

A SUPPLEMENT TO

PMP

Pest Management
Professional

INSIDE

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Control
ensures
comfort
and care

**2024 MOSQUITO
MANAGEMENT
SUPPLEMENT**

BROUGHT TO YOU BY



CSI's comprehensive mosquito portfolio has you covered

Mosquito management services provide added revenue for many pest management professionals (PMPs) and added value for their customers. Industry-wide, an increasing number of new and existing customers are requesting mosquito-specific services. Fortunately, there are a variety of mosquito control service applications that can be offered to your customers that reduce mosquito activity and give them the protection they need to better enjoy outdoor activities around their homes and properties.

It's important that PMPs have a good understanding about mosquito life cycle and development. Adult mosquitoes are free-flying, whereas the immature stages are aquatic. The products you choose to use and the service strategy you employ will depend on which life stage you are targeting.

Focusing on larval mosquitoes

Locating breeding sites, source reduction, and habitat disruption are essential components of a thorough mosquito control service. Larval development sites can be remarkably diverse depending on the species you're facing. Top mosquitoes commonly found around residential areas include *Aedes* spp. mosquitoes (like *A. aegypti* and *A. albopictus*), as well as *Culex* spp. mosquitoes (such as *C. tarsalis* and *C. quinquefasciatus*). *Aedes* spp. larvae are commonly found in artificial containers such as plant saucers, bird baths, and other discarded items that serve as water-collecting receptacles. *Culex* spp. larvae have been collected from catch basins, ground pools and other stagnant water sources.

There are larvicide products labeled to be applied in standing water where mosquito larvae are found. These applications can have a major impact in areas with heavy mosquito activity, and they work great in conjunction with adulticides. CSI's Tekko 0.2G is particularly effective at controlling mosquito larvae developing in a range of labeled application sites, including drainage areas, ditches, wastewater treatment facilities, retention ponds, bird baths, tree holes, abandoned swimming pools, gutters and water-holding receptacles (such as tires, urns, flowerpots, cans and other containers).

Tekko 0.2G is a mosquito larvicide with an insect growth regulator (IGR) that prevents adult emergence in treated areas, continuing to control larvae for up to 90 days after a single application.

Focusing on adult mosquitoes

Applications to control adult mosquitoes can be achieved through services such as wide-area treatment using ultra-low volume (ULV) equipment, mosquito misting systems, and backyard barrier treatments. The goal with ULV treatments, as well as some misting system applications, is to apply during peak mosquito activity to contact adults in flight.

As with larval development sites, the time of day when mosquitoes are most active and seeking a bloodmeal depends on the species. Some are predominantly nighttime feeders, whereas others may be daytime or crepuscular (twilight) feeders. These adulticide applications will kill the adults that contact the droplets. CSI offers several products for these applications, including Mosquito Mist Ultra, Stryker 6-60 and Stryker 5-25.

Barrier treatments to surrounding vegetation where adult mosquitoes rest can provide lasting residual protection to various outdoor areas, including residential and commercial properties, parks, campgrounds and other recreational sites. DuraFlex ZC (pictured) is a great option for these types of applications. Labeled for use with backpack misters, DuraFlex ZC will kill mosquitoes that land on treated vegetation for 30 days after application — including those that transmit malaria, Zika virus and arboviruses such as West Nile virus, dengue viruses and eastern equine encephalitis virus.

CSI: Innovation you can apply

You have access to several methods, products and devices that can help you reduce mosquito pressure and get your customers back to enjoying their yards again. With a complete portfolio of effective and economical vector control products, CSI is here to support you as your mosquito management partner.



BY HEATHER PATTERSON
Technical Services Manager,
Control Solutions Inc. (CSI)



Mosquito control ensures comfort and care

PMPs help customers safely enjoy the outdoors

By Diane Sofranec | PMP Senior Editor

With mosquito management services, the work of a pest management professional (PMP) is obvious to residents enjoying their backyards, customers dining on restaurant patios and children playing at city parks.

When PMPs reduce mosquito populations, however, they do more than make the outdoors more enjoyable. They help keep the community safe from vector-borne illnesses.

“There’s a growing awareness and concern about the diseases spread by mosquitoes, leading to an increased demand for professional mosquito control services,” says Jeffrey Zeiber, ACE, pest control manager for Getem Services in Norfolk, Va. “This demand makes it a potentially lucrative service offering for pest control businesses.”

Protecting people

Last summer, malaria cases in the United States made news because local transmission occurred in Florida, Maryland and Texas. The fact that nine residents picked up the illness in the United States and not while out of the country was an important distinction, as about 2,000 cases of the disease are

reported in the United States each year by people returning from trips overseas, according to the Centers for Disease Control and Prevention (CDC).

Many PMPs embrace their ability to help protect health and property. *Pest Management Professional’s (PMP’s) 2024 Mosquito Management Survey* shows 61 percent of those who responded said their pest control company’s mosquito management promotional or advertising materials mention the protection of public health.

In addition, 52 percent of survey respondents say customers specifically ask whether services will manage mosquitoes that may transmit viruses and diseases, such as Zika virus, West Nile virus, dengue and malaria.

“Mosquitoes can carry diseases that can harm your customers’ health,” says Scott Hornemann, ACE, who serves as the field training, quality and safety director for Adam’s Pest Control in Medina, Minn. “We are in business to make money, but more importantly, we are in business to protect the health of our friends and neighbors.”

Improving outdoor spaces

David Price, ACE, director of technical services for Mosquito Joe Franchising, a Neighborly Company, in Virginia Beach, Va., says the firm’s mosquito control services complement the public vector

Continued on page MM4



Jeffrey Zeiber



Scott Hornemann



David Price

Continued from page MM3

control programs that protect the health of people and their pets.

“We allow people and pets to enjoy their backyards and make outside fun again,” he adds. “We receive thousands of stories each year from folks who say, ‘Finally, my child can play in the backyard without extreme itching or bumps and being miserable for days.’”

Indeed, mosquito control services offer customers a noticeable improvement in quality of life.



Alex McCurter

“High mosquito populations will keep people from enjoying outdoor activities,

so reducing the populations can be a huge relief,” notes Mantis Pest Solutions Training Manager Alex McCurter, of Lee’s Summit, Mo.

Selling the service

A customer’s desire to enjoy the outdoors makes mosquito control services an easy sell for many PMPs.

“We live in a world where people are looking for value in any industry, including ours. Both residential and commercial properties are more appealing when they are mosquito-free,” says Aaron Garza, owner of Lone Star Pest Management in Conroe, Texas. “Property owners, including homeowners, businesses and municipalities, may be willing to invest in mosquito management services to create a more attractive and comfortable environment.”

Word-of-mouth helps attract new customers, particularly

in existing customers’ neighborhoods.

Helen Caloz, office manager at HomeMasters Pest Control in Smithfield, N.C., suggests selling mosquito control services to a customer’s neighbors on both sides and behind them, which will not only build revenue but also help ensure the customer’s yard is protected on all fronts. Often, satisfied customers are happy to help promote a company’s exemplary services.

“Most people ‘buy’ from someone they already know, so their own neighbors are the best salespeople,” she says. “We provide incentives to our customers any time they refer a new customer.”

Using the right tools

Jay Groat, owner of Bug Bee Gone in Delmar, N.Y., says he offers mosquito control services to keep his current and new customers in a one-stop shopping mode; there’s no need to call another PMP.

“Being able to do just about everything is an advantage,” he says. “In my area, ticks are a big problem, and people are aware of the health issues both mosquitoes and ticks can cause. They are almost the same services with the same materials and equipment. Try bundling these add-on services to generate more revenue.”

If it’s been a while since you reviewed your service fees, take the time to periodically reevaluate them.

“Know your pest pressure, materials and labor costs, and create a price structure that pays you for the quality of service

you provide,” Hornemann says. “In short, get paid what you are worth. You are ensuring the health and safety of your customers with this service.”

Suppliers regularly release new and improved mosquito control methods, so don’t hesitate to check out what’s new.

“Utilizing the right tools in the right places will reduce callbacks and increase profitability,” Price says. “Also, get the frequency and timing right to affect the mosquito life cycle.”

Callbacks are under control for most of the PMPs who answered our 2024 Mosquito Management Survey, as 94 percent reported a callback rate of 9 percent or less.

Watching the weather

Another factor that has an impact on mosquito control is the weather. Last year, PMPs experienced several weather-related challenges, including drought, heavy rains and record high temperatures.

“We track the weather closely and will issue email alerts to customers with recommendations regarding their safety, as well as what to do once the weather event has passed,” adds Price. Tipping water out of any containers on the customer’s property is one such recommendation to help reduce mosquito populations.

At Mantis Pest Solutions, heavy rain forced the company to reschedule mosquito services several times. Of course, the inability to control the weather can prove frustrating. “When you have to push a monthly service into the next month, you lose revenue,” McCurter notes.



Jay Groat

Setting expectations

Because weather is unpredictable, PMPs must find other ways to reduce callbacks. Managing customer expectations is a must.



Aaron Garza

“Provide customers with detailed information about mosquito behavior, life cycles, and the limitations of control measures,” Garza

says. “Help them understand that achieving complete control is challenging, thanks to factors such as weather conditions, breeding sites, and the constant influx of new mosquitoes.”

Garza recommends providing customers with educational materials, such as brochures or online resources, that explain the complexities of mosquito control. It also helps to include information on preventive measures customers can take that complement your services.

HomeMasters Pest Control manages customer expectations with honesty and education. “This service doesn’t put a dome over your home and keep mosquitoes from ever flying in,” Caloz quips. “We’re targeting the eggs and preventing them from hatching, so general lawn care, and not allowing pooled water, are pivotal in making sure our service is effective.”

It is imperative to maintain mosquito control and not just get services sporadically throughout the summer months. “We stop the mosquito life cycle, but you have to consistently break it; it’s not a one-and-done service,” Caloz adds.

“As with most services, the earlier you start setting

expectations, the better,” says McCurter. “Any time I pitch mosquito control, as well as begin the first service, I tell customers that some level of activity is inevitable. Our goal is to keep it at an acceptable level.”

Requesting cooperation

Enlisting the help of customers to help reduce mosquito populations between service calls is a tactic that often helps prevent callbacks.

“Because mosquitoes are flying insects, you can’t guarantee complete control on someone’s property,” Zeiber says. The bigger question is, “How can the customer help with the service?”

Walk around the property with your customer and show them the areas that need to be addressed. Standing water, piles of leaves, clogged gutters, full bird baths and water-filled tires are just a few of the problem areas common in yards and worth pointing out. “Educating your customer on the life cycle of insects and their breeding habits will contribute to a successful business partnership with them,” Zeiber notes.

PMPs who provide mosquito management services are not only protecting their customers, but their communities, too.

“Mosquitoes can have a significant impact on public health, comfort and overall well-being,” says Garza. “Mosquito management services address public health concerns, contribute to community well-being, and offer practical solutions to the challenges posed by mosquitoes.” **PMP**

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Malaria makes an unwelcome comeback

Malaria is the leading cause of death in many countries, according to the Centers for Disease Control and Prevention (CDC). The risk of contracting malaria in the United States is low, although it is possible local transmission may occur again this year — just as it did last year in Florida, Maryland and Texas.

If customers ask questions about malaria, share the facts but don’t scare them.

Malaria is transmitted by an infected female *Anopheles* spp. mosquito. The CDC says people with malaria often experience a variety of symptoms, including fever, chills, and flu-like illness. Fortunately, the disease is curable if diagnosed and treated promptly. Anyone can get malaria, but it is not contagious.

Once prevalent in the U.S., “the country was declared free of malaria as a significant public health problem” in 1949, the CDC reports. That’s because in 1947, the National Malaria Eradication Program, a cooperative consisting of state and local health agencies from 13 southeastern states and the CDC, took steps to rid these areas of mosquitoes. The program accomplished this feat by applying dichlorodiphenyltrichloroethane (DDT) inside homes, removing mosquito breeding sites, improving drainage and spraying insecticides from aircraft in areas where malaria was prevalent.

For facts about malaria — including disease symptoms, prevention tips, and treatment options — visit the websites for the CDC at [CDC.gov/malaria](https://www.cdc.gov/malaria) and the World Health Organization (WHO) at [WHO.int/health-topics/malaria](https://www.who.int/health-topics/malaria). — *DS*



2024 MOSQUITO MANAGEMENT SUPPLEMENT

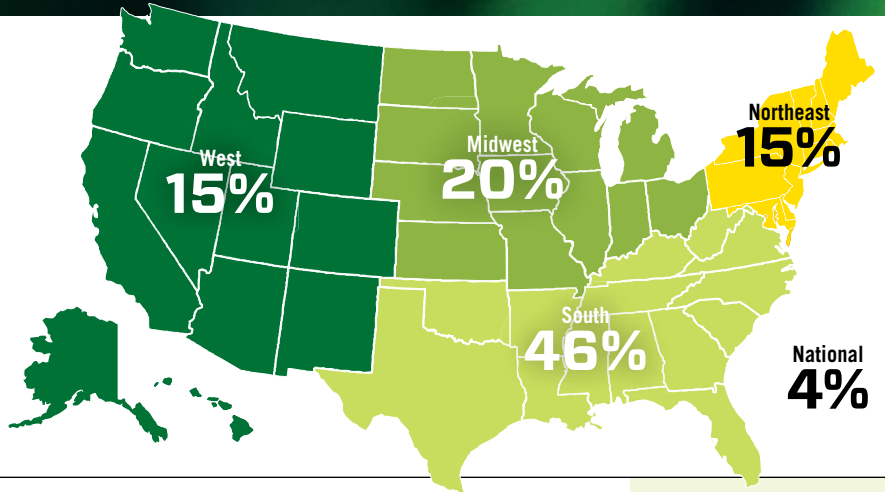
Area of Operations

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)



2024 Projected Total Revenue

30%

\$499,999 or less

15%

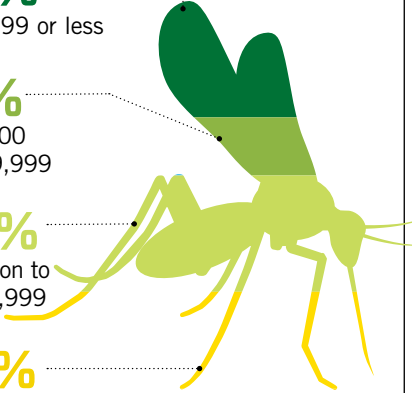
\$500,000 to \$999,999

30%

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

25%

\$5 million or more



2024 Projected Mosquito Management Revenue

47%

\$49,999 or less

16%

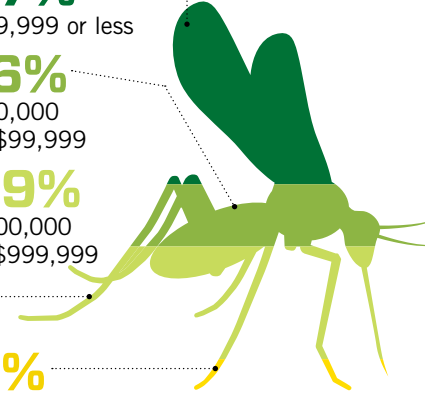
\$50,000 to \$99,999

29%

\$100,000 to \$999,999

8%

\$1 million or more



Number of Technicians

27%

2 or fewer

27%

3 to 10

38%

11 to 99

8%
100 or more

2023 MOSQUITO MANAGEMENT REVENUE BY STRUCTURE TYPE



57% generated 51% or more from residential

6% generated 26% to 50% from residential

37% generated 25% or less of their mosquito management revenue from residential



5% generated 51% or more from commercial

6% generated 26% to 50% from commercial

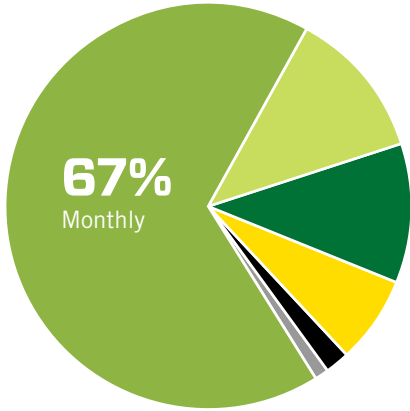
89% generated 25% or less of their mosquito management revenue from commercial



4% generated 51% or more from government/municipal

1% generated 26% to 50% from government/municipal

95% generated 25% or less of their mosquito management revenue from government/municipal

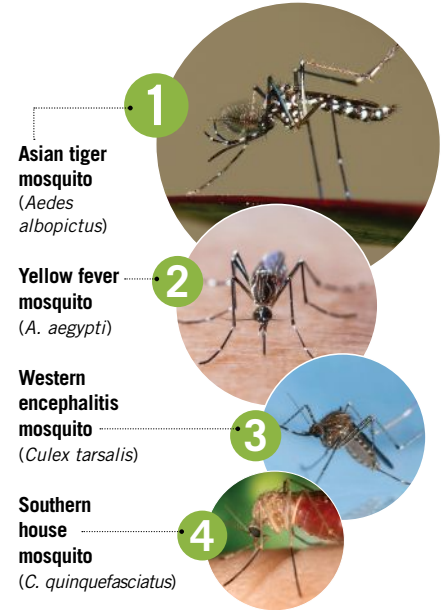


Mosquito Management Service Frequencies

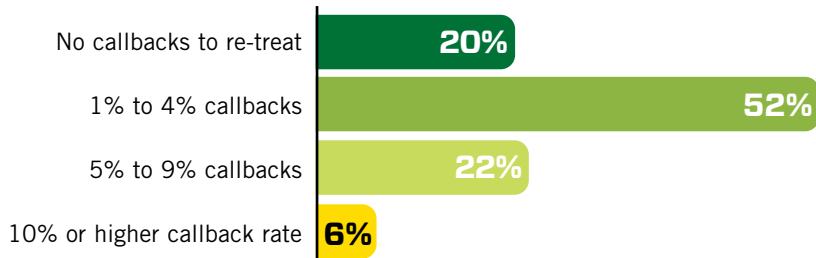
(in order of customer requests)

- 12% Misting
- 11% One time (special event)
- 7% Quarterly
- 2% Town- or neighborhood-wide
- 1% Annual

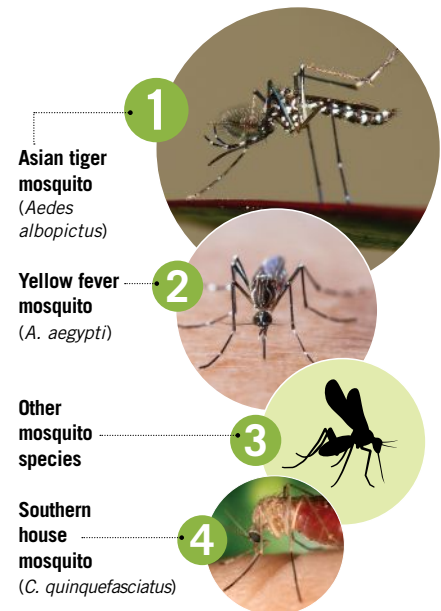
Top 4 Mosquito Species by Number of Jobs Generated



2023 Mosquito Management Callbacks



Top 4 Mosquito Species by Number of Revenue Generated



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

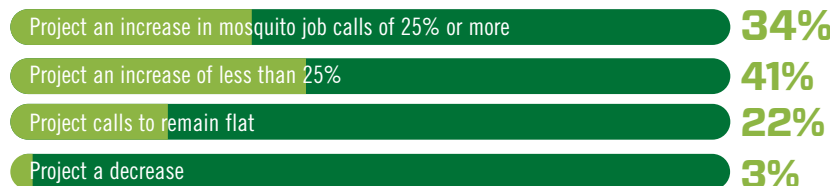
Mosquito Management Revenue

Projected change 2024 vs. 2023



Mosquito Job Calls

Projected change 2024 vs. 2023



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2 POWERFUL OPTIONS
FOR SUPERIOR

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Pyriproxyfen.



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