

MAXIMIZING PROFITS: Monitoring for Money



Don't miss out on profitable termite monitoring services. Be proactive!

How Termite Monitoring Can Grow Your Business

Typically, the biggest asset a person has is their home. Protecting it from termites should be an ongoing occurrence to maintain the value. Monitoring is another means of finding termites and ultimately selling the consumer a termite protection plan. Monitors are installed as part of a termite protection program and are serviced on a regular basis by technicians who are currently servicing the property, such as lawn treatments or general pest control work. If the property has not been treated before, a hit on a monitor gives you the opportunity to sell a termite treatment program. If you have treated the property, a hit on a monitor warns both you and the customer that termites are present.

Other Benefits of Termite Monitoring:

Adding this monitoring service to existing services for residential customers, allows for bundling packages and increases revenue.

- Maximizes labor costs by monitoring stations during regularly scheduled general pest control visits
- Provides a cross-sell service to general pest control customers as well as a recurring revenue opportunity
- Enhances your company's image as innovative professionals providing homeowners with an early warning termite detection

system, which provides customers the assurance that it will be difficult for termites to invade their home undetected.

- Provides opportunity to up-sell liquid treatment in the event of a termite hit
- Extends relationships with customers who might otherwise be lost
- Provides visible evidence of the need to move from monitoring to a curative approach
- Provides an environmentally sound approach to detecting termites

Growing Market

The Termite Control Market size is forecast to reach around \$5 billion by 2025 according to "Termite Control Market – Forecast (2020-2025)" and is estimated to be growing at a CAGR of 5.5%, to IndustryARC. The increase is believed to be a result of the increase in construction activities using wood as well as protection of crops.

The use of termite baits and monitors over termiticides have grown substantially over the last ten years.*

Ease-of-Entry

Termite monitoring is a relatively easy service to add. There does not need to be an added cost for new personnel – you can train your existing technicians. Installation is fairly simple and can be performed at the same time as a traditional perimeter treatment. Adding an extra service onto an existing account you are already servicing means less travel time, can help to keep routes efficient, maximizing production and profitability could add an **additional 25-30% revenue.**

Where to Find Opportunities

Residential Termite Monitoring Opportunities:

Upselling your existing customers is your core opportunity. Roughly 9 out of 10 homes do not currently have a termite control contract.* If you service the customer for lawn and ornamental or general pest control, selling a termite monitoring system should be an easy add-on. Even if you offer the installation at no charge, you can add an additional service charge for each visit to cover the cost of inspecting the monitors.

Once you get a hit on the termite monitor, you should contact neighbors directly or utilize door hangers in the neighborhood, where permitted. Offer friends, family and neighbor referral incentives.

Offer negotiated rates for homeowner's associations that will allow all their members to receive installation and periodic monitoring at a reduced cost.

Other termite monitoring opportunities to look for: In areas that do not require pre-treats, you can partner with builders to install termite detection on newly constructed homes, partner with local lawn care companies or real estate professionals for referrals, target large properties with multiple buildings

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Materials Required

Target Specialty Products recommends the Advanced Termite Bait System by BASF.

Contact your Target Specialty Products representative for more product recommendations.

Typical baiting systems involve three stages:

1. Installation, Inspection & Monitoring – Initial installation of stations and monitoring for any detection of termite activity. While installing the pest professional may inspect the perimeter and report on excessive moisture, fungus and/or decay that may reasonably come to its attention during monitoring, as these conditions may be conducive to termites and detrimental to the effectiveness of the baiting system.

2. Baiting – Placement of termite bait in the stations during periods of termite activity for the purpose of monitoring. If termites are detected in the monitoring stations; the pest professional will then bait the stations with termite bait. From there you continue to monitor and bait until there is no evidence of termite activity in the stations. If necessary, spot treat specific areas where there is termite activity with liquid termiticide.

3. Ongoing Monitoring – Subsequent monitoring for protection from termites with possible additional baiting. If necessary, a move to a liquid treatment may be proposed.

Pricing & Positioning

Upsell to existing customers

Option 1:

Determine the number of monitors you will install on the lineal square footage of the home. These monitors will cost you roughly \$10/each. Charge for the monitors and the installation in your linear service. Average cost is typically around \$15-\$20 per monitor, based on time and material.

Be up front with your customer and ensure your marketing materials explain that if termites are found in the stations, a separate termite job will be required. Consider discounting the cost of the monitors from the entire termite job.

Some companies will charge an annual renewal fee of \$300 plus.

Check the monitors during each residential service you do at this account. You may consider adding termite monitoring on to your top residential service program offering.

You may also consider:

- Selling as a premium termite monitoring service offering
- Offer upgrade to standard general pest control contract
- Offer as upgrade to Liquid contract
- Offer partial credit toward baiting system / Liquid Treatment when termites are identified

Placement of monitors

Place the requisite number of stations based on the linear footage of the home to increase the monitoring effectiveness. When a monitor is 'hit', you can either provide a soil or liquid treatment.

Installation Time

Installation time using an auger takes minimal time – perhaps 30 seconds for each monitor.

Timing

Termite monitors should be a year-round service offering. Although termite swarms are a seasonal event, termites can be active throughout the year and should be monitored for.

Marketing Materials

BASF Partners can take advantage of the Partner portal on their website to download and use marketing materials for the ATBS product line which includes: Advance Homeowner brochure, prospecting door hanger and Annual Advance Termite Inspection Cartridge (TIC) "Recharge" statement stuffer.

Marketing Leave-Behind

Consider creating a marketing piece to educate your current customers on the importance of monitoring their property for termites. Doorhangers in areas where they are permitted are a great way to notify neighbors of your services.

**Gary Curl, Specialty Product Consultant, 2018*



Empowering You to
Grow Your Business™

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