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# PMP PestManagement PROFESSIONAL



## Ante Up for 2017

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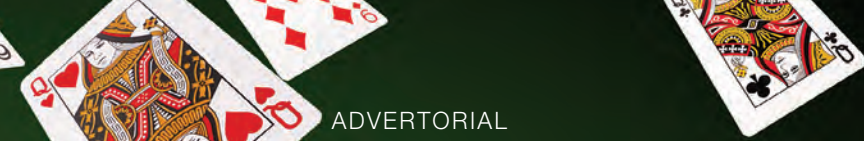
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## WORD FROM OUR SPONSOR

# Providing good works, great solutions

**Bell Laboratories provides the tools and opportunities to enhance your business.**



**BY STEVE LEVY**  
President & CEO,  
Bell Laboratories

**A**t Bell, we are committed to providing pest management professionals (PMPs) with a complete line of rodent control products to meet their evolving needs. Whether that is a severe vole infestation at a commercial property, a mouse problem in a single-family home, or a wide-scale conservation project — we are continually researching, developing and problem-solving the industry's toughest rodent problems with custom and professional solutions.



A welcomed addition to Bell's line-up of rodenticides is new P.C.Q. PRO, with the active ingredient diphacinone. P.C.Q. has always been the brand of choice in California when dealing with serious ground squirrel damage and infestations. We are excited to bring this brand to the rest of our U.S. customers to help them control a wide variety of pests, including voles. P.C.Q. PRO

is a restricted-use pesticide and has a broad label approved for burrow baiting meadow and pine voles. As rodent and vole season ramps up, we know PMPs will find P.C.Q. PRO an invaluable tool to enhance their service offerings at accounts with pesky vole infestations.

When discretion and professionalism is required, PMPs can turn to the new Hidden Kill Mouse Trap. On display at PestWorld 2016, this new trap was designed to upgrade the unsightly kill of traditional traps, at an exceptional value. The Hidden Kill is engineered with a quick, no-mess, capture-and-kill mechanism. It has a fully enclosed capture area that keeps the trapped mouse hidden inside. Your customers will appreciate the discretion, enhancing your reputation as a professional service provider.

At Bell, we not only focus efforts on developing professional rodent control products, but also enhancing the industry's image as vital to public and environmental health. We are continuing to participate in world-class conservation efforts around the world that aim to reduce invasive rodent species. A recent finding that points to this success



is our work on the Galápagos Archipelago. Three years after a successful aerial bait drop, the island is showing signs of recovery in the form of newly hatched Pinzón giant tortoises — the first in more than 150 years.

At Bell, every effort is made to provide great rodent control solutions to our customers, and continue our good work in the ongoing fight against rodents. We appreciate and thank you for your business.



**Bell's conservation work aims to protect species, like the Pinzón giant tortoise, from invasive rodents.**



# Ante Up for 2017

Pros say the odds favor another year of portly pots and scores of winning hands.

BY MARTY WHITFORD | Publisher & Editorial Director



## INSIDE

**\$6** Money Matters

**\$10** Pest Trends

**\$14** Purchasing Trends

ON THE COVER: ILLUSTRATION BY DAVID MCMACKEN.  
WWW.MCMACKENGRAPHICS.COM

## TOP 7 BUSINESS CONCERNS FOR 2017

### #1 Healthcare costs

- #2 Do-it-yourselfers
- #3 Recruitment, retention and development
- #4 Business insurance costs
- #5 Customer cancellations
- #6 Real-estate expenses
- #7 Taxes



same — at least 25 percent revenue growth — in 2017, thanks in part to our plans to begin providing bed bug management services.”

Rambo attributes the firm’s growth to his talented teammates’ unwavering commitment to customer service excellence. Also driving sales is a strong local economy, drawing upstart and expanding businesses as well as new homeowners.



Luke Rambo

The company employs 10 people: Rambo, three customer service representatives and six pest management professionals (PMPs).

“We added two technicians this year and we’ll add another two early next year,” Rambo says. “Half of our techs will have been hired from 2016 through 2017.”

Rambo is one of 153 industry players who completed *Pest Management Professional’s* (PMP’s) comprehensive 2017 State of the Industry Survey.

Fellow survey respondent Michelle LeDune, owner of Mike’s Swat Team Termite & Pest Control in Phoenix, also is winning big. She projects double-digit revenue growth this year and next. Unlike Rambo, half of her company’s sales stem from bed bug work.

It’s the best of times, according to Luke Rambo, owner of Rambo Total Pest Control in Puyallup, Wash. The company is raking in the revenue, and Rambo hasn’t even ante’d up yet for one of the fastest-building pest pots. “We’ve increased revenue 25 percent or more, versus 2015, every month this year,” Rambo says. “We’re projecting more of the

A property manager for more than 20 years, LeDune was moonlighting for her husband Mike's company, handling human resources and marketing functions, when Mike passed away in February 2013.

"Never did I think, three-and-a-half years ago, that I'd be running Mike's pest management company," LeDune says. "But when life deals you a bad hand — your spouse dies — and you have a 14-year-old son, you have no choice but to keep your head in the game."

**"When life deals you a bad hand — your spouse dies — and you have a 14-year-old son, you have no choice but to keep your head in the game."**



— **Michelle LeDune**, owner of Mike's Swat Team Termite & Pest Control

LeDune's property management experience has served as a wonderful wild card.

"We've done quite well, all things considered," LeDune says. "We've steadily grown to 20 employees, including 17 techs. Today, multi-family housing accounts for 90 percent of our revenue."

## NINE NEED-TO-KNOWS

- 1 Most pros project continued good times for the industry, and overall economy, in 2017.
- 2 Nearly 90 percent project sales growth in 2017.
- 3 One-third is budgeting a revenue increase of 25 percent or more.
- 4 Two-thirds expect to add employees in 2017.
- 5 Two-thirds have customer-retention rates of 90 percent or better.
- 6 More than 90 percent manage ants, cockroaches and rodents.
- 7 More than 80 percent control bed bugs, fleas and ticks, spiders, and stinging insects.
- 8 More than 70 percent control flies, occasional invaders, stored product pests and termites.
- 9 More than 60 percent manage mosquitoes.

Most PMPs are going all-in in 2017. They say odds are, this year's portly pest pots and scores of winning hands will continue throughout 2017. To check out the action, please read the rest of

## SERVICES PERFORMED

### ROYAL FLUSH

**90%** or more of PMPs manage ants, cockroaches and rodents.



### STRAIGHT FLUSH

**80%** or more manage bed bugs, fleas & ticks, spiders and stinging insects.



### FOUR OF A KIND

**70%** or more manage flies, occasional invaders, stored product pests, termites, and other wood-destroying insects and organisms (WDI/WDO).



### FULL HOUSE

**60%** or more manage mosquitoes.



### FLUSH

**50%** or more manage invasive pest species.



### STRAIGHT

**45%** or more manage nuisance birds.



### THREE OF A KIND

**40%** or more manage nuisance wildlife (squirrels, raccoons, opossum, birds, bats, skunks, moles, snakes, woodchucks, etc.).



### TWO PAIR

**20%** or more manage turf & ornamental and tree insects.



### ONE PAIR

**15%** or more perform other services (exclusion, sanitation, etc.).



our *PMP* 2017 State of the Industry supplement, sponsored by Bell Labs. This report is chock full of *PMP*-exclusive data, infographics and analyses, detailing key industry trends and projections. *PMP*

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



# The winning streak continues

Odds are 2017 profits and revenues will be even better than this year's for most PMPs. BY DIANE SOFRANEC | Managing Editor



Expectations are high for 2017, and if you're like most pest management professional (PMPs), you're in store for another great year.



Shawn Dickenson

"If we were gamblers, we would be all-in next year," says Shawn Dickenson, regional general manager of A Plus Pest Control Inc., Edmond, Okla. "Our additional services, such as wildlife and mosquito treatments, will boost us past our 2016 mark."

His experience is right in line with the responses from 153 pest management professionals who completed *Pest Management Professional's (PMP's) 2017 State of the Industry (SOI) Survey*.

When asked whether 2017 revenue will rise over 2016 figures, 83 percent of survey respondents expect it will. The same number of respondents expects net profit to do the same.

Dickenson, who answered *PMP's* survey, says his company's top revenue generator is spiders.

"Almost everyone hates them, and that prompts people to get pest control," he says.

And like most survey respondents, an entirely different pest generates the most profit. For Dickenson, it's bed bugs, which require a more elaborate and effective treatment. They have a higher margin of profit than the general pests his company treats.

Termites and other wood-destroying insects (WDI) provide the most profit for the majority of *PMP's* survey respondents. Bed bugs are next, followed by ants, cockroaches and rodents.

These same pests are responsible for generating

the most revenue for survey respondents, too, but the rankings are different, as ants take the top spot, then termites.

"Typically, most companies in our region of the country produce more revenue through termite control, but it's not always the most

profitable," says Ken Smith, operations manager for Palmetto Exterminators in Charleston, S.C. "The high risk factor of termite control can drop the profitability of this side of the business quickly."



Ken Smith

Smith says many companies in the area are dealing with the Formosan termite (*Coptotermes formosanus*), which may result in lower profits.

Rounding out the list of revenue-generating pests are cockroaches, bed bugs and rodents.

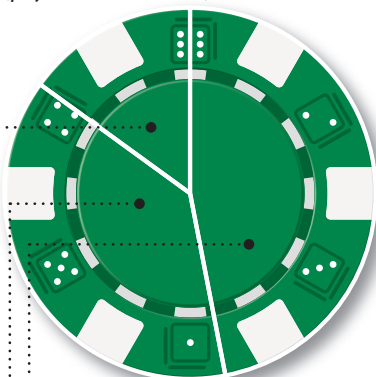
Which pests will be problematic next year? It's impossible for PMPs to say for sure, so to help increase the odds of higher revenues in 2017, it pays to be proactive.

Smith is doing his part to ensure company revenue grows next year as expected.

"We are increasing our training efforts to provide better customer

## RAKING IT IN

(projected 2017 revenue)



47% \$500,000 to \$4,999,999

38% \$499,999 or less

15% \$5 million or more

service and retention, which in turn will increase our revenues," he says. "We pride ourselves on having great employees who project a professional image and provide a high quality of service. We believe our service technicians are our 'ace in the hole' when it comes to growth."

Shonda Meitler, owner of World Pest Control in Sylvan Grove, Kan., agrees.

"The odds are open-ended. If we didn't raise our expectations, we would be nuts," she says. "Our call to action is to get buy-in from our team members and raise awareness to attract future customers."



**Shonda Meitler**

Meitler, who has owned the company for 30 years, says getting



**70%** of pest management companies expect to make the majority of their 2017 revenue by servicing single-family residences.

**10%** expect to reap most of their 2017 revenue by servicing multi-family residences.

**17%** expect to make most of their 2017 revenue by servicing commercial/industrial structures.

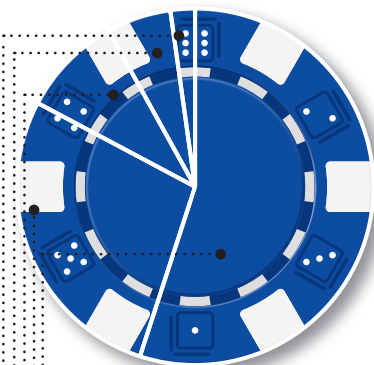
**3%** expect government/institutional accounts to generate most of their revenue.

employees to go all in with customer service will help keep the business on track for another great year. **PMP**

You can reach **SOFRANEC** at [dsofranec@northcoastmedia.net](mailto:dsofranec@northcoastmedia.net) or 216-706-3793.

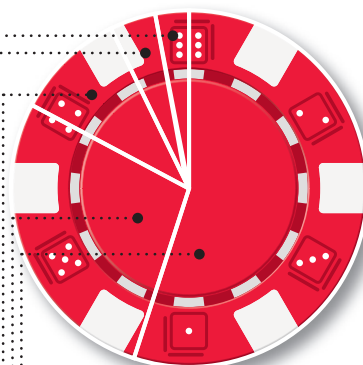
## HIGH HOPES

(projected revenue change: 2017 vs. 2016)



## PROJECTED WINNINGS

(projected net profit: 2017 vs. 2016)



## TOP 5 REVENUE-GENERATING PESTS

### ROYAL FLUSH

Ants



### STRAIGHT FLUSH

Termites (and other WDI/WDO)



### FOUR OF A KIND

Cockroaches



### FULL HOUSE

Bed Bugs



### FLUSH

Rodents



## TOP 5 PROFIT-GENERATING PESTS

### ROYAL FLUSH

Termites (and other WDI/WDO)



### STRAIGHT FLUSH

Bed Bugs



### FOUR OF A KIND

Ants



### FULL HOUSE

Cockroaches



### FLUSH

Rodents





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THE WORLD LEADER IN RODENT CONTROL TECHNOLOGY<sup>®</sup>



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**Meadow & Pine Voles**



**California Ground Squirrels**

# Which pests are worth the gamble?

**M**osquitoes may have stolen all the headlines this year, thanks to non-stop worldwide coverage of the Zika virus. But in the U.S., pest management professionals (PMPs) are still cashing in the most on ants — specifically carpenter ants, which technically also count as wood-destroying insects (WDI).



Dr. Laurel Hansen

This year, carpenter ants beat out pavement ants and odorous house ants (OHA) as top species. Last year, OHA played the ace, with carpenter ants taking the No. 2 slot and pavement ants as No. 3.

Ant expert and 2015 *PMP* Hall of Famer Dr. Laurel Hansen, biology instructor at Spokane Falls (Wash.) Community College, says one reason for the difference in number year to year is a matter of identification: Pavement ants

(*Tetramorium caespitum*) are often mistaken for OHA (*Tapinoma sessile*), and vice versa.

“The surveys are always interesting, because the areas surveyed do change annually, as do the weather patterns, which can be another factor,” she adds.

## RODENT INFLUX

Survey respondent Rich Smith, manager of Smithereen Pest Management’s Greater Chicago branch, says Norway rats have become a developing problem for Chicago suburbs in a way not seen before.

“It used to be that downtown Chicago and its collar suburbs would have problems, but not the outlying areas,” he tells *PMP*. “But now we’re getting a lot more calls.”

The main concentration of the rodent influx is in shopping malls and other retail areas, Smith says, particularly around outdoor food

courts, dumpsters and adjacent refuse areas.

“We theorize it might be the way the garbage service process has evolved,” he says. “When they change out the compactor to bring the full compactor back to the transfer stations, they might be inadvertently introducing a population.”

Besides, he says, areas near dumpsters offer excellent conditions for rodent burrows.



Rich Smith

## TALK ABOUT THE WEATHER

In addition to sanitation practices, weather extremes also can have a direct effect on pest pressure. For example, this year has seen a lot of flooding in the U.S., particularly in Louisiana and other parts of the Southeast.

“You might think all the water would have negative effects on ground-nesting pests like ants and termites, but they just go deeper into the ground and higher into structures and trees,” says Dr. Gary Bennett, a 2006 *PMP* Hall



Climate, location, identification and a bit of Lady Luck determine whether the odds are in your favor. BY HEATHER GOOCH | Editor





of Famer and coordinator of Purdue University's Urban and Industrial Pest Management Center in West Lafayette, Ind.

Dr. Bennett is a Louisiana native who worked at his father's company, Bennett Pest Control, for several years before going into academia. He notes that many insects have ways to adjust to natural disasters.

"Fire ants actually form into floating balls of ants that can be seen on top of flood waters until the water recedes, and outdoor species of cockroaches always are able to find harborage in above-ground, protected areas," he offers. Because of this, he adds, "their numbers may actually be spread or increased in structures as a result of flooding."

Their numbers may be culled a bit initially after a disaster, Dr. Bennett asserts, but in the long-term these pests "do just fine" — especially in the aftermath of a flood, where debris provides additional food and harborage opportunities.

In Southern California, the long drought is affecting pest pressure. Dr. Mike Rust, a distinguished professor of entomology at the University of California, Riverside, and a 2007 *PMP* Hall of Famer, says this summer has been an exceptionally bad one for Argentine ants (*Linepithema humile*).

"I am also still seeing outdoor populations of Turkestan cockroaches, but our studies suggest this is an arid adapted species," he says, noting that in mid-September, there were some scattered rains and "local termites were swarming."

But just like pests, humans are starting to adapt, too.

"As a result of the continuing drought and water shortages, many residents have removed lawns and converted to more arid landscapes around structures," Dr. Rust says. "This will have an impact on the species around structures. This was noticed by Dr. Les Greenberg and some of the lab helpers in our ant project in Riverside."

### MOSQUITO MADNESS

Dr. Phil Koehler, a 2015 *PMP* Hall of Famer and endowed urban entomology professor for the University of Florida in Gainesville, has been heavily involved in the state's evolving response to the Zika virus issue.

"Before endemic mosquito transmission of Zika occurred in Florida, we at the University of Florida trained the pest control industry to partner with mosquito districts to control the Zika vectors," he explains. "Because Zika vectors develop in containers, fly short distances, and are daytime biters, we worked with the industry to apply residual treatments to vegetation and structures using mist blowers."

As soon as Zika transmission was confirmed, Dr. Koehler says, officials from Florida and from Atlanta's U.S. Centers for Disease Control and Prevention (CDC) decided the most appropriate response was a mix of aerial and ground treatments.

"The pest control industry was placed in a position of backup in case their treatments were needed," he says. "We have data to show, however, that the residual treatments to vegetation can provide eight weeks of nearly 100 percent control."

While he doesn't have safety concerns over this current approach, Dr. Koehler says he hopes authorities will consider integrating more targeted treatments.

"There is a thought that mosquitoes need to be controlled by mosquito districts using space sprays. That may be true for saltmarsh and everglades mosquitoes, but the ones that develop in people's yards should be controlled with residual treatments targeted to the areas where they rest," he says. "The pest control industry is best positioned to provide those treatments. They have the people, the equipment, and the ability to deliver the treatments in the most effective manner."

While a dry summer in Chicagoland actually made for less mosquito pressure, Smithereen's Smith reports his techs were still made aware of the health risks posed by mosquito-borne diseases like the Zika and West Nile viruses. Education helps enable them to allay fears of their customers, he says, and adds to the professionalism of the industry.

"I believe that the public is beginning to perceive our industry as being comprised of professionals who solve real problems," Smith concludes. "In Florida, it's almost a given that a homeowner has pest management service, for example, but in the Midwest it's seen as more of either a luxury or an emergency service. Now, as people are starting to see a legitimate connection between pests and public health, that's beginning to change." *PMP*

You can reach GOOCH at hgooch@northcoastmedia.net or 330-321-9754.



Dr. Phil Koehler



Dr. Gary Bennett

## PMP 2017 SOI



### Top 5 Managed Mosquitoes

#### ROYAL FLUSH

Asian tiger mosquito

#### STRAIGHT FLUSH

Southern house mosquito

#### FOUR OF A KIND

Northern house mosquito

#### FULL HOUSE

Yellow fever mosquito

#### FLUSH

Other mosquito species



### Most-Managed Ants

#### ROYAL FLUSH

Carpenter ants

#### STRAIGHT FLUSH

Pavement ants

#### FOUR OF A KIND

Odorous house ants

#### FULL HOUSE

Argentine ants

#### FLUSH

Fire ants

#### STRAIGHT

Pharaoh ants

#### THREE OF A KIND

Bigheaded ants

#### TWO PAIR

Ghost ants

#### ONE PAIR

Tawny crazy ants



### Most-Managed Nuisance Birds

#### ROYAL FLUSH

Pigeons

#### STRAIGHT FLUSH

Starlings

#### FOUR OF A KIND

House sparrows

#### FULL HOUSE

Crows

#### FLUSH

Geese

#### STRAIGHT

Grackles

#### THREE OF A KIND

Barn swallows

#### TWO PAIR

Seagulls

#### ONE PAIR

Turkey vultures



### Most-Managed Cockroaches

#### ROYAL FLUSH

German cockroaches

#### STRAIGHT FLUSH

American cockroaches

#### FOUR OF A KIND

Oriental cockroaches

#### FULL HOUSE

Smokey brown cockroaches

#### FLUSH

Brownbanded cockroaches

#### STRAIGHT

Australian cockroaches

#### THREE OF A KIND

Asian cockroaches

#### TWO PAIR

Turkistan cockroaches

#### ONE PAIR

Florida woods cockroaches



### Most-Managed Fleas & Ticks

#### ROYAL FLUSH

Cat fleas

#### STRAIGHT FLUSH

American dog ticks

#### FOUR OF A KIND

Brown dog ticks

#### FULL HOUSE

Deer ticks

#### FLUSH

Oriental rat fleas

#### STRAIGHT

Rocky Mountain wood ticks

#### THREE OF A KIND

Lone Star ticks

#### TWO PAIR

Gulf Coast ticks

#### ONE PAIR

Other flea and tick species





## Most-Managed Flies

### ROYAL FLUSH

House flies

### STRAIGHT FLUSH

Fruit flies

### FOUR OF A KIND

Drain flies

### FULL HOUSE

Small flies

### FLUSH

Fungus gnats and phorid flies (tie)

### STRAIGHT

Cluster flies

### THREE OF A KIND

Bottle and blow flies (tie)

### TWO PAIR

Stable flies

### ONE PAIR

Complex flies



## Most-Managed Spiders

### ROYAL FLUSH

American house and wolf spiders (tie)

### STRAIGHT FLUSH

Cellar spiders

### FOUR OF A KIND

Black widow spiders

### FULL HOUSE

Brown recluse spiders

### FLUSH

Grass spiders

### STRAIGHT

Yellow sac spiders

### THREE OF A KIND

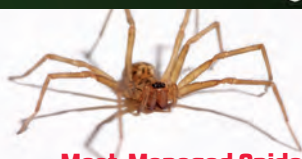
Brown widow spiders

### TWO PAIR

Aggressive house spiders

### ONE PAIR

Mediterranean recluse spiders



## Most-Managed Stinging Insects

### ROYAL FLUSH

Common paper wasps

### STRAIGHT FLUSH

Yellowjackets

### FOUR OF A KIND

Honeybees

### FULL HOUSE

Mad dauber wasps

### FLUSH

Bumblebees

### STRAIGHT

Cicada killer wasps

### THREE OF A KIND

Mediterranean paper wasps

### TWO PAIR

Bark scorpions

### ONE PAIR

Africanized honeybees



## Most-Managed Rodents

### ROYAL FLUSH

House mice

### STRAIGHT FLUSH

Norway rats

### FOUR OF A KIND

Roof rats

### FULL HOUSE

Deer mice

### FLUSH

Moles

### STRAIGHT

Meadow mice

### THREE OF A KIND

Voies

### TWO PAIR

Halfway rats

### ONE PAIR

Other rodent species



## Most-Managed Wood Destroying Insects/Organisms (WDI/WDO)

### ROYAL FLUSH

Eastern subterranean termites

### STRAIGHT FLUSH

Carpenter ants

### FOUR OF A KIND

Carpenter bees

### FULL HOUSE

Wood-decay fungi and  
True powderpost beetles (tie)

### FLUSH

Drywood termites

### STRAIGHT

Western subterranean termites

### THREE OF A KIND

Old house borers

### TWO PAIR

Formosan termites

### ONE PAIR

Other termites and WDI/WDO species



## Most-Managed Stored Product Pests

### ROYAL FLUSH

Indianmeal moths

### STRAIGHT FLUSH

Drugstore beetles

### FOUR OF A KIND

Sawtoothed grain beetles

### FULL HOUSE

Confused flour beetles

### FLUSH

Cigarette beetles

### STRAIGHT

Red flour beetles

### THREE OF A KIND

Rice and granary weevils (tie)

### TWO PAIR

Dermestid beetles

### ONE PAIR

Merchant grain beetles



# Safe bets when buying

PMPs are spending most of their revenue where they always have, but growth sometimes allows them to up the ante.



BY WILL NEPPER | Senior Editor

“Our largest investments this year were the hiring of four new technicians,” Paulsen says. “The associated fleet and equipment expenses were, by far, 2016’s biggest investment.”



Jon Paulsen

Paulsen sees this as part of an ongoing trend, where continual growth dictates he ante up with an expanded budget for equipment and materials purchases.

“Our budget for materials and equipment have increased consistently for the past six years, and we expect this to continue,” he says. “Between the technicians hired this year, the technicians likely to be hired next year, and the relevant expenses, we’ll need to budget accordingly.”

Dennis Mastrolia, owner of the Lynn, Mass.-based Dennis the Mennis Pest Experts, also saw steady growth as the catalyst for his



Dennis Mastrolia

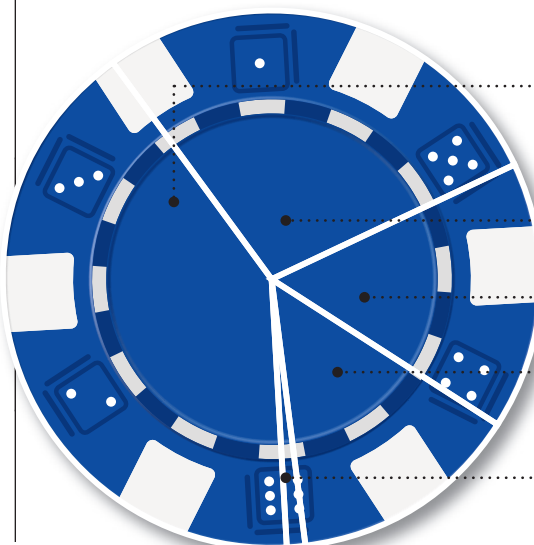
One telling indicator that a company is holding a good hand is the amount of money being spent on products and equipment.

Growing business means a greater need for product to meet the needs of that growth. Growth might also necessitate the hiring of more employees, which translates to more chips being thrown at equipment and vehicles to accommodate the new full house.

Such is the case for Jon Paulsen, service technician supervisor of Portland, Ore.-based Pioneer Pest Management, who responded to *Pest Management Professional’s* (PMP’s) 2017 State of the Industry Survey.

## BETTING BIG IN 2017

(projected equipment and materials spend: 2017 vs. 2016)



- 41%** Expect to spend 10% to 24% more on equipment and materials
- 28%** Expect to spend up to 9% more
- 16%** Expect their spend to remain flat
- 14%** Expect a spend increase of 25% or more
- 1%** Expect to reduce their spend

PHOTOS: ©ISTOCK.COM/NEVES MARES PAGANI/ISHENJUN



company's major 2016 investments: three new service vehicles, and the related repair and maintenance costs.

Where pest-specific purchases are concerned, our survey shows that insecticides are still where the greatest amount of budgeting lands, with 93 percent of respondents revealing that's where most of their 2016 equipment and materials dollars were spent. Those pest management professionals (PMPs) are betting on the same to be true of the year ahead, with insecticides ranking first among planned purchases for 2017.

Mastrolia says there was no significant difference in his company's budget for materials and equipment between 2015 and 2016, although he admits he doesn't budget for this segment so much as he makes purchases "as needed." For 2017, he says he expects his expenses to be very similar to previous years. However, having been dealt a good hand, and the nature of some markets, it's possible Dennis the Mennis Pest Experts will spend less on some pests in 2017, while increasing spending for others.

"This year, rodent elimination and bed bug supplies were on the increase, as well as termite materials," Mastrolia says.

## BED BUG CONCERNS

Josh Alpert, president of Los Angeles-based Green Earth Pest Control, says bed bugs continue to be the pest at the center of most of his company's purchases.

"We spent most on products to control them — particularly, liquid concentrates and dusts," Alpert says, noting he doesn't budget a certain percentage of funds toward materials.

Instead, Alpert buys in bulk whatever materials and supplies he uses most, which he says allows Green Earth to concentrate on serving customers the best product selection in whatever amounts are necessary to achieve desired results. This prevents Alpert from worrying about overbetting on the amount to be spent on a particular application.

"If, at the end of the year, we determine that we spent too much on materials and supplies, we increase our service fees accordingly to keep our profits in line," Alpert says.

For planned 2017 purchases, our survey respondents list insecticides, safety equipment, uniforms, bait stations and vehicles as the Top 5 expected expenditures.

Mastrolia says he has no major purchases planned for the year ahead, but adds, "You never know!" — acknowledging that sustained growth often has a way of changing your hand. PMP



Josh Alpert

## 2016 EQUIPMENT & MATERIALS PURCHASES

Insecticides	93%
Bait stations	86%
Safety equipment and uniforms (tie)	84%
Traps	72%
Computers	70%
Spray guns and nozzles, backpack sprayers, dusters, vehicles & accessories (tie)	67%
Monitors	63%
Spray pumps	60%
Granule spreaders	59%
Bait guns and applicators	57%
Green pest management solutions	54%
Spray hoses	53%
Compressed air sprayers	50%
Aerosol applicators, handheld devices (tie)	49%
GPS solutions	47%
Business software	44%
Hose reels, spray rigs (tie)	40%
Foggers	31%
Termite bait installation tools	28%
Foam machines	24%
Bird/pest repellers	22%
Trailers	21%
Soil and tree injectors	8%
Alternative fuel vehicles	4%

## 2017 PLANNED PURCHASES

Insecticides	79%
Safety equipment	78%
Uniforms	77%
Bait stations	73%
Vehicles	69%
Dusters	62%
Traps	61%
Monitors	57%
Bait guns and applicators	56%
Vehicle accessories	55%
Backpack sprayers, computers (tie)	51%
Spray guns and nozzles (tie)	47%
Spray pumps, compressed air sprayers, granule spreaders (tie)	44%
Handheld devices	43%
Aerosol applicators	41%
Green pest management solutions, spray hoses (tie)	40%
GPS solutions	36%
Hose reels	34%
Business software	33%
Termite bait installation tools	30%
Spray rigs	26%
Foggers	24%
Bird/pest repellers	17%
Foam machines	16%
Trailers	14%
Soil and tree injectors	9%
Alternative fuel vehicles	6%

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



## OUR FASTEST ACTING RODENTICIDE



### ***Control rodents with FASTRAC's powerful formula***

- ▶ Faster results, with less bait versus anticoagulants
- ▶ An acute bait, FASTRAC knocks the rodent population down to a manageable level
- ▶ Kills rats and mice in one or two days after consuming a toxic dose
- ▶ Norway rats, roof rats and house mice cease feeding after consuming a toxic dose
- ▶ Bell scientists developed a method of synthesizing Bromethalin that yields a consistent and powerful active
- ▶ FASTRAC pellets are labeled for burrow baiting beyond 100 feet of man-made structures, a great option for additional baiting flexibility

The Bell Advantage brings value to our customers through on-going product research and development, manufacturing expertise and superior customer service.



**THE WORLD LEADER IN RODENT  
CONTROL TECHNOLOGY®**

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