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# PMP Pest Management PROFESSIONAL

## 2015 PMP TERMITE MANAGEMENT SURVEY

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# Build it, and termites will come

By **MARIE KNOX** | PCO Technical Manager, Product Development

**G**rowing up in a construction family in the Northeast — oftentimes, jobsites were my playgrounds — has given me a different perspective when tackling termite work.

Regardless of what state you're in, building construction types, ever-changing building codes and so-called standard practices (such as burying wood cuts and other cellulose debris rather than hauling it offsite) all can have an impact on your termite treatments. Understanding basic building construction and slab types is becoming more important when ensuring your treatments provide the results you're looking for: a termite-free structure.

## FIRST THINGS FIRST

When we contemplate termite work, we think about a number of things: termite species; inspection techniques; inspection equipment; geography; soil type; tools needed, including product(s), etc. Do we also take a moment to think about construction types, the different issues with the differing construction methods, and whether additions have been made to the original structure? Questions we should ask about subterranean termites include:

- Is this really the footer, or just concrete overpour?
- Will we need to drill extensively?
- Are there abutting slabs or cold joints, and if so, how do we handle them?
- Which product or combination of products should I choose?

There are no cookie-cutter answers to these questions. Every termite job is different, and your approach to termite work should include asking yourself all of these questions and maybe even more, depending on your local geography, nearby bodies of water, and state requirements and restrictions.

## BEYOND THE FACADE

Just as termites are cryptic creatures, many construction issues can be hidden from initial view. They require thorough inspections combined with multiple questions for the homeowner to answer, especially about any and all structural modifications that have been made to a structure. You'll find that much of the time, the structure has changed hands; the current owner might not have the original

**Marie Knox** is PCO technical manager, product development, Control Solutions Inc. She can be reached at [mknox@control-solutionsinc.com](mailto:mknox@control-solutionsinc.com).



blueprints or even know what the original footprint of the home looked like.

This is where we have to be open to in-depth discussions and asking as many questions as it takes to make sure you can provide the best treatment possible for your customer. After all, you'll more than likely be offering a warranty on your work, and doing the best job possible is good for your customer, you and your business.

## IT'S GOOD TO HAVE OPTIONS

Control Solutions Inc. offers many choices when it comes to termite control. Whether you prefer repellent or non-repellent options, we have you covered. We've recently expanded your options for termite control with the launch of FUSE Termiticide/Insecticide. We're excited to offer FUSE, which features two non-repellent, non-pyrethroid active ingredients: imidacloprid and fipronil. FUSE is labeled for termite applications, as well as ant and perimeter pest management. Be sure to check out all of our products at [ControlSolutionsInc.com](http://ControlSolutionsInc.com) — and please, always read and follow label directions.

At CSI, our driving mission is to develop effective, sustainable and economical pest control formulations that improve the results (and the income potential) for the PMPs who use them.

*PS: Don't believe what you hear. There's a lot of wood involved in concrete block and steel frame construction.*



# 2015 Termite Management Survey

**PMP** reached out to our readership to answer questions about the current state of their termite business. Here's what we learned.

BY **WILL NEPPER** | Senior Editor

**F**or every individual pest type, there are inherent perils faced by the pest management professionals (PMPs) who go into battle with it. This is especially true when one considers termite management.

Drilling, trenching, crawlspace work, and obstacles like water pipes and damaged construction make termite control more dangerous than some other types of pest management. When one considers all that could go wrong with termite management, it's a testament to a well-trained industry that these types of obstacles are perceived by most as perfectly navigable.

CONTINUED ON **PAGE TM6**

## Surveyed PMPs at a Glance:

- The greatest number of responses (42 percent) came from companies with total 2014 revenues of less than \$250,000.
- Most companies (84 percent) have only one branch. Nine percent have between two and four branches.
- Eighty percent of responses were from companies that employ four or fewer termite service technicians.
- Survey respondents were from the following regions:  
Southeast: 35 percent  
Northeast: 19 percent  
Midwest: 16 percent  
Southwest: 15 percent  
West Coast: 6 percent  
Mid-Atlantic: 5 percent  
Northwest: 2 percent  
National companies: 2 percent



## Biggest Opportunities

1. Economy rebounding
2. Existing home rebounding
3. New home rebounding
4. (tie) Material costs decreasing
- Callbacks decreasing
6. Termite renewal improving
7. Termite job pricing

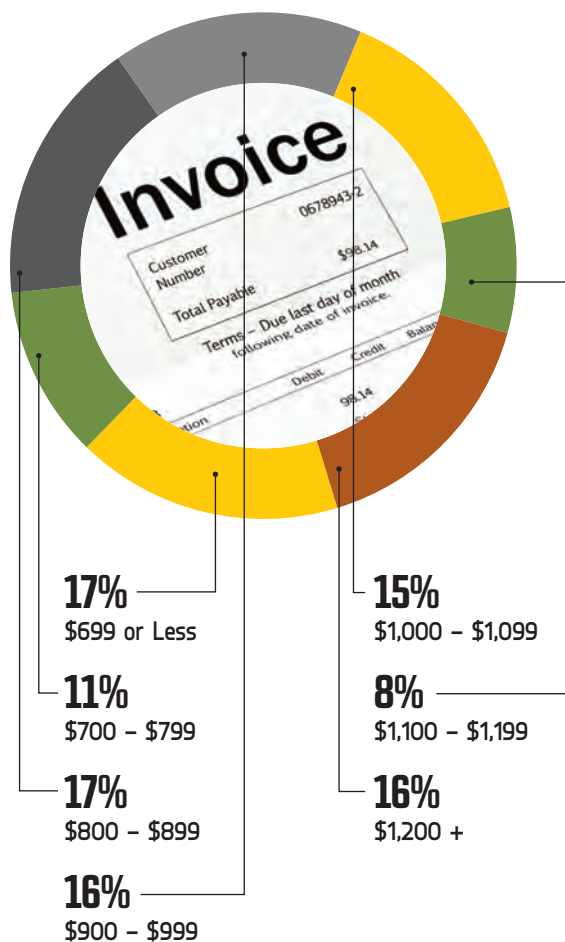
## Top Obstacles

1. Lack of termite swarms
2. Sluggish economy
3. Sluggish home sales
4. Fierce pricing competition
5. Keeping qualified techs
6. Sluggish new home sales
7. Technologies work too long



## The Price of Doing Business

### 2015 Projected Average Initial Termite Inspection & Treatment Pricing



In 2014, **36 percent** of pest management professionals charged between \$800 and \$999 for initial termite inspection treatments, while **30 percent** charged less than \$800. **Thirty-four percent** charged more than \$1,000, making for a pretty even pricing spread within the industry. Projections for 2015 don't reflect a dramatic change in the way companies are pricing their initial termite visits. Of companies charging between \$800 and \$999, there was a 3 percent drop. Companies pricing lower than \$800 dropped by 1 percent, and those charging more than \$1,000 jumped 5 percent.

## Pricing Renewals

Of companies offering lower renewal pricing, there was a moderate drop of approximately 5 percent between 2014 and 2015. Meanwhile, the number of surveyed companies charging more than \$300 in 2014 (9 percent), increased by 1 percent.

#### \$99 or less

2015 **15%**

2014 **21%**

#### \$100 - \$149

2015 **30%**

2014 **29%**

#### \$150 - \$199

2015 **20%**

2014 **19%**

#### \$200 - \$249

2015 **14%**

2014 **12%**

#### \$250 - \$299

2015 **12%**

2014 **11%**

#### \$300 - \$350

2015 **5%**

2014 **6%**

#### \$350 +

2015 **4%**

2014 **2%**



CONTINUED FROM PAGE TM4

In fact, most PMPs don't seem to regard termite management as technically troublesome. In many cases, the true stumbling blocks associated with controlling termites stem from customer satisfaction, managing expectations, pricing, callbacks and securing renewals.

**On average,  
43% percent of  
respondents report  
0% in callbacks  
last year.**

## OBSTACLES TO OVERCOME

*Pest Management Professional (PMP)* conducted a survey of PMPs to get a sense of the 2015 state of termite management from the everyday, front-line insiders. Forty-two percent of those PMPs report "the top obstacles to maintaining and growing termite management revenue" stem from (in order of most affecting to least) a lack of termite swarms, a sluggish overall economy, a sluggish home sales market and fierce pricing competition. (See the infographic on TM4 for a detailed breakdown.)

## LOOK FOR OPPORTUNITIES

But the conditions cited as obstacles also rank as top opportunities for PMPs who manage termites as part of their business. Forty-two percent list a rebounding economy as termite work's No. 1 opportunity. Other opportunities that rank high include "existing home sales seem to be rebounding" and "our termite job pricing is better."

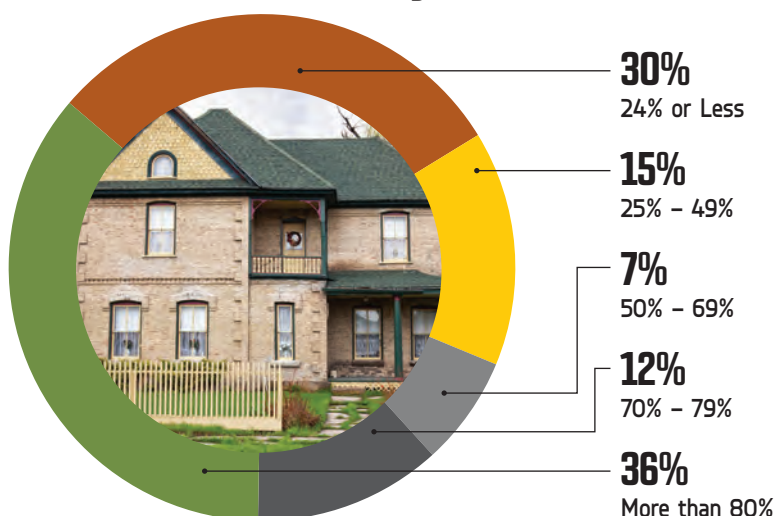
## Termite Management Revenue

For the highest percent of surveyed PMPs (**37 percent**), termite management brought in less than \$50,000 in **2014**. The projected numbers for **2015** hover around similar numbers with **35 percent**. Nearly half of survey participants fall within the wide range of \$50,000 and \$100,000 in termite revenue, with only a 1 percent difference between 2014 numbers and 2015's projected revenue.

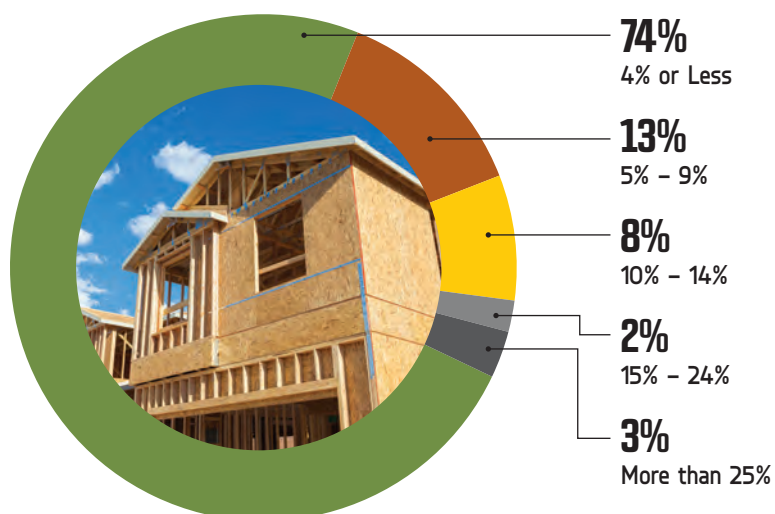
## Where's the work?

**Fifty-five percent** of PMPs say more than half of their termite management revenue stems from existing residential structures. Existing commercial structures, on the other hand, only generate more than 25 percent of termite work for **8 percent** of surveyed readers.

### Termite Revenue from Existing Residential Structures

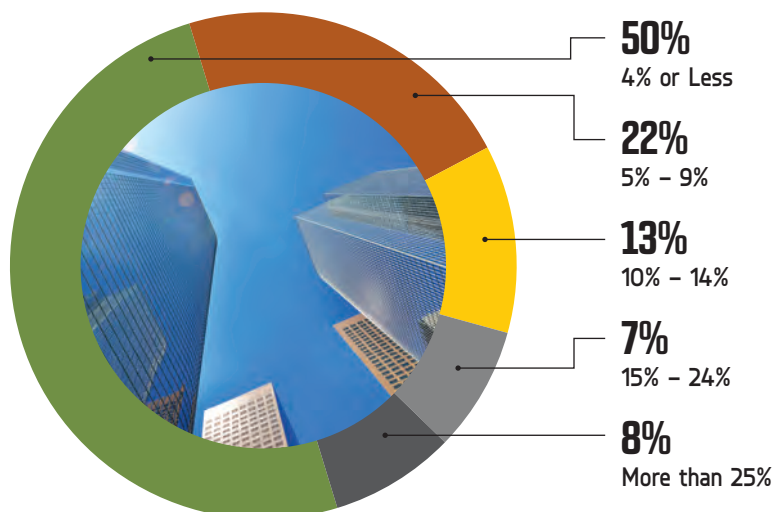


### Termite Revenue from New Home Building

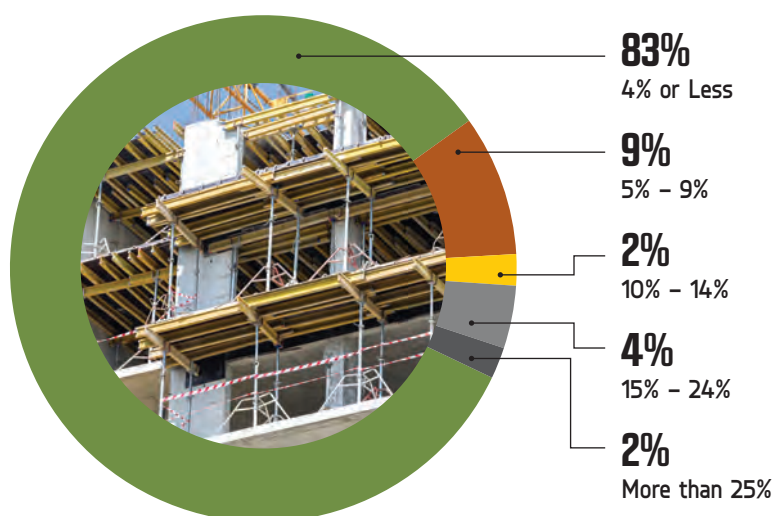




## Termite Revenue from Existing Commercial Structures



## Termite Revenue from New Commercial Construction



Another parallel between obstacles and opportunities is evident when examining the data on swarms. Despite the industry's concern over the lack of swarms — they've diminished significantly during the past few decades — surveyed PMPs reveal that 25 percent cite swarms as triggering "20 percent or more" of their termite business.

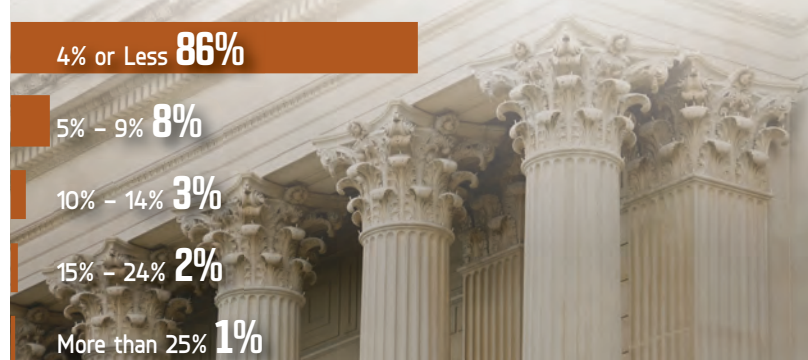
### EFFECTIVE TERMITE CONTROL

One particularly positive revelation from the termite survey shows 43 percent report a 0 percent callback average last year. Another 31 percent echo that encouraging development by reporting "less than 1 percent" in callbacks.

### WHAT'S NEXT

What does this all mean for the termite management industry at large? It's hard to say, but it's likely that time will tell. As you'll see in some of this feature's infographics, despite a few substantial fluctuations, 2015 is looking a heckuva lot like 2014 in the world of termite work. We've got the data. You draw the conclusions. PMP

## Termite Revenue from Government/Municipal Accounts





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# Family affair

**At Cadenhead Services,  
Dad passed the termite  
management torch to son.**

BY **JOHN WALSH** | Contributor

**L**ike many pest management professionals (PMPs), Michael Cadenhead, an associate certified entomologist (ACE), learned the ropes early on from his dad, Millage “Greg” Cadenhead.

Greg launched Cadenhead Services Pest Control in 1983, after working 15 years for Florida Pest Control and Terminix. At the time, Michael was 8 years old. Today, Michael serves as CEO of the Crestview, Fla.-based company.

Flashing back 15 years, Michael fondly recalls riding shotgun with his dad on Saturdays, and assisting with termite inspections and termiticide applications.

Michael and Lori Cadenhead proudly continue a family tradition of professional pest management, where they often come across termite nests like this one (right).



“I grew up in the termite business,” says Michael, adding that he worked for his dad throughout his high school and college years.

Eventually, the business evolved from operating mostly with pen and paper to using the latest business technology. In 2003, Michael’s mother, Mary, passed away. At the time, Michael was director of technical and customer support for a technology provider.

“After Mom died, I came home to help Dad with the family business, and I fell in love with it,” Michael says. “I ran the day-to-day operations for years. In 2005, I bought the business from Dad, who then retired.”

“Dad passed away last year,” Michael adds with sadness. “I loved my father — he passed on the termite management torch to me — but we’d occasionally butt heads because I was more forward thinking,” Michael says. “Dad would often say, ‘This is the way we’ve always done it.’”



PHOTOS: CADENHEAD SERVICES

The “old school way” usually involved Michael’s father leafing through a giant Rolodex and sifting through piles of spreadsheets containing outdated information.

But Michael methodically transformed the pen-and-paper outfit into a computer-based operation — developing a software system to keep track of customers’ services and payments. Then Michael helped the company evolve from using a dispatcher to two-way radio communications.

A lot has changed since those initial steps toward the technology light. Today, all of the company’s technicians have cell phones and tablet PCs that are linked to the office, allowing them to access records in real time. Additionally, company vehicles are tracked by GPS technology.

Cadenhead Services is designated QualityPro — the Good Housekeeping Seal for the professional pest management industry. With less than 2 percent of pest management companies earning the designation from the National Pest Management Association (NPMA), QualityPro companies

Cadenhead uses thermal imaging technology to pinpoint termite infestations.



adhere to a set of standards above what’s required by state and federal regulations. The company also holds QualityPro Schools and GreenPro certifications.

## FORMOSANS ABOUND

Cadenhead offers various services for residential and commercial properties throughout the Florida Panhandle — covering Santa Rosa, Okaloosa, Walton, Washington and Holmes counties. That includes inspecting and treating for the Formosan subterranean termite (*Coptotermes formosanus*).

## Michael Cadenhead’s business tips

### Contracts

- **Do** have an attorney review your termite management contract.
- **Do** keep your contract simple.
- **Don’t** offer a lot of different versions or options.
- **Don’t** assume clients understand your contract. Review it with them, and ask them to initial key areas.

### Training

- **Do** hold regular training meetings that focus on inspection, paperwork and treatment.
- **Do** conduct follow-up inspections to ensure your technicians note areas of concern.
- **Don’t** assume technicians understand what you’re telling them. Ask them to show you what you taught them.
- **Don’t** just train indoors; get outside your office. Every structure is different when it comes to how it was constructed, its landscaping, and how it’s maintained.

### Equipment

- **Do** use technology, such as infrared cameras to pinpoint moisture areas and tablets to share digital contracts and inspection photos and diagrams.
- **Do** ensure all your technicians use the same equipment for the same types of jobs.
- **Don’t** assume technicians understand how to use the equipment. Train them properly.

- **Don’t** assume technicians will maintain equipment. Conduct random inspections.

### Communicating with clients

- **Do** collect multiple contact points for clients, such as emails and cell numbers that allow texts.
- **Do** communicate regularly, not just when service is due.
- **Don’t** forget to follow up.
- **Don’t** assume clients understand what you’re communicating. Verify they know what you mean.

### Marketing

- **Do** look at your competitors’ marketing efforts — and not just in your local market. Do it when you travel.
- **Do** ask your staff and technicians for suggestions.
- **Don’t** overdo data: Be selective in your capturing, reviewing, sharing and storing of information.
- **Don’t** forget to notify your staff and technicians about new programs you’re offering.

### Networking

- **Do** attend open meetings for community leaders, civic groups, etc.
- **Do** offer to provide helpful information at these meetings.
- **Don’t** assume they know you’re there to make contact.
- **Don’t** just become a member. Get involved. It’s better to be involved in one organization than be an absentee member of many.





“We’re in a high-risk area for Formosan subterranean termites partly because of our mild, year-round temperatures and humidity,” Michael says. “Here, if you place a piece of wood on the ground, within a week you’ll have termite activity. We’re ranked among the Top 10 areas in the country for Formosan termite pressure.”

**Today’s  
clients are  
more aware  
of termites  
and the  
damage they  
can cause.**

From the start, Cadenhead has generated about half its annual revenue by managing termites. Ninety percent of the company’s termite management business is residential. The remainder stems from work at commercial sites and U.S. Air Force bases. Cadenhead’s termite techs treat existing structures and new builds.

“Structures are similar to fingerprints: Each one is different,” Michael says. “Each

structure possesses obvious and subtle differences that require individualized attention. Fortunately, today there is a solid termite management solution for every scenario.”

One of the methods Cadenhead often deploys is liquid-based termiticide treatments, which require chemical applications be made to soil adjacent to structures. Depending on each structure’s layout, sometimes access to the soil might involve trenching, rodding or drilling. Cadenhead uses a few products to achieve both immediate and long-term termite control.

“Using multiple termite management methods, there’s less chance for a mistake to happen — for the termites to find and move through breaks in repellent barriers or to avoid contact with nonrepellents,” Michael says.

Michael is proud Cadenhead still services homes the company pretreated in the 1980s. Nowadays, though, Cadenhead uses cutting-edge technology to find and fix conducive conditions. For example, thermal imaging equipment allows Cadenhead techs to scan properties for moisture anomalies around windows, doors and roofs — before homeowners see any staining. Cadenhead techs also leverage radar technology to track termite activity, which helps them detect the pests early and their clients avoid major structural damage.

“We pretty much have clients for life,” Michael says. “If they move within our service area, we pick

## Michael Cadenhead’s technical tips

### Termiticides & general termite management training

- **Do** closely read and follow labels.
- **Do** use proper delivery methods.
- **Don’t** assume your technicians know and follow labels.
- **Don’t** contaminate your product with the residual of other products.

### Equipment

- **Do** ensure you have the proper equipment and tools.
- **Do** ensure equipment works correctly beforehand.
- **Don’t** neglect equipment maintenance schedules.
- **Don’t** just ‘make do’ — fix or replace equipment.

### Inspecting

- **Do** use advanced inspection technology.
- **Do** conduct follow-up inspections.
- **Don’t** rush: Ensure you have the time needed to perform proper inspections.
- **Don’t** just rely on your eyes; use your tools, too.

### Saving time

- **Do** use proper equipment that has been maintained and checked regularly.
- **Do** use new, approved products and equipment.
- **Do** prepare sites before treatments, including moving any obstacles that might hinder you.
- **Do** work smarter, not just harder.



The Florida Panhandle’s humidity and mild temperatures make it particularly friendly to Formosan subterranean termites.

them up in their new house. During the past five years, the only termite management customers we’ve lost were a result of foreclosures.”

Equally promising, Michael says today’s clients are more aware of termites and the damage they can cause.

“Around here, you’ve either already had termites or you’re going to have them,” Michael adds. PMP

You can reach WALSH at [jwalsheditor@gmail.com](mailto:jwalsheditor@gmail.com).



## Termite Management DOs

Our surveyed experts weigh in on the most essential.

COMPILED BY **WILL NEPPER** | Senior Editor



“When conducting a termite renewal inspection, take time to make sure there haven’t been any additions or

changes to the structure made since your last visit to that account.”

— *David Taylor, President, Shamrock Pest Control, Mesquite, Texas*

“If you notice something that might give you problems in the future, make the customer aware of it immediately and take pictures of it. During one termite treatment, I pulled back the carpet and noticed it was cut a quarter-inch short and not installed properly. I notified the client, took pictures, then informed the client there might be problems when the carpet goes back into place.”

— *Edward F. Schwartz, Owner, Paladin Pest Control, Colorado Springs, Colo.*



“Make sure your technicians are always properly trained with the most up-to-date industry standards and

label knowledge.” — *Tony DeJesus, Technical Director, Big Blue Bug Solutions, Province, R.I.*

“Look around when you get to the property, and take note of how the property is kept and maintained. Be sure to leave the property in the same — or better — condition when you leave.” — *Stacy A. Durfee, President, ABC Pest Management, Virginia Beach, Va.*

“Remember subterranean termites require a moisture source, so be sure to check wood moisture content readings.” — *Kevin Hathorne, BCE, Technical Director, Terminix Services, Columbia, S.C.*



“Review the inspection with the client, using your results, treatment specifications, suggestions for the

client, graphs [of the property], pricing and any guarantees you might offer. Get it all in writing and provide a copy for the customer. Be sure the customer signs it before you do any work.” — *Steve Christiaens, President, Awesome Pest Control, Salt Lake City, Utah*

“When making a detailed diagram of the property you’re treating, be sure to include areas of infestation, areas where wells and French drains are located, and any other areas of concern.” — *Tony DeJesus, Technical Director, Big Blue Bug Solutions, Province, R.I.*



“Calibrate your treatment tool often!” — *Jay Bruesch, BCE, Technical Director, Plunkett's Pest Control, Fridley, Minn.*

“Discuss the scope of service with the customer because no two jobs are exactly the same. Make sure they understand the process and know what to expect. This will help you avoid complaint calls.” — *Josh Alpert, President, Green Earth Pest Control, New York*

“When conducting your inspection, don’t forget areas such as crawlspaces and inside slab areas.” — *Kevin Hathorne, BCE, Technical Director, Terminix Services, Columbia, S.C.*

“If you damage something during inspection or service, such as accidentally slicing through a cable or cutting a sprinkler line while trenching the exterior perimeter, tell your customer immediately.”

— *Edward F. Schwartz, Owner, Paladin Pest Control, Colorado Springs, Colo.*

“Check the property’s yard and, if possible, ask neighbors about any termite activity they might have.”

— *Jay Bruesch, BCE, Technical Director, Plunkett's Pest Control, Fridley, Minn.*

“Remember to post an inspection sticker after you’ve completed a wood-destroying insect (WDI) or wood-destroying organism (WDO) inspection wherever your state requires.” — *David Taylor, President, Shamrock Pest Control, Mesquite, Texas*

“After each job, do a walk around the property — inside and out — to look for customers’ items moved and not returned to their original spots. Also check for leaks, unsealed drill holes and left-behind tools.”

— *Tony DeJesus, Technical Director, Big Blue Bug Solutions, Province, R.I.*

“If you’re a company owner, recheck at least one of every five termite treatments. It will save you future headaches. And, when possible, use your best technicians for termite jobs.” — *David Huff, Owner, A Plus Pest Management, Cleveland, Tenn.*



# Taurus® SC

## got fipronil?



Fipronil is the active ingredient in **Taurus® SC** Termiticide/Insecticide from Control Solutions, Inc. Taurus SC is labeled for both conventional and EP/LI (Exterior Perimeter/Localized Interior) termite treatments. It can also be used to control perimeter pests and occasional invaders including many tough-to-control pest ants. In addition, Taurus SC is priced significantly lower than it's competitor.

**Taurus SC - It does a structure good.**

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## Termite Management DON'Ts

Important “what-not-to-do” tips from our termite experts.

COMPILED BY **WILL NEPPER** | Senior Editor

According to our experts, there are several things you should avoid doing if possible. Here is their collective list of DON'Ts:

“Don’t do partial jobs because the client doesn’t want to pay for the job to be done the way you know it must be done. Termite jobs are a high insurance liability and you must know when to pass on a job.”

— *Josh Alpert, President, Green Earth Pest Control, New York*



“When doing an inspection or treatment, don’t take pictures on the customer’s property without

prior approval.” — *Edward F. Schwartz, Owner, Paladin Pest Control, Colorado Springs, Colo.*

“Don’t forget to resell your service and explain your findings to the homeowner every time you check bait stations or reinspect a structure.” — *Kevin Hathorne, BCE, Technical Director, Terminix Services, Columbia, S.C.*

“Never drill until you know exactly what you’re drilling into, how deep you must drill and what’s behind the surface you’re drilling.” — *Jay Bruesch, BCE, Technical Director, Plunkett’s Pest Control, Fridley, Minn.*

“Don’t drill without a “stop-in-time” product or equipment in place. This will help prevent drilling through a customer’s hidden pipes.” — *Tony DeJesus, Technical Director, Big Blue Bug Solutions, Providence, R.I.*



“Don’t speak badly about other companies in our industry. That is a pet peeve of mine. Some

companies in other industries have a reputation for talking badly about their competitors. I would rather talk about what my company *can* do to help with a termite problem than talk about what someone else can’t.” — *Tim Kendrick, Termite Technical Leader, Wayne’s Environmental Services, Birmingham, Ala.*

“Don’t arrive at the account without all of the necessary equipment to do the job and when you arrive, stay as long as it takes to complete the job. You shouldn’t have to leave the site because you left something back at the office.” — *Edward F. Schwartz, Owner, Paladin Pest Control, Colorado Springs, Colo.*

“Don’t make assumptions. Always ask questions about construction and other important information when solving a termite problem.” — *Jeremy Clark, General Manager, Dugas Pest Control, Baton Rouge, La.*



“Don’t forget to check for signs of activity on HVAC trunk lines and interior piers of the crawlspace. And look up from the baseboards on slabs to check for small holes and pieces of dirt in the drywall.” — *Kevin Hathorne, BCE, Technical Director, Terminix Services, Columbia, S.C.*

“Never show up late, lie to a client to protect you or your company, or gouge a client with unnecessary services.” — *Stacy A. Durfee, President, ABC Pest Management, Virginia Beach, Va.*



“Don’t underprice the job. If you’re going to do the job right, you need to charge the right price to cover all expenses and make

a profit. After all, that’s why you’re in business. Cutting corners to keep the price down and get the sale will prevent you from providing what the customer is probably expecting, which is complete protection from termites.” — *Josh Alpert, President, Green Earth Pest Control, New York*

“Don’t forget to hydrate! Termite management and control is hot, hard work and often requires techs to squeeze into small spaces. Drinking plenty of water when doing this work is essential.” — *Jay Bruesch, BCE, Technical Director, Plunkett’s Pest Control, Fridley, Minn.*

“Never overpromise in terms of how quickly an infestation will be eradicated. Heavy infestations can take months to completely eradicate.” — *Jeremy Clark, General Manager, Dugas Pest Control, Baton Rouge, La.*

“Don’t offer damage guarantees unless you want your insurance rates to go through the roof or lose your insurance completely. This will affect your general pest control division — your bread and butter.” — *Josh Alpert, President, Green Earth Pest Control, New York*





# Help customers breathe easy

In addition to preventing termites and other wood-destroying organisms (WDO) from settling in a structure, moisture control helps with indoor air quality, too.

BY **PAUL HARDY** | Contributor

**D**id you know that up to 60 percent of the air you breathe inside your home comes from the crawlspace and basement?

I recall one client whose interior walls were so wet, water was seeping down them. Upon inspection, we found mold everywhere, even in the attic.

Additional investigation of the outside foundation walls, living areas and attic indicated mold problems. We realized the problem originated in the crawlspace. Scary as the situation was, though, it was easily resolved with a moisture control program.

Using the correct materials is key to keeping mold from occurring and/or recurring. Take the following steps to prevent mold from growing.

## CRAWLSPACES/BASEMENTS

- ① Remove all debris, including wood products and stored articles.
- ② Level the ground and install a sump pump as needed. Look for areas where water may accumulate or has drained previously.
- ③ Check to see if water is appearing through or under the foundation walls. If water is present, you may need to waterproof outside.
- ④ Treat all surfaces, including the subfloor and foundation walls, with an oxygen-based cleaner. This will clean the surface mold as well as the deeply embedded roots inside any porous materials. Scrubbing might be necessary. Rinse as needed and let dry.
- ⑤ The understructure should be treated with a borate.
- ⑥ Apply a 100 percent ground cover using 10-mil (or stronger) polyethylene, and seal all vents. Cover



Moisture control is more than just about pest prevention; it's about public health.

the foundation walls and piers, too. Seal all seams on the ground cover, piers, walls, around vents and foundation walls because they're entry points.

⑦ Install an industrial dehumidifier of sufficient size for the space, with a sump pump to remove condensing water to the outside in a drain system designed to remove water from the foundation.

## ATTICS

- ① Because attics also can contribute to the moisture control in a structure, consider adequate ventilation, insulation and heat.
- ② Follow steps 1, 3 and 4 for the aforementioned basements/crawlspaces as needed. For best results, add cellulose insulation as required for your area of the country, and install reflective insulation to the underside of the roof decking between the rafters.

## OUTSIDE THE HOME

- ① Make soil grade changes as needed in low areas — a half-inch grade per foot away from the structure for at least 10 ft. out.
- ② Install gutters with covers and downspouts to direct water away from outside walls.
- ③ In some cases, it might be necessary to install French drains (also known as weeping tile) to redirect water away from the perimeter walls. Consider waterproofing these walls.

Moisture control and mold remediation are important issues. Mold might be a nuisance to some, but deadly to others. Because termite professionals inspect the areas where moisture and mold originate, they have an opportunity to offer their customers a solution to these problems. **PMP**

You can reach **HARDY**, a *PMP* Hall of Famer (Class of 2005), at paul@phardy.com.



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