

A SUPPLEMENT TO

# PMP

Pest Management  
Professional

## INSIDE

- MM2** Word from our sponsor
- MM3** Educate customers on your public health services
- MM5** How mosquitoes transmit virus, disease
- MM6** Survey results

2025  
**MOSQUITO MANAGEMENT  
SUPPLEMENT**

# MOSQUITO MESSAGING

**Make sure customers  
understand the importance  
of this public health service**

BROUGHT TO YOU BY



# CSI mosquito solutions help in 4 ways

**F**or many pest management professionals (PMPs), mosquito control presents a variety of opportunities to increase revenue and drive profits to your bottom line.

Incorporating mosquito control into your service offerings can grow your business — and CSI is available to provide support to ensure your company is set for success. With our first-class technical expertise and broad, effective product portfolio, we can help with any difficult mosquito service or problem that arises.

Today, many PMPs have created a steady source of revenue with recurring mosquito services. Let's look at four service applications a PMP can perform and how they fit into a service portfolio:

**1 WIDE-AREA MOSQUITO CONTROL:** Most mosquito control districts, governments and non-profit organizations perform these applications on a regular basis using truck-mounted ultra-low volume (ULV) equipment, as well as aircraft for large mass areas. Still, there are plenty of opportunities for PMPs to engage in these types of applications, such as gated communities, campgrounds, resorts, golf courses, theme parks, church events, industrial sites and more.

**CSI solution options:** CSI 30-30, CSI 4-4, Mosquito Mist Ultra, Vector Kleer

**2 MOSQUITO MISTING SYSTEMS:** Installing and servicing these systems provides an opportunity for reoccurring revenue. The idea behind this concept is to install equipment to deliver a small amount of product through a series of nozzles around the structure to control mosquitoes or other insects. Generally, these systems are set on an automatic timer to go off several times during the day and night.

**CSI solution options:** Vector Ban, Vector Ban Plus, Mosquito Mist Ultra, Vector Kleer

**3 BARRIER TREATMENTS:** Barrier applications have become one of the fastest-growing segments in the pest control industry. In fact, several of the fastest-growing franchises in the industry have built business models around mosquito barrier treatments. Most PMPs use

backpack mister-blowers to apply an adulticide and/or insect growth regulator (IGR) around the target area of control.

**CSI solution options:** DuraFlex ZC, ProFlex CS

**4 25(b) SOLUTIONS:** There has been a clear shift toward embracing natural alternatives in the pest control industry, and CSI is excited to support this need through its mission of *innovation you can apply*.

**CSI solution options:** New Vector Kleer marks a significant milestone for us, as it is our inaugural venture into the realm of green products. Vector Kleer is registered as a 25(b) category, minimum-risk product through the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA) and is exempt from the U.S. Environmental Protection Agency (EPA). It adheres to the creditable standards required by the Association of American Pesticide Control Officials (ASPCRO). With Vector Kleer, you can protect property from pests while staying true to your commitment to customers who are seeking non-conventional pesticide treatments.



**BY KARL KIBODEAUX, ACE**  
Key Accounts Manager,  
Control Solutions Inc. (CSI)



**Vector Kleer is available in one-gallon containers.**

# Mosquito Messaging

Make customers aware that mosquito control is a public health service you offer

By Diane Sofranec | PMP Senior Editor

**M**osquitoes are capable of transmitting virus and disease, such as Zika virus, West Nile virus, dengue and malaria. Fortunately, pest control offers protection, but often, the challenge is making customers aware your company provides mosquito management services in the first place.

“Oddly enough, many people do not associate pest control with mosquito control,” says Natasha Wright, BCE, technical director of Braman Termite & Pest Elimination, Agawam, Mass.

“Be sure to educate your customers on *all* your pest control services.”

## SPEAK UP

Getting customers to realize they already use a company that offers mosquito

control services can be challenging, Wright acknowledges. “Our company name doesn’t specifically use the word *mosquito* in it like other companies might, and there may be a misconception that we are not experts in that realm of pest control,” she says.



Natasha Wright

It helps to train technicians to ask customers during their general pest control service whether they have concerns about other pests. In addition, Wright says technicians can prompt conversations about mosquito control by pointing out problems they notice on the customer’s property, such as containers holding water.

Greg Bausch, ACE, VP of American City Pest & Termite in Gardena, Calif., says the company’s field representatives and office team remind customers of the company’s mosquito services.

“Mosquitoes are a small percentage of our business but a major concern for our customers,” Bausch says. “Mosquitoes may carry disease; no one likes being bitten because you don’t know whether it is spreading disease. Suppressing mosquitoes around the exterior of homes allows our customers to spend more time in their yards and gives them peace of mind.”

Lawn Plus has a protocol in place to help keep customers informed, says Customer Relations Manager Chelsea Evans. The company, which is based in West Alexandria, Ohio, trains its employees to be prepared to answer any questions customers or potential

*Continued on page MM4*

## DEFINING MOSQUITO-BORNE ILLNESS

A person or animal bitten by an infected mosquito and falls ill has a mosquito-borne disease or virus. In the United States, these may include:

- ▶ West Nile virus
- ▶ Eastern equine encephalitis
- ▶ Dengue
- ▶ Chikungunya
- ▶ Zika virus
- ▶ Cache Valley virus
- ▶ Jamestown Canyon virus
- ▶ La Crosse encephalitis
- ▶ St. Louis encephalitis

SOURCE: U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION

Continued from page MM3

customers may have regarding mosquito control treatments.

“From the moment a customer or potential customer inquires about mosquito control, both our sales team and technicians have the training and knowledge to effectively explain the mosquito services Lawn Plus offers,” she says. “Our technicians can also recommend this service to a lawn care customer who may not receive mosquito service through our invoicing.”

Honor Services use email to send customers information about annual mosquito prevention offers. Jacob Morehouse, director of pest prevention for the Melbourne, Fla.-based company, says mosquito services are an add-on service for Honor’s general household pest control customers.

“We go over the benefits of this service as a supplement to regular household pest control,” says Morehouse. “We encourage our technicians and customer service representatives to regularly remind our current clients of our mosquito service and its benefits.”



**Brian Horning**

Brian Horning, owner of Pest Pirates in Richland, Pa., advises companies to ask all general pest control customers whether they want to add mosquito coverage.

“You might be surprised how many people don’t know there are mosquito treatment options,” he says.

For the Ellijay, Ga.-based Pest & Mosquito Authority franchise serving northern Georgia, and Chattanooga and Knoxville, Tenn., the company’s biggest success in getting the word out about its mosquito services is word of mouth.

“Our customers tell their friends and neighbors about how they experience a mosquito-free backyard when visiting each other and want to hear more,” says Kim Adamson, the company’s owner. “Our technicians also promote mosquito service by talking to our current pest control customers.”

Community involvement helps, too. Adamson adds that the team forms relationships by working with local businesses, such as veterinarians and animal shelters, animal adoption agencies and outdoor home service providers.



**Chelsea Evans**

“One of our biggest challenges is letting people know mosquito control even exists as a service and that it can be performed effectively and with minimal environmental impact,” she says. “We can treat effectively while still protecting pollinators.”

Mosquito control is mentioned as an add-on service for *all* Pest Pirates customers because Horning never knows which ones will go for it. “Customers are unpredictable,” he explains. “I’ve mentioned mosquito control to some customers I was sure would say yes, but they turned it down. I’ve also mentioned it ‘just because’ to customers I never thought would be interested, but they were.”

### **CONQUER CONDUCTIVE CONDITIONS**

Alan Harlan, ACE, VP of service and quality control for Team Pest USA in Loganville, Ga., says new customers get a follow-up phone call to confirm the level of service they received. At that time, they are reminded of the company’s additional services and how it can solve a variety of other pest problems, including mosquitoes. In addition, technicians keep an eye out for issues that could lead to pests.

“Technicians visiting the customer’s home conduct a thorough inspection and report any problem areas and conducive conditions,” Harlan says. “This is not a sales pitch; this is offering solutions to existing issues.”

Conductive conditions are a common issue with clients seeking mosquito management. Morehouse says Honor Services’ technicians thoroughly inspect a customer’s property for mosquito-conductive conditions before treatment because such conditions can pop up between services.

“If we had a lot of rain, there may be puddles of water around the property that may not have been there before. Or water may have gathered on patio furniture and lawn decorations,” Morehouse explains. “That’s why we keep our customers up to date with any conducive conditions we find and offer recommendations on how to correct them.”

Educating customers helps encourage them to eliminate mosquito breeding sites found in birdbaths, flowerpots, discarded tires and gutters. Evans says Lawn Plus technicians target the active mosquito population using effective pest control services, regular monitoring, and educating customers by informing them of the most common breeding sites in their yards.



**Kim Adamson**

“We’ve also introduced a mosquito bucket service designed to target both mosquito larvae and adult mosquitoes,” Evans adds. “The buckets contain a specialized larvicide, and when mosquitoes fly out of the bucket, they spread the treatment to nearby breeding sites, which helps control the overall mosquito population.”

Bausch agrees that finding the source of the mosquitoes can be a challenge because the source of the infestation often is not on the customer’s property. “Depending on the mosquito species, it can be quite a bit away,” he says. “For this reason, we often are left with treating adult mosquito harborage areas or using mosquito stations. Both are suppression services, so educating the customer is extremely important.”

Mosquito services appeal to customers who want to be outside with friends and family without fearing multiple bites from mosquitoes.

“Mosquitoes are the world’s deadliest organism, and even in America, they are vectors of some nasty diseases,” says Harlan. “Being able to spend time outside with loved ones without the worry and discomfort of mosquitoes improves their quality of life.”

Honor Services’ customers rely on the company to make their yards more enjoyable, considering their climate. “Mosquito service is effective and

not as expensive as it has been in the past,” says Morehouse. “When we spend time with our customers, educate them about conducive conditions and set proper expectations, mosquito service can be a good service for our revenue and their well-being.”

Setting customer expectations is crucial when providing mosquito services.

“Some customers have an unrealistic expectation that you are somehow creating an impenetrable force field around their home,” says Wright. “Mosquito programs are meant for suppression to tolerable levels, not total elimination of every mosquito in the vicinity.”

### PUT IT IN WRITING

If you’ve ever arrived at a home to provide general pest control services and spotted another company’s mosquito services sign in the yard, it’s time to market your mosquito control services more effectively.



Alan Harlan

While your current customer base may offer your biggest opportunity to sell your mosquito services, don’t pass up the opportunity to generate extra revenue by seeking out new customers.

Wright says Braman Termite & Pest Elimination uses direct-mail pieces and extra-large yard signs advertising mosquito control services to help get the word out.

In addition to sending emails to current customers, Bausch says American City Pest & Termite advertises on social media and uses door hangers to help promote the company’s mosquito services.

Team Pest USA sends customers emails specific to the season and uses social media, too, to raise awareness of its mosquito services, says Harlan.

Mosquito services appeal to customers looking to spend more time outdoors without worrying about the impact mosquitoes may have on their loved ones and pets. Target new *and* existing customers to get that point across. **PMP**

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## How mosquitoes transmit virus and disease

Not all mosquito species spread viruses to people and animals. In the United States, *Aedes aegypti*, *Anopheles quadrimaculatus* and *Culex tarsalis* are among the species capable of transmitting a virus or disease. Unfortunately, it’s impossible to know whether the mosquito buzzing around you is dangerous or just being a nuisance.

Here’s how mosquitoes become infected:

- 1 A mosquito takes a bloodmeal from a person or animal.
- 2 If the bloodmeal contains a germ, then the germ must pass from the mosquito’s gut into its body. Mosquitoes do not transmit all kinds of germs, only those that can grow or multiply in the body of the mosquito.
- 3 The germ multiplies in the body of the mosquito, and then moves from the body into the salivary glands. This process takes two to three weeks.

Here’s how mosquitoes transmit viruses and diseases:

- 1 The next time a mosquito bites a person or animal, the germ passes from the salivary glands into the blood of the person or animal being bitten.
- 2 The person or animal may get sick. —D.S.

SOURCE: U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION

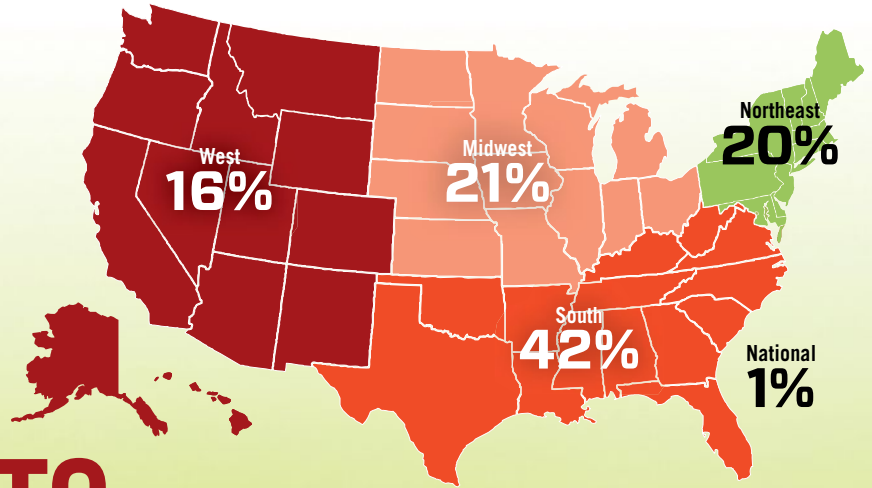
**Area of Operations**

**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)

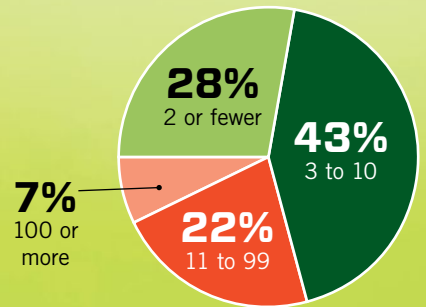
**NORTHEAST** (CT, DE, ME, MD, MA, NJ, NH, NY, PA, RI, VT, DC)



# MOSQUITO MANAGEMENT SURVEY

SOURCE: PMP MOSQUITO MANAGEMENT SURVEY FEBRUARY 2025

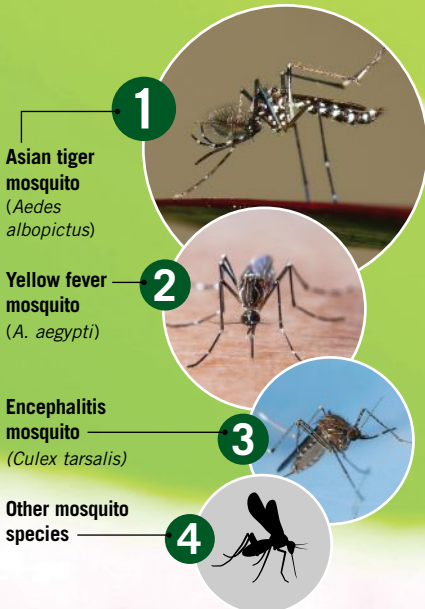
**Number of Technicians**



**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

**Top 4 Mosquito Species by Number of Jobs Generated**



**Mosquito Management Service Frequencies**

(in order of customer requests)



### Mosquito Management Revenue by Structure Type

25% or less of mosquito management revenue

26 to 50% of mosquito management revenue

51% or more of mosquito management revenue



Residential



Commercial



Government/  
Municipal

37%

82%

95%

11%

15%

3%

52%

3%

2%

### Top 4 Mosquito Species by Number of Revenue Generated

1

Asian tiger mosquito  
(*Aedes albopictus*)

2

Yellow fever mosquito  
(*A. aegypti*)

3

Other mosquito species

4

Encephalitis mosquito  
(*Culex tarsalis*)

### Projected 2025 Total Revenue

33%

21%

31%

15%

project total revenue of \$499,999 or less

project total revenue of \$500,000 to \$999,999

project total revenue of \$1 million to \$4,999,999

project total revenue of \$5 million or more

### Projected 2025 Mosquito Management Revenue

49%

28%

15%

8%

project mosquito management revenue of \$49,999 or less

project mosquito management revenue of \$50,000 to \$99,999

project mosquito management revenue of \$100,000 to \$999,999

project mosquito management revenue of \$1 million or more

### Mosquito Management Revenue

Projected change 2025 vs. 2024

43% project an increase of 25% or more

32% project an increase of less than 25%

22% project mosquito management revenue to remain flat

3% project a decrease

### Mosquito Job Calls

Projected change 2025 vs. 2024

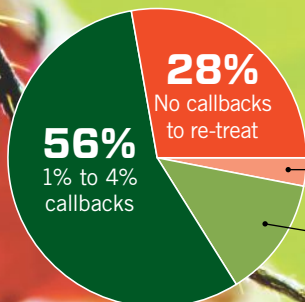
41% project an increase in mosquito job calls of 25% or more

32% project an increase of less than 25%

24% project calls to remain flat

3% project a decrease

### 2024 Mosquito Management Callbacks



28%  
No callbacks to re-treat

3%  
10% or higher callback rate

13%  
5% to 9% callbacks

56%  
1% to 4% callbacks

TOP-4 MOSQUITOS: IMNATURE / ISTOCK/GETTY IMAGES PLUS / GETTY IMAGES (ASIAN TIGER); TEPTONG / ISTOCK / GETTY IMAGES PLUS / GETTY IMAGES (YELLOW FEVER); JOSEPH BERGER, BUGWOOD.ORG (ENCEPHALITIS); BUBAONE / DIGITALVISION VECTORS / GETTY IMAGES (OTHER)