Quart	6	0 72693 02750 3
82002751	Gallon	4	0 72693 02751 0

- An emulsifiable concentrate synergist for use as an additive in insecticides to improve efficacy
- Can be utilized in ground application sprayers, handheld sprayers, power sprayers, foggers, ULV applicators or by chemigation
- Intended for tank mixing with pyrethroids, carbamates, abamectin and most other insecticides



## Tekko® Pro

Insect Growth Regulator Concentrate

Active Ingredients: Pyriproxyfen 1.3%  
Novaluron 1.3%

CODE	SIZE	PACK	UPC
82100005	Pint	6	0 72693 82104 0

- Effective long-term control of fleas, roaches, flies, mosquitoes, gnats, ants and more
- For indoor and outdoor use
- Photostable for up to 14 days
- Reduces egg production in houseflies and prevents development of larvae into adults
- For use on furniture and carpets
- One ounce treats up to 1,500 square feet; four ounces treats up to 6,000 square feet



## CYZMIC® CS

Controlled Release Insecticide

Active Ingredients: Lambda-Cyhalothrin 9.7%

CODE	SIZE	PACK	UPC
82002401	8 fl. ounces	12	0 72693 24010 0
82002403	Quart	6	0 72693 24030 8

- Quick knockdown with long-lasting residual
- Low to no odor
- Used for outdoor perimeter pest control, indoors for food handling areas, turf and ornamentals and animal housing
- Controls tough pests like darkling beetles, ticks, flies, mosquitoes, fleas, scorpions, bed bugs and more

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# Big Battles with Bite

**Most PMPs who've waged war on mosquitoes have a "big battle" story. Here are just a few from readers.**

BY **WILL NEPPER** | Senior Editor

**S**ome mosquito jobs are so large and complicated they make customers feel as if they're trapped in a scary movie scenario. The aerial bloodsuckers keep coming. The bites keep appearing. The itching never relents. In these cases, pest management professionals (PMPs) are given the opportunity to arrive on the scene as heroes — there to wipe out the horrors and return the customer's life to normal.

But PMPs going into battle require more than the right tactical equipment. It's the big battles in the broadest war zones that teach lessons necessary to confront the next bloodthirsty swarm of enemies.

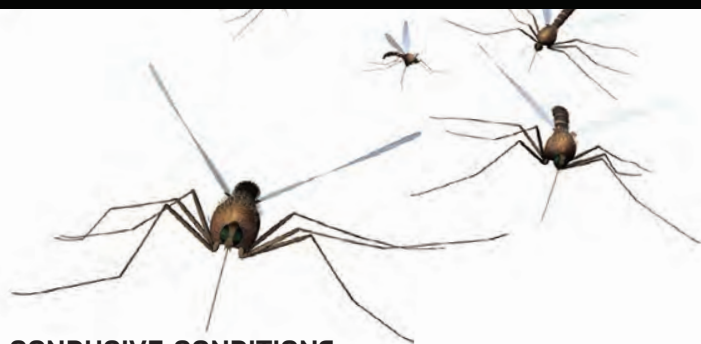
## UNINVITED WEDDING GUESTS

PMPs look especially heroic when working under inflexible time constraints because a customer needs to wipe out their nasty mosquito problem before an event. Such was the case for Roger Meitler, owner of World Pest Control in Plainsville, Kan., whose client made the mistake of planning their wedding near a swampy creek area.

"We were dealing with thousands of mosquitoes in the thickets and surrounding brush," Meitler recalls. "But the matrimonial setup wasn't close enough to a building, and unfortunately our license wouldn't allow us to treat that far from a structure."

The outlook was grim until the wedding planner moved gazebos, arches and tents into the area. Meitler and company called on the state inspector to make a ruling. Sure enough, these temporary ceremonial accessories qualified as structures.

"We were able to treat the area and knock out the population before the event," Meitler says.



## CONDUCTIVE CONDITIONS

Sometimes a PMP has to — as Kenny Rogers would agree — know when to fold 'em and walk away.

"One customer had a large amount of vegetation on his property," recalls Jeremy Hamilton, co-owner of Tomahawk Pest Services in Cumming, Ga. "I walked around three sides of the house and found nothing out of the ordinary, other than improper yard maintenance."

That changed when Hamilton rounded the corner toward the back yard and the in-ground pool.

"It was uncovered and full of black water," Hamilton says. "About 20 ft. from the pool was a hot tub in the same condition."

Hamilton knew some conditions are so conducive to mosquito infestations they practically create an ideal mosquito ecosystem. It was unlikely complete control could be achieved.

"I gave the customer back his money, and explained how the conducive conditions eliminated any potential for me to gain full control of the situation," he says.

## THEY HIDE, YOU SEEK

The bigger the property, the more locations for hidden harborage, food sources and breeding grounds. But a PMP still can play the hero by taking control of the problem before it becomes unmanageable.

Kevin Hathorne, BCE, technical director for Terminix Service in Columbia, S.C., faced servicing an enormous pharmaceutical plant with what he refers to as "heavy mosquito issues."

"We treated the vegetation around the structure with adulticides, and then treated the facility's numerous storm drains and collection ponds with larvicides," he recalls.

Past experience helped Hathorne decide this protocol had the best chance of producing results.

"We did the same thing monthly throughout the season, and achieved impressive results," he says. "We pleased the client and retained the company's business." PMP

You can reach **NEPPER** at [wnepper@northcoastmedia.net](mailto:wnepper@northcoastmedia.net) or 216-706-3775.





## Wisdom from winning, lessons from losing

**Making mosquito management mistakes is how many PMPs learn their most valuable lessons.** BY WILL NEPPER | Senior Editor

In any chosen professional field, some of the mistakes we make provide us with the greatest opportunities to learn. But sometimes, a new idea or innovation that leads to success creates its own opportunities and teachable lessons.

### MOSQUITO CONTROL REQUIRES MANAGING CUSTOMER EXPECTATIONS.



“We only have a pilot program with a few mosquito-management clients, so we’re still learning. But the most significant lesson we’ve learned is never over-promise when speaking with the customer. Giving the customer the expectation they’ll have zero mosquitoes

is always a mistake.” — *Patrick Boland, ACE, Technical Director, Scherzinger Termite & Pest Control, Cincinnati*

### TRIAL AND ERROR CAN HELP FINE-TUNE YOUR MOSQUITO PROTOCOLS.

“In the beginning, our efforts were aimed primarily at the reactive solution to adult mosquitoes. We learned to go back to the source and work forward to the end. Once we did that, we effectively managed the mosquitoes — and developed a new system to do so that’s proven to be more effective.” — *Ron Guthrie, Owner, Bugz & Lawnz, Burnet, Texas*

### SOMETIMES POOR COMMUNICATION WITH THE CUSTOMER CAN LEAD TO WASTED TIME AND LOSS OF THE ACCOUNT.

“One residential customer wasn’t given all of the pertinent information about our mosquito-management protocol. The service rep didn’t

properly explain what the service entailed or what was expected of the customer to prepare for treatment. We ended up giving a full refund. Always explain everything!” — *Martin Putman, Owner/Partner, Putman Pest Management, Taylors, S.C.*

### THE MOST CHALLENGING JOBS CAN HELP HONE YOUR PROBLEM-SOLVING SKILLS.

“Neighbors of the client didn’t want applications made to shared fences or outlying landscape. We made the applications on the homeowner’s request and were investigated by a regulatory agency. I learned it’s much easier to have the neighbors on your side than working against you.” — *Roger Meitler, Owner, World Pest Control, Plainville, Kan.*

“We used to do yard treatments as a one-time-only treatment. After a particularly large job, we discovered if we sold it as a once-every-three-weeks service, not only were the customers extremely happy with the results, so were we.” — *Charylane Neely, Owner, License to Kill Inc., Virginia Beach, Va.*

### TACKLE DIFFICULT MOSQUITO JOBS LIKE A DETECTIVE.



“We had a difficult time achieving favorable results at a church with a daycare center and playground. There wasn’t much vegetation to treat, and we found very few breeding areas. Finally, we noticed a section of the church had a flat roof, so we inspected and found approximately 150 gal. of standing water because the drain system was clogged with leaves. We unclogged the drain, eliminating the breeding site and potentially saving the church from roof damage. This experience taught us to continue being as thorough as possible.” — *Kevin Hathorne, BCE, Technical Director, Terminix Service, Columbia, S.C.*



# Win-Back Strategies

**Callbacks and cancellations aren't always where a mosquito service story ends.** BY WILL NEPPER | Senior Editor

**E**ven when a company practices due diligence, follows up post-treatment and lays out reasonable expectations for a customer before service, things don't always go as planned. Sometimes companies lose a mosquito-management customer. And parting ways with a customer also can mean risking negative word-of-mouth or unfavorable reviews on consumer sites.

What can be done to bring a valued customer back into the fold? It often depends on the circumstances for the service cancellation.

"We had a customer who didn't want to renew her mosquito service because her husband planned to plant butterfly bushes to attract butterflies to the yard," says Kevin Hathorne, BCE, technical director for Terminix Service in Columbia, S.C. "The client feared our mosquito treatment would kill the butterflies."

Hathorne explained how the customers could still control the mosquito problem without impacting the butterflies by not applying any products to the butterfly bushes.

"We explained it would be a shame for them to not be able to go outside and comfortably enjoy the beautiful butterflies because of all the biting mosquitoes," he says. "Our assurance that there would be no impact on their butterfly population convinced her to renew the service."

Customers know what they want, which often can make managing expectations difficult — even when the pest management professional thinks he or she has explained everything in detail before treatment.

Devone Holmes, controller of Clegg's Termite and Pest Control in Durham, N.C., says sometimes

biting the bullet and offering added value is necessary to keep a customer. It's a sacrifice that usually pays off in the long run.

"We've had to win back accounts with extra services, but there will always be those customers who won't be satisfied, even if you service their home every day," he says. "In those cases, keep your chin up and move on."

Losing a customer because you did your job too well can be especially frustrating. Gary Andrews, owner of Prudential Pest Management in Burton, Mich., knows this from experience.

"Lack of mosquito activity after a program causes some homeowners to stop service," he says.

But it's rare that one mosquito treatment is a permanent fix, and customers who cancel service after one particularly successful treatment find that out soon enough.

"The return of a strong mosquito population usually brings customers back to us," Andrews says.

For many companies, the best strategy is perseverance, as long as it's not at the expense of other customers or the long-term bottom line.

"We send out a manager to re-inspect and meet with the customers," says Tony DeJesus, service manager for Big Blue Bug Solutions in Providence, R.I., noting that when a manager speaks in-person with customers, their perspectives often shift enough to win them back.

Finally, sometimes the most effective solution is also the most obvious. Justin Pacatte, owner of JP Property Services in Arlington, Texas, says the best strategy is to keep on keeping on.

"We offer follow-up services at no additional cost until the customer is satisfied," Pacatte says. PMP



Good customer service starts with communication and managing expectations.



## Mosquito Management DOs

Take a page from the playbook of your peers with these tips for mosquito management done right.

COMPILED BY **WILL NEPPER** | Senior Editor

“Identify breeding sites, and make recommendations to the client on how to prevent conducive conditions.” — *George Wright, Owner, 1<sup>st</sup> Choice Pest Control, Chesapeake, Va.*



“Schedule treatments correctly by treating monthly customers on the same day each month.” — *Patty Pierleonardi, Owner, Pest Management Services, Ashburn, Va.*

“Consider providing a brochure about steps customers must take to help eliminate breeding sites and adult mosquito resting areas on their property, cleaning out gutters, removing standing water and repairing window and door screens. If they belong to a homeowner association, attend a meeting in early spring and educate the other homeowners about preventing conditions that aid mosquito breeding.” — *Cliff Scruggs, BCE, Technical Director, Terminix, Greensboro, N.C.*

“Always stay on schedule. If your clients aren’t at home when you arrive to do the job, leave something behind to assure them you were there.” — *Hank Anderson, Owner, Anderson Pest Control, Calhoun, La.*

“Only conduct a mosquito treatment if you have the proper application equipment, the proper client preparation, and equally important, the proper weather.”



“Schedule by map codes; a tech can service many more accounts in a day than he or she would otherwise.”

— *Alan Bliss, Owner, Flynn Pest Control, Rehoboth, Mass.*

“Advertise on news- and sports-talk radio stations. This has worked well for us.”

“Be extra careful around water such as creeks, lakes and decorative fish ponds.”

— *Dayton Hylton, President, Dayton’s Pest Control, Knoxville, Tenn.*

“Treat all harborage areas. Also, treat only when wind is less than 10 mph to prevent drift.” — *Skip Schmidt, Vice President, Liberty Services, Fraser, Mich.*

“Sell your mosquito service as a reduction service rather than letting it be implied that you’ll get rid of every mosquito on-site.” — *Jeremy Hamilton, Co-Owner, Tomahawk Pest Services, Cumming, Ga.*

“Treat the underside of plant leaves and gutters — not just what can be seen from a straightforward perspective.” — *Bryan Johnson, President, All Seasons Pest Control, Euless, Texas*



“Try offering community-wide mosquito programs by speaking with homeowner associations and your local government.” — *Chris Senske, President, Senske Pest Control, Kennewick, Wash.*

“Call customers ahead of time, before you go to treat. Ask them to help you find standing water or other conducive conditions that could be easily overlooked. This also gives you an opportunity to give them a quick education about the service you’re providing and what exactly you’ll be doing.”

“You will get results using an adulticide, but to be proactive and break the lifecycle, also employ the use of an insect growth regulator (IGR).” — *Lyn Hitt, Owner, FullScope Pest Control, Cleveland, Texas*

“Learn how to protect yourself from being bitten during application.” — *Frank Soares, Owner, Frank Pest Control Co., San Leandro, Calif.*

“Evaluate the service area for high-risk conditions or situations, and eliminate them.” — *Martin Putman, Owner/Partner, Putman Pest Management, Taylors, S.C.*



“Make sure to treat shrubs and plants. Also, ensure the entire yard is cleared of toys or other things that might be hidden by grass.” — *Chris Huffman, Owner, Topher Pest Control, Knoxville, Tenn.*

“If you’ve been treating in preparation for a customer’s outside event, be sure to also treat the evening before or early in the morning before the event.” — *Vince Vazquez, Owner, Armor Pest Control, Plainfield, Ill.*





# Mosquito Management **DON'Ts**

**Sometimes the best thing to do is learn what *not* to do.**

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“Never treat for mosquitoes after a heavy rain or other unfavorable weather. It’s counterproductive.”  
 — *Patrick Boland, Technical Director, Scherzinger Termite and Pest Control, Cincinnati*



“Taking shortcuts while training may be tempting, but never provide anything but the best mosquito management education for your staff.”

“Don’t wait to prepare. Be ready to go when the customer approves the job.”  
 — *Chad Highley, Branch Manager, Terminix, Memphis, Tenn.*

“Don’t use the smellier materials when customers are around, and don’t skimp on the materials you use.” — *Vince Vazquez, Owner, Armor Pest Control, Plainfield, Ill.*

“Don’t insinuate the customer will never get bitten by a mosquito again.” — *Chris Senske, President, Senske Pest Control, Kennewick, Wash.*

“Close your truck’s tailgate when carrying a mister or blower, and keep water jugs at least one-quarter full — otherwise, they might fly off the truck bed.”  
 — *Dayton Hylton, President, Dayton’s Pest Control, Knoxville, Tenn.*

“Never use substandard equipment. I prefer a backpack mister, but do the research until you find what’s exactly right for you.”

“Don’t sell mosquito management as a monthly three-part service, and don’t take payment up front for the entire service.”  
 — *Charylne Neely, Owner, License to Kill, Virginia Beach, Va.*

“Don’t look at your watch while customers are watching. Not only does it look bad from the their perspective, but you must accept that the job takes as long as it takes; every property has its own challenges.” — *Stephen Wheeler, Owner, Pest Pro Termite & Pest, Cookeville, Tenn.*

“Don’t lose focus. If you’re going to take on mosquito work, commit to it as you would any other work.” — *Michael Botha, President, Sandwich Isle Pest Solutions, Pearl City, Hawaii*

“Never fail to return calls to customers as soon as possible.” — *Bill Gower, Senior Manager of Facilities and Forestry, Lincoln Hills Property Maintenance, Denver*

“Don’t overlook the customer’s neighbor’s property. It could very well be the source of the mosquito problem. Also, you have a moral obligation as a professional to communicate with the neighbor if you see a mosquito issue.”

“Don’t promise the customer they’ll never see another mosquito on their property again.”  
 — *Cliff Scruggs, BCE, Technical Director, Terminix, Greensboro, N.C.*



“Don’t focus solely on *adult* mosquito control.” — *Ron Guthrie, Owner, Bugz & Lawnz, Burnet, Texas*

“Never act like a medical expert about mosquito-borne diseases and viruses.”  
 — *Roger Meitler, Owner, World Pest Control, Plainville, Kan.*

“Try not to scare the customer with overblown health concerns to get a job. And don’t make one-size-fits-all recommendations.” — *Devone Holmes, Controller, Clegg’s Termite & Pest Control, Durham, N.C.*

“Don’t offer guarantees, and never assume anything about the property, the customer’s knowledge or the number of treatments it will take to complete the job.” — *Brian Smith, Owner, Smith’s Environmental Service, Tyler, Texas*

“Don’t underbid your big mosquito jobs. Likewise, don’t overbid the smaller ones.”

“Never misapply product. The label is law.” — *Frank Soares, Owner, Frank Pest Control Co., San Leandro, Calif.*

# Mosquito Mist Ultra

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