

PEST CONTROL'S MOST-TRUSTED RESOURCE SINCE 1933

PMP Pest Management PROFESSIONAL

MAKING THE OUTDOORS COMFORTABLE FOR CUSTOMERS

2022
MOSQUITO
MANAGEMENT
SUPPLEMENT

INSIDE:

- MM2** Word from our sponsor
- MM3** Survey analysis
- MM6** Survey infographics

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Mosquito season requires effective options

By Heather Patterson | Control Solutions Inc.



HEATHER PATTERSON is Technical Service Manager, Product Development Team, Control Solutions Inc. (CSI)

Spring is a magical time of year when our gardens begin to show new growth, warmer temperatures start to roll in, and we jump back into some of our favorite outdoor activities. But we're not the only ones who enjoy this change in season. Many of the pests that keep us busy become more active at the onset of warmer weather and springtime showers, including mosquitoes.

There are more than 200 mosquito species in the United States, but fewer than 20 of them are implicated in the spread of disease-causing pathogens. The three most common mosquito genera that vector disease include: *Aedes*, *Culex* and *Anopheles*. There are also a large number of mosquitoes that are known to be very bothersome, but are not involved in spreading various parasites, viruses and pathogens to humans and animals. These are known as nuisance mosquitoes.

The average person is not going to know the difference between a nuisance species and a vector species, which could be a serious public health concern. Regardless of type, people don't want *any* mosquitoes buzzing around while they are trying to enjoy a backyard barbecue with the family. Bottom line: It's important to have effective options for the control of mosquitoes to protect against their bites.

Not all mosquitoes are created equal. Depending on the species, their flight behaviors, peak hours of

activity, and bloodmeal or water-source preferences for egg-laying can be very different from one mosquito species to the next. Having a targeted management program for mosquitoes can make a dramatic impact on mosquito populations in that area. By identifying breeding locations and eliminating development areas, we stop the larvae and pupae from emerging as biting, flying, adult-stage mosquitoes.

Many times, pest management professionals (PMPs) are very effective and highly skilled at finding areas around the property where mosquitoes are thriving. This often includes shady, moist, damp places that are out of the wind. Most places where water collects can be easily spotted as well: toys around the yard, plant saucers under pots, tarps and birdbaths. However, it's always good to look up, too. Tree holes and gutters often have all the right characteristics and organic matter for great breeding grounds that mosquitoes use for egg laying and larval development.

Control Solutions Inc. (CSI) is proud to offer products that control mosquitoes at various stages of development. Tekko 0.2G mosquito larvicide contains an insect growth regulator (IGR) that breaks the mosquito life cycle. When using this product in the approved use sites where mosquitoes develop, it will prevent the emergence of adult mosquitoes for up to 90 days at the high application rate.

For the control of biting, adult mosquitoes, consider using ProFlex. The ZC formulation of ProFlex is a fast-acting, long-lasting solution that kills pests now and later. ProFlex offers three modes of action for indoor and outdoor use, which makes it one of CSI's premium Combination Chemistry products.

Last but not least, Cyzmic CS is an encapsulated lambda-cyhalothrin product proven to provide 60-plus days of continuous control with a single application.

Our complete portfolio of vector control products can be viewed online at [ControlSolutionsInc.com](https://www.ControlSolutionsInc.com). We strive to create effective and economical pest control solutions to help PMPs maximize results and income potential. *CSI: Innovation you can apply.*





Making the outdoors comfortable for customers

As opportunities for mosquito management services soar, so do profits

By Diane Sofranec | PMP Senior Editor

Enjoying outdoor spaces — decks, patios, backyards at home or while out in public — has become more popular than ever. The pest management professionals (PMPs) who offer mosquito management are experiencing a revenue boost, while providing their customers with a much-needed service.

For most PMPs, it is a service customers will not go without. Brian Boozer, president of Prime Pest Solutions in Dacula, Ga., says the retention rate for his mosquito control customers is strong.

“Most of our mosquito control customers expect us to renew their services every year without any questions,” he says. “Mosquito management is the ultimate add-on service, and one of the best ways to attract referrals and new customers.”

Mosquitoes certainly are prevalent in the south, as Lisa Johnson, VP of Kil-Mor Pest Management in Durham, N.C., explains.

“While not all houses have issues with ants, cockroaches or mice, if you are living in the south, you are going to battle mosquitoes,” she says. “No one ever calls our office and asks us when we’re going to start putting out mouse bait

for the winter, but they do start calling while there is still frost on the ground, asking when we’ll be starting up our mosquito control services.”

GENERATING REVENUE

But your pest control company doesn’t have to be located south of the Mason-Dixon line to earn steady revenue from mosquito control services.

Pest Management Professional’s (PMP’s) 2022 Mosquito Management Survey data show 77 percent of the PMPs who answered project an increase in mosquito management revenue this year, a figure that has remained steady over the past five *PMP* surveys.

“When mosquito management is priced appropriately, it is a great source of monthly recurring revenue for a pest control company,” says Luke Lewis, president of Native Pest Management in West Palm Beach, Fla. “It also will allow you to add recurring clients you otherwise would not have reached, creating the opportunity for you to sell them additional services you provide.”

Word-of-mouth, especially during mosquito season, is another great way to increase business.

“The ability to get higher margins on our services grows from accounts that are acquired from the referrals happy customers send our way,” Johnson

CONTINUED ON PAGE MM4



BRIAN BOOZER



LUKE LEWIS



LISA JOHNSON

CONTINUED FROM PAGE MM3

says. “We have found that the potential customers who call us because their friends and neighbors were raving about their mosquito-free yards rarely even factor in price when they are setting up their services.”

She suggests offering a free mosquito control service to customers whose referrals lead to new customer contracts, as a way to ramp up mosquito management sales.

Boozer recommends seeking out additional customers who are located near current customers. “If you can reduce drive-time costs while reducing fuel costs, your mosquito control work will be more profitable,” he says.

OFFERING VALUE

Positioning yourself as a mosquito management expert conveys value for which customers are willing to pay a premium, says Greg Crocker, owner of Mist and More of Central Florida in Winter Garden, Fla.

“Service providers are interchangeable because most people can perform a service,” he explains.

“But a *solution* provider is an expert in their craft, and can be trusted to do a great job and deliver the desired outcome.”

It’s important to learn which species are prevalent in your area, and which control methods are best. Check with an entomologist for an accurate identification, and ask your manufacturer representatives for effective control solutions.

“That knowledge makes you the professional who can assist customers with their mosquito problems,” says Brad Dutoit, BCE, owner of Jones Pest Control in Billings, Mo. “Customers rely on what they read or hear about insects, regardless of whether the source is legitimate. When you can provide them with the proper information, it will alleviate their concerns about you being able to help them. Your professional services may lead to more income.”

In addition, providing customers with a faster, more effective resolution to their mosquito problems will result in higher profit margins, he adds.



GREG CROCKER



BRAD DUTOIT

PUMPING UP PROFIT

Robert Szczech, general manager for Central Exterminating Co. in Cleveland, Ohio, says his company educates its customers on how and why the service is needed: “Setting up your customers’ expectations from the start will let them know what to expect and how the service works. Hence, they will understand why the cost is what it is.”

Customers who refer your company to their neighbors not only boost business, they help increase profits, too.



ROBERT SZCZECH

“Increasing the number of stops on a street reduces fuel use, which results in higher profit margins,” Szczech adds. “It’s also a great add-on service for your current customers. In one stop, two services will be completed.”

Another strategy that helps increase revenue is choosing the appropriate products for the job.

“To land more mosquito work at a higher profit margin, we must use the best products on the market, spend the time at each account to apply the products, provide suggestions to customers, and make the customer feel like we really care,” says Service Manager Jason Graves of Aiken Pest Control in Aiken, S.C.

Trained technicians, effective products and excellent customer service will lead to successful mosquito management and give your company a glowing reputation that will lead to additional work.

“You need an exceptional mosquito management program that your team must be able to sell and service according to company protocols. This will allow you to sell your services at a slightly higher market rate and perform a valuable service in a reasonable amount of time,” says Greg Bausch, ACE, operations manager for American City Pest & Termite in Gardena, Calif. “Basically, be better than the other guys, charge for your better service, make a profit, and repeat.”



JASON GRAVES

PROVIDING PROTECTION

General pest control customers who seek protection from mosquito-borne viruses and diseases while



enjoying the outdoors gladly will opt for mosquito control services, PMPs say.

“Mosquito management provides the customer with an enjoyable outdoor living space that otherwise would not be comfortable during the mosquito season. It also helps protect clients from the viruses and diseases mosquitoes may carry,” says Skyler Byrd, general manager for Mosquito Squad of Central VA in Richmond, Va. “Both provide peace of mind, which is what the majority of pest control customers want.”

PMPs help protect customers from mosquito-borne viruses and diseases, including West Nile virus, the Zika virus, malaria, dengue, chikungunya, yellow fever and Eastern equine encephalitis.



SKYLER BYRD

industries to offer perspective. For example, customers are told they may see a few mosquitoes after a service call, just as a few leaves may fall after a landscaping crew wraps up a service call.

“If expectations are communicated ahead of time, customers won’t feel like the service isn’t working or wasn’t applied correctly,” she adds. “They will expect this to be part of the service. This is crucial to a successful mosquito program.”

At Central Exterminating, technicians provide customers with a handout about mosquitoes, as well as an inspection sheet that shows standing water problems and places where mosquitoes potentially could lay eggs. They then answer any questions that customers might have during the visit.

“Education is key when it comes to customer expectations,” Szczech says. “Anyone can Google how to control mosquitoes, but do they have our knowledge and years of experience?”

The sooner you educate customers, the better, Dutoit says. “You need to make it clear to the customer as soon as you begin the initial consultation that complete control of this insect problem is unlikely,” he says. “Use your knowledge of the mosquito to explain why, and give them a more realistic expectation of what will occur after treatment.”

Encourage customers to help you increase the effectiveness of your treatment, he adds.

Boozer agrees. “We try to get as much customer support as possible to help limit mosquito breeding factors,” he says. “For example, correcting drainage issues, trimming bushes, removing standing water, and other actions get customers involved in the mosquito management process.”

As people continue to head outdoors, whether relaxing at home or enjoying a meal on the patio of their favorite restaurant, mosquito management is seen by many as a much-needed service.

“Mosquito management is a service that sells itself,” says Szczech. “Once we educate the customer, set expectations, and perform the service, it’s a done deal.” **PMP**

You can reach **SOFRANEC** at dsfranec@northcoastmedia.net or 216-706-3793.



DAN SEYMOUR

“Not only are there serious health issues for your customers, but because mosquitoes are known to carry the heartworm parasitic nematode, there are serious potential health issues for their furry family members, their dogs,” says Dan Seymour, operations manager for Green Pest Services in Chantilly, Va.

MANAGING EXPECTATIONS

Managing expectations at the time of the sale is the way to go, says Bausch. “A large portion of our mosquito management services include treating properties where the source is off-property. For this reason, it is important to communicate the expectation is mosquito suppression, and not eradication,” he adds. “It’s not surprising that communication is an extremely important part of mosquito management.”

Lewis concurs, saying he informs customers they should expect to see at least an 80 percent reduction in the number of mosquitoes, but 100 percent control will never be achieved. “When we explain how our mosquito management service works during the sales process, we set expectations by telling customers it takes two to three months to see the best results,” he notes.

Johnson says that, after explaining to customers how their control methods work, Kil-Mor technicians use examples from other service



GREG BAUSCH

MORE ONLINE

For more mosquito business tips from these experts and to add your own, visit mypmp.net.

2022 MOSQUITO MANAGEMENT SURVEY

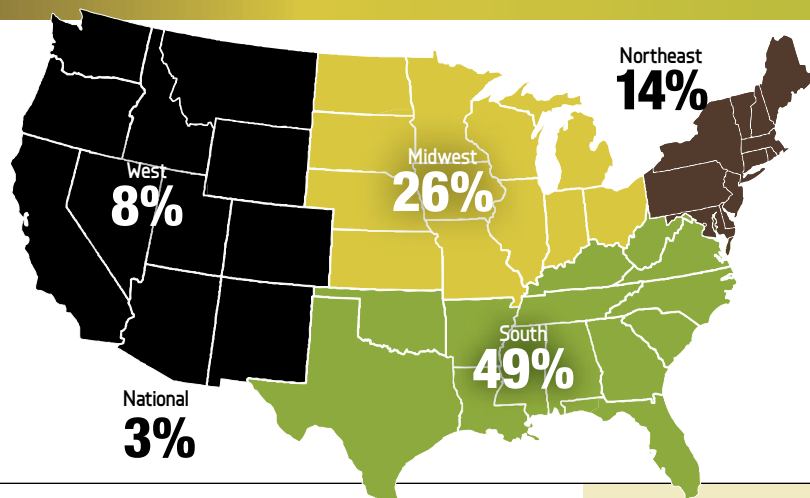
AREA OF OPERATIONS

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

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

SOUTH (AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, VA, WV)

NORTHEAST (CT, DE, ME, MD, MA, NJ, NH, NY, PA, RI, VT, DC)



2022 PROJECTED TOTAL REVENUE

34%

\$499,999 or less

25%

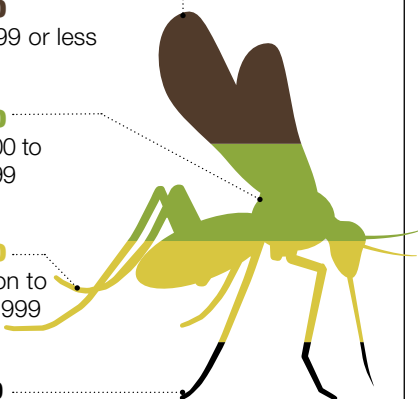
\$500,000 to \$999,999

26%

\$1 million to \$4,999,999

15%

\$5 million or more



2022 PROJECTED MOSQUITO MANAGEMENT REVENUE

61%

\$49,999 or less

18%

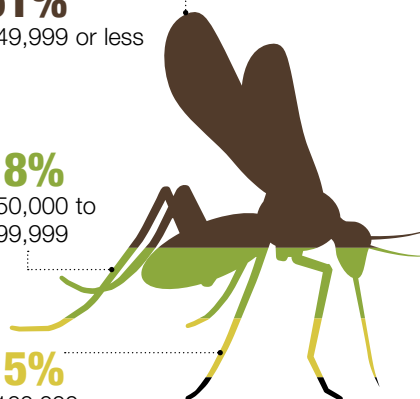
\$50,000 to \$99,999

15%

\$100,000 to \$999,999

6%

\$1 million or more



NUMBER OF TECHNICIANS

25%

2 or fewer

46%

3 to 10

23%

11 to 99

6%

100 or more

2021 MOSQUITO MANAGEMENT REVENUE BY STRUCTURE TYPE



54% generated 51% or more from residential

11% generated 26% to 50% from residential

35% generated 25% or less of their mosquito management revenue from residential



5% generated 51% or more from commercial

13% generated 26% to 50% from commercial

82% generated 25% or less of their mosquito management revenue from commercial



3% generated 51% or more from government/municipal

4% generated 26% to 50% from government/municipal

93% generated 25% or less of their mosquito management revenue from government/municipal

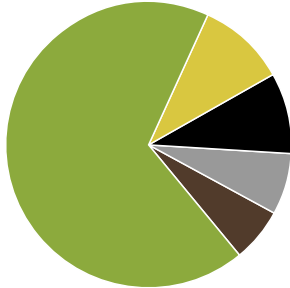
GETTY IMAGES: TINA KORNIETSKY / GETTY IMAGES PLUS (MAP); BUBAONE/DIGITALVISION VECTORS (MOSQUITO); BROWNDUST/ISTOCK / GETTY IMAGES PLUS (BUILDINGS)



SOURCE: PMP MOSQUITO MANAGEMENT SURVEY FEBRUARY-MARCH 2022

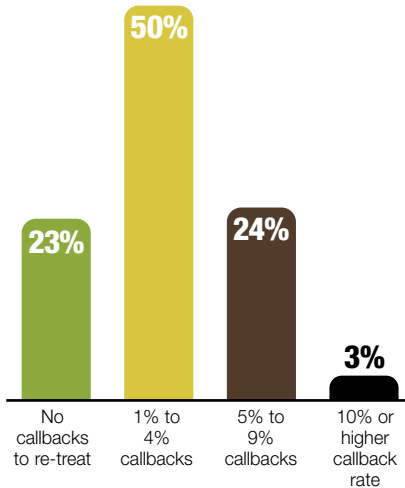
MOSQUITO MANAGEMENT SERVICE FREQUENCIES

(in order of customer requests)



68% Monthly
10% One time (special event)
9% Misting
7% Annual
6% Quarterly

2021 MOSQUITO MANAGEMENT CALLBACKS



TOP 4 MOSQUITO SPECIES BY NUMBER OF JOBS GENERATED & REVENUE GENERATED

1
Asian tiger mosquito
(Aedes albopictus)

2
Yellow fever mosquito
(A. aegypti)

3
Western encephalitis mosquito
(Culex tarsalis)

4
Southern house mosquito
(C. quinquefasciatus)

MOSQUITO MANAGEMENT JOB GENERATORS

- 1 Add-on service for current general pest management clients
- 2 New clients requesting mosquito management services
- 3 Add-on service for current termite management clients

MOSQUITO MANAGEMENT REVENUE PROJECTED CHANGE 2022 VS. 2021



MOSQUITO JOB CALLS PROJECTED CHANGE 2022 VS. 2021



Adult mosquitoes live for about two to four weeks depending on the species, humidity, temperature and other factors. Female mosquitoes often live longer than male mosquitoes. Only female mosquitoes bite people and animals to get a bloodmeal, which they use to produce eggs.

SOURCE: CENTERS FOR DISEASE CONTROL AND PREVENTION



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POWERFUL
ZC FORMULATION
OPTIONS FOR SUPERIOR

MOSQUITO CONTROL

SC (Suspension Concentrate)
+ CS (Capsule Suspension)
= **ZC** Formulation



Each product
features a
ZC Formulation

Pest control solutions for
Now and Later:

- SC = Quick-Acting
- CS = Long-Lasting
- 3 Modes of Action



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