

A SUPPLEMENT TO

# PMP

Pest Management  
Professional

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**2024 TERMITE  
MANAGEMENT  
SUPPLEMENT**

## Providing Protection

*PMP's exclusive survey  
reveals consumers see  
termite service as a must-have*

A NORTH COAST MEDIA PUBLICATION

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# CSI's innovative termite control tools provide peace of mind



BY DR. BRITTANY CAMPBELL, BCE  
Technical Services Manager,  
Control Solutions Inc. (CSI)

**T**ermites are one of the most damaging pests to structures, causing more than \$5 billion in damage in the U.S. annually. Termite control is crucial to protect structures and prevent significant damage caused by these voracious pests. The combination of moisture and wood-to-soil contact creates a prime environment for termites to move in and create their paths to destruction.

One of the primary challenges pest management professionals (PMPs) face with termites is their discreet nature. Termites can be difficult to detect early and can remain hidden behind walls or within structures, not becoming noticeable until colonies have grown large or structural damage has occurred. So, it is important as a PMP to thoroughly inspect

structures for termites and intervene as soon as possible to protect the structural integrity of buildings. Be sure to pay attention to the small details — note areas of bubbling paint, moisture retention, pinholes in drywall and displaced dirt.

Our homes typically are the most expensive purchase made during our lifetimes, and unfortunately, many insurance companies will not cover termite damage or repairs. There are few jobs customers will consider more important than providing a termite-free home. These services are considered invaluable, and often lead to long, loyal recurring customers who may happily share their positive experiences with other potential customers. Alternatively, failing to provide adequate termite control services can result in significant claims and potentially hefty fines for pest management companies.

To avoid costly termite claims, PMPs can rely on their termite knowledge and a myriad of tools to assist in finding hidden termite colonies. Tools for detection,

such as moisture meters, and knowing the signs of termites and understanding termite biology give PMPs the advantage over hidden termites. Thankfully, our industry also continues to bring new, innovative products to the market to assist in eliminating termite colonies and bringing customers peace of mind.

At Control Solutions Inc. (CSI), we make it our business to continually innovate and launch new products to bring our industry new tools in the fight against termites, and many other pests. We offer several options for termites, for both pretreats and post-construction. Additionally, when you need to treat voids, galleries or tubes, we offer Taurus Dry — a dry flowable formulation that can reach deep into areas where termites hide.

CSI is proud to support this industry. We look forward to continuing our relationship with PMPs to grow their businesses and help provide their customers with top-notch pest protection. At CSI, we are passionate about providing effective, differentiated and economical solutions to meet the needs of professionals working hard daily to protect public health, food and structures.





# Providing Protection

*PMP's exclusive survey reveals homeowners see termite service as a must-have*

By Diane Sofranec | PMP Senior Editor

**P**est management professionals (PMPs) who offer termite management services often deliver bad news with good news: “You have termites, but I have proven control solutions to eliminate them and provide long-lasting protection for your property.”

The relief and gratitude homeowners express are especially rewarding, according to the PMPs who responded to *Pest Management Professional's* (PMP's) 2024 Termite Management Survey.



Alex McCurter

“Termite work is satisfying because you’re protecting homes from potentially catastrophic damage,” says Alex McCurter, ACE, service manager at Mantis Pest Solutions in Lee’s Summit, Mo. “For most people, a house is the largest investment they’ll ever make. With the rising costs and lead time for home repairs, limiting or preventing termite damage is important.”

Because termites typically inflict damage undetected, it’s vital for homeowners to rely on PMPs to find and eliminate infestations. Joe Norman says that’s what makes his job so satisfying.

“We have the capability to assess and protect a client’s largest investment against a pest that has the upper hand in its colony location, ability to travel and enter a structure



Joe Norman

unseen in many cases, and potentially do damage before they are detected,” says Norman, owner of Richmond, Ind.-based Earlywine Pest Control.

## Providing a needed service

PMPs say the need for termite management services is steady, as 91 percent who responded to our survey expect this market segment to grow in 2024.

When homeowners learn termites are a threat to their most valuable assets, they take action. Ransford Pest Control CEO Eric Richmond says the homes in his Shrewsbury, Mass., market are valued at an average of \$600,000. “When we explain to customers they can protect against termites for a small monthly fee,” he adds, “our service practically sells itself.”

Although termites are prevalent in warm southern states, termite work also is picking up for PMPs in other areas of the country thanks to recent changes in weather patterns.

“In Nevada, we typically don’t have the same termite pressure as some of the more humid areas, so they are often overlooked by PMPs as a source of consistent and meaningful income,” says Grady Jones, Certified Urban Entomologist and owner of Honest Termite in Las Vegas, Nev., “We have found there is a legitimate termite control market, which is growing because of exploding construction and increased humidity.”



Eric Richmond

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*Continued from page TM3*

Termite inspections are required for all Veterans Affairs (VA) Home Loans, as well as some conventional loans. Termite pretreats are a must for newly constructed homes. Add in services performed post-termite treatment, and PMPs can establish a lucrative market segment once they learn how to bid on these jobs, Jones says.



**Grady Jones**

"The expertise you show during a termite treatment and the relationships you form with your customers will land you general pest control business as well," Jones adds. "Because most companies don't offer termite management services, many customers are very happy you do it."

John Witherington, an instructor for both the University of Florida's Pest Management University and Arrow Exterminators, agrees termite

management services are a revenue builder for PMPs.



**John Witherington**

"Termite work is one of the most profitable segments of the pest management industry — if done right," he says.

"Termite warranty renewals usually have the lowest cancellation rate of any pest management service, and most homeowners see real value in termite warranties."

Indeed, 84 percent of those who answered PMP's Termite Management Survey expect to charge more than \$100 for renewal termite inspection and treatment services in 2024.

Jacob Morehouse, director of pest prevention at Honor Services in Melbourne, Fla., educates customers when it's time to renew.

"Conduct a thorough inspection of the interior and exterior of the home, as well as the attic. Document conducive conditions your client can change to help prevent termites," he advises. "Communicate and educate your client."

Morehouse also recommends explaining why issues such as moisture or landscape foliage touching the home may attract termites. "Follow up on these conditions to ensure they are taken care of," he adds. "And document, document, document."

## Gaining control

The key to a successful termite treatment is a

thorough inspection. PMPs who are up against these elusive wood-destroying insects (WDI) know a detailed inspection is critical to control.

Jones notes there are many factors to consider when inspecting for termites. PMPs must identify the species and assess the extent of the infestation.

"Thoroughly inspecting the entire property can mean a difference of thousands of dollars for you and your customer, and whether your treatment is effective," he says.

A comprehensive inspection is important because with termites, not all damage is visible. Missed areas of an infestation may result in expensive and timely retreatments.

"Termites often will infest multiple areas of a structure, so it's easy to under-treat if you don't turn over every stone," McCurter says. "Likewise, failure to follow up on treatment can leave the door open for an infestation to rebuild."

PMPs who answered our 2024 Termite Management Survey say checking out new home construction in their areas of operations offer a better understanding of where termites may inflict damage.

Understand the type of construction used in the structures you are treating, Witherington advises. "Knowing this will allow you to understand where and how the termites are gaining access to the structures, and what treatment method or methods will best control them," he says.

"Well-trained termite control sales and treatment technicians who understand termites, structure and construction elements, and the treatment strategy of choice are keys to success," Norman says. Norman's more than 25 years of termite control experience allows him to share his expertise and skills with his company's sales and treatment teams.

Innovative new treatment options have been a game changer for PMPs, and training ensures they are used effectively. Rely on the distributors and product manufacturers of termite control solutions and equipment to provide accurate and up-to-date training on the products you use.

Taylor Cook, an inspector with Noosa Pest Management in Fort Mill, S.C., says it's important to discuss with customers your specific treatment plans.

"Whether you are performing liquid applications, installing bait stations, or treating wood with



**Taylor Cook**

“As a homeowner, there is so much to worry about. Knowing I can allay at least one of those worries through effective termite prevention helps me sleep better at night, too.”

— Jacob Morehouse



borates, explain to your customer why you prefer one method over the other,” he says. “I have found it helps build trust and gain confidence with homeowners.”

Morehouse points out that training for technicians and staff must be consistent. “Even after technicians are ready to go out on their own, it is key to keep up their training through regular educational meetings on subjects such as conducive conditions, termiticide labels, calibration for spray equipment, species identification, and clear communication with clients,” he says.

Training is ideal for learning about regulatory issues as well, particularly for PMPs in California,

where pest control is highly regulated, and Georgia, where changes to the state’s building code made termite inspections easier when spray foam insulation is present.

“It’s the fundamentals that matter most: thorough inspections, quality service and a fair price,” says Greg Bausch, ACE, VP of American City Pest & Termite in Gardena, Calif. “But don’t forget continuous training. Staying up to date on the latest treatment techniques and legislative issues is crucial.”

## Identifying the homewreckers

Termites are no different from other pests: You will not gain control

unless you properly identify the species.

Witherington says misidentification can be “disastrous” because, depending on the species, treatments may be completely different. “It is also important to know the difference between native and exotic species,” he adds. “Exotic species, such as the Formosan subterranean termite [*Coptotermes formosanus*], are much more aggressive than native species, and their behavior makes them harder to control.”

Witherington points out that the University of Florida’s Pest Management University, for example, offers hands-on training: “Students can identify actual wood-destroying organism [WDO] specimens, observe damaged wood caused by over 12 different types of WDO, see 52 different construction elements built to actual scale, and experience a house with termite damage.”

State associations are another excellent training resource. Learning the most effective methods for termite control is worth the effort, as providing termite control work helps clients sleep better at night, Morehouse says.

“As a homeowner, there is so much to worry about. Knowing I can allay at least one of those worries through effective termite prevention helps me sleep better at night, too,” he concludes. **PMP**

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## Termite Management Tips

► “Educate customers so they can make a better, more well-informed decision. They will more likely go with the pest management professional who taught them the most about termites in their house in an understandable way. Make sure your termite technicians understand why they are doing what you taught them so they can explain it to customers. Also, explain to customers why it is important to renew annually.”

— Noel Bourgeois, Entomologist, East Texas Exterminating Co., Jasper, Texas

► “Build relationships with contractors, handymen, house flippers, and foundation repair companies. They are huge partners in getting leads for us.”

— Doug Foster, President, Burt’s Termite & Pest Control, Columbus, Ind.

► “Educate homeowners, first-time home buyers and real estate agents on termite control, biology, and conducive conditions, as well as the damage termites can cause.”

— Scott Adams, BCE, Technical Supervisor, Terminix Service, Columbia, S.C.

► “Build a reputation for providing an effective service that will last, based on the products you are using.”

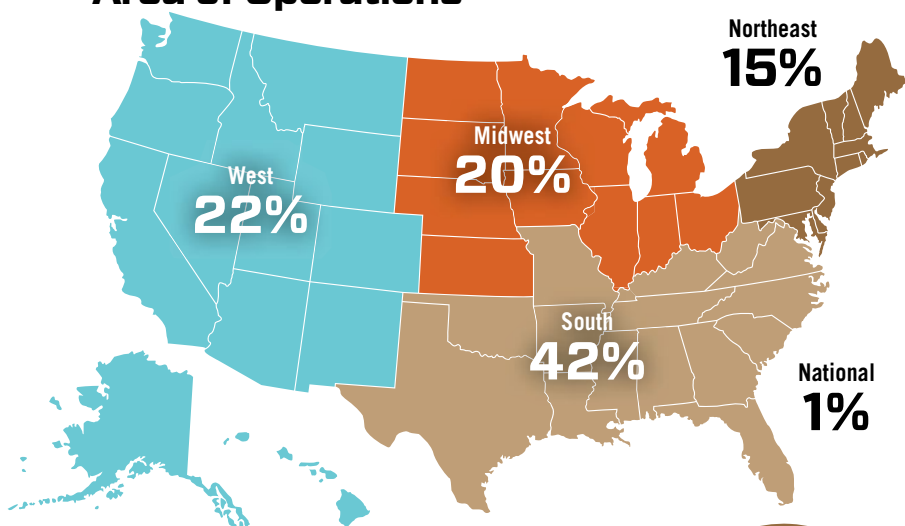
— Brad Dutoit, BCE, Owner, Jones Pest Control, Billings, Mo.



# 2024 Termite Management Supplement

SOURCE: PMP ONLINE SURVEY CONDUCTED OCTOBER - NOVEMBER 2023

## Area of Operations



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

**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

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

### Number of Termite Techs

16%  
11 or more

84%  
10 or fewer

## Projected 2024 Average Annual Termite Renewal Inspection & Treatment Price

**16%** expect to charge an average of \$99 or less for renewal termite inspection and treatment services.

**71%** expect to charge an average of \$100 to \$499 for renewal termite inspection and treatment services

**13%** expect to charge an average of more than \$500 for renewal termite inspection and treatment services.

## Termite Management Revenue from Existing Residential Structures

**44%** generate more than half of their termite management revenue by servicing existing residential structures.

**18%** generate one quarter to one half of their termite management revenue by servicing existing residential structures.

**38%** generate less than one quarter of their termite management revenue by servicing existing residential structures.



## Projected 2024 Termite Job Growth Rates



**9%** expect growth for termite management services to remain flat.

**79%** expect termite management services to grow 1% to 20% in 2024.

**12%** expect termite management services to grow 21% or more this year.



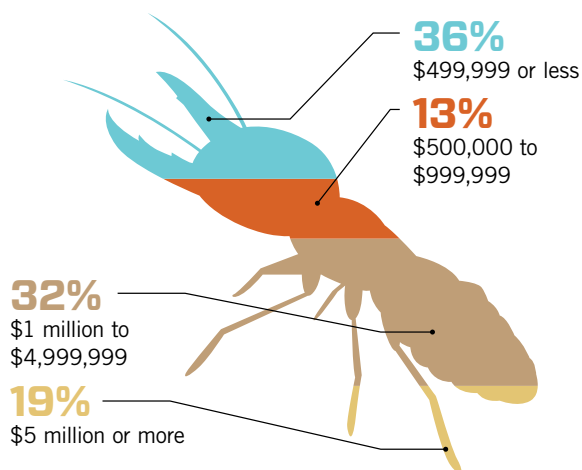
## Projected 2024 Average Initial Termite Inspection & Treatment Price

**18%** expect to charge an average of \$499 or less for initial termite inspection and treatment services.

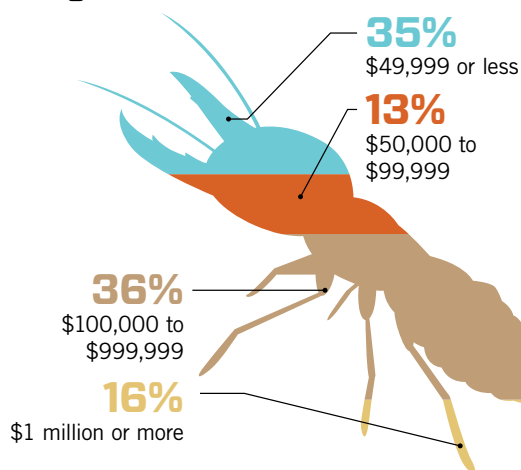
**34%** expect to charge an average of \$500 to \$999 for initial termite inspection and treatment services.

**48%** expect to charge an average of \$1,000 or more for initial termite inspection and treatment services.

## Projected 2024 Total Revenue



## Projected 2024 Termite Management Revenue



## Top Opportunities for Maintaining and Growing Termite Revenue

- 1 Rebounding economy
- 2 Effective, affordable termite control solutions
- 3 Rebounding existing home sales
- 4 Fewer callbacks
- 5 Improving termite renewal conversion rate



## Top Obstacles for Maintaining and Growing Termite Revenue

- 1 Sluggish economy
- 2 Lack of swarms
- 3 Hiring and retaining termite technicians
- 4 Fierce pricing competition
- 5 Sluggish home sales



## Projected 2024 Termite Management Revenue from Liquid Treatments

**49%** expect to generate more than half of their termite management revenue from liquid treatments.

**10%** expect to generate one-quarter to one-half of their termite management revenue from liquid treatments.

**41%** expect to generate less than one quarter of their termite management revenue from liquid treatments.

## New Termite Jobs Triggered (in part) by Swarms

**77%** generate less than one-quarter of new jobs from swarms.

**23%** generate more than one-quarter of new jobs from swarms.



# 2 POWERFUL OPTIONS FOR SUPERIOR TERMITE CONTROL



## Fuse® Foam

Get results quickly with ready-to-use  
expanding foam.



## Taurus® Dry

A fast-acting, dry-flowable formulation used  
to treat voids, cracks, and crevices.



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