

A SUPPLEMENT TO

PMP

Pest Management
Professional

▶ INSIDE

AM2 Word from Our Sponsor

AM3 Sharing Expectations

AM4 Survey Results

AM6 Encountering
Large Infestations

**2025 ANT
MANAGEMENT
SUPPLEMENT**

Communication Instills Confidence

BROUGHT TO YOU BY



NISUS[®]



Beat back your callback rate with borates

Ask any pest management professional (PMP), and they will tell you ants continue to be the No. 1 reason for customer callbacks.

Ants, while small in stature, can wreak havoc on the profitability of a route. Whether it's a call focusing on the structurally destructive behaviors of a carpenter ant colony or the invasion of a tramp ant colony seeking shelter or resources in a house, a return visit to that home can be extremely costly to a PMP. That's why it is important to rely on your training and use all the tools in your toolbox to get the job right the first time.

When the initial call for ant control service is received, it's critical that you do all you can to reduce the possibility of having a callback service.

START WITH THE SOURCES

Initial service begins with inspecting the site to identify areas of activity, as well as any conditions that are conducive to an ant infestation.

Things to look for include potential entry points into the structure, such as cracks and openings under and around doors and windows, utility and plumbing penetrations, overhanging limbs, and nearby shrubs and bushes, just to name a few. Are there any readily available food sources, such as open food containers, pet food bowls and the like? And lastly,

are there any potential nesting sites for these invasive pests? Potted planters, mulch and flower beds, as well as lumber or firewood stacked next to a home, are all potential sites where ants can establish a colony for easy access into the home.

NISUS HELPS GAIN CONTROL

Once you've completed your inspection, it's time to implement your control measures. Our Niban Granular bait (*pictured*) is an ideal tool for use around the home in areas around the home where ants may be nesting. The weatherized formula is not only effective for ant control but also a great way to protect the home from other outdoor invaders, such as cockroaches, silverfish, crickets, earwigs, slugs and snails.

For smaller ant species, Niban-FG is a great alternative. It offers the same qualities you love



KIM KELLEY-TUNIS, ACE, BCE, PCQI
Nisus VP of Regulatory and Technical Services

in Niban in a smaller particle size that is easier and more accessible to many of the tramp ant species commonly encountered.

In addition, Nisus offers DominAnt and DominAnt 1% Liquid Ant Baits as additional tools in the toolbox. Both contain borax and are formulated into a sweet liquid that ants love. The DominAnt 1% is ideal for large colonies because its lower percentage of borax allows for a slower rate of kill and a greater transfer of the material throughout the colony. DominAnt Bait Stations offer the efficacy of DominAnt with the convenience of pre-filled, tool-free bait stations.

At Nisus, our goal is to provide you with the different tools you need to help control the infestation and reduce the potential for any profit-robbing callbacks. Our range of borate-based products is designed with sustainability in mind, allowing you to control the pests that impact both your customers and your bottom line.

Communication Instills Confidence

Share your expectations and control protocols with customers, and success is sure to follow

By Diane Sofranec | PMP Senior Editor

Pest management professionals (PMPs) who offer ant management services should expect the unexpected: Customers who have used do-it-yourself products that made the infestation worse. Ant colonies that are not easy to locate. An invasive ant species that is new to the area. Wet weather that hampers efforts to gain control.

No matter how many of these challenges you encounter, communicating your ant control protocol and progress with customers will help instill confidence, reduce callbacks and lead to additional work.

“By keeping customers informed, they become more engaged in the process and better understand the steps they can take to support effective treatment,” says Derek Wood, manager of Florida’s Finest Lawn & Pest Control in Ocoee, Fla.



Derek Wood

Common behavior, typical nesting areas and favored attractants — such as dry soil, carbohydrates, proteins and harborage zones — are just a few of the facts about ants he shares. He also relies on a treatment plan that encompasses integrated pest management (IPM).

“Emphasizing physical barriers, such as sealing entry points around the exterior of the structure, is key, as these often last longer than chemical solutions,” Wood says.

Melisa Arnold, ACE, owner of Horizon Pest Solutions in New Cambria, Kan., educates customers on habitat modification. “Something as simple as removing a tree limb touching the home is enough to reduce an infestation,” she says. “I have seen customers with three to four layers of

mulch in flowerbeds next to the house, a perfect harborage for ants to create generational stability before they get noticed.”

Explain conducive conditions

Helping customers understand the importance of reducing conducive conditions can ensure successful treatments and zero callbacks.

Educating customers helps PMPs manage infestations and reduce callbacks, which appear to be under control, according to the PMPs who answered *Pest Management Professional’s* (PMP’s) 2025 Ant Management Survey. Of those who responded, 43 percent expect their callback rate to remain the same as last year’s, and 49 percent had five percent or fewer callbacks last year.

Josh Stevenson, owner of Smart Pest Pros in Fairfield, Calif., says communication and education help his company tackle callbacks. He continually refines his treatment protocols, particularly because Argentine ants (*Linepithema humile*) are prevalent and nearly impossible to eradicate.

“We try our best to communicate quickly and get to customers ASAP if needed,” Stevenson says. “Most of the time, we get customers on our side by communicating quickly and letting them know why ants in our area are so difficult to control.”



Josh Stevenson

Seek expert advice

Certainly, some customers may not care which species is invading their structures; they just want the ants off their premises. Successful PMPs pinpoint the species and develop targeted treatments.

John Komor, president of Johnny Bugs in North Port, Fla., relies on size and color for proper identification and can rattle off five of the

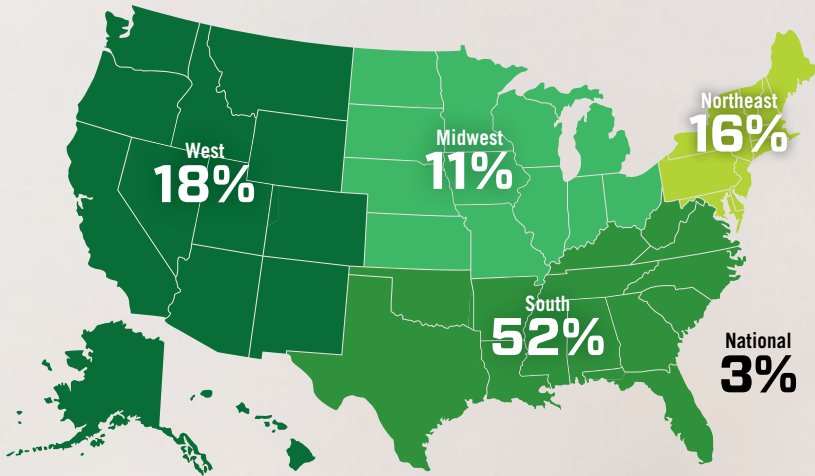


John Komor

Continued on page AM6

ANT MANAGEMENT SURVEY

SOURCE: PMP ONLINE SURVEY CONDUCTED MAY-JUNE 2025



Area of Operations

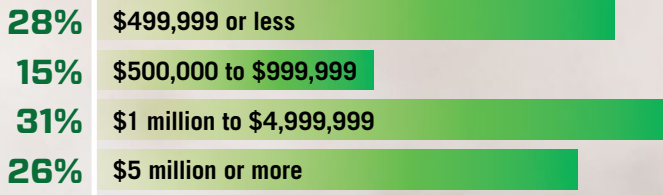
WEST (AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY)

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

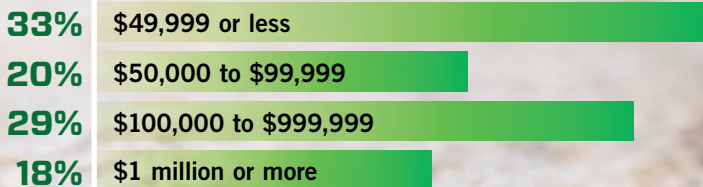
SOUTH (AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, VA, WV)

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

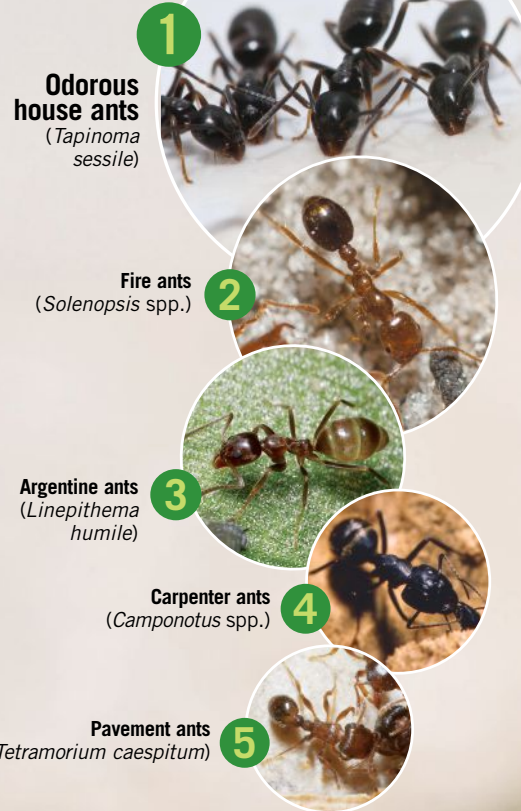
Projected 2025 Total Revenue



Projected 2025 Ant Management Revenue



Top 5 Pest Ants by Number of Jobs Generated



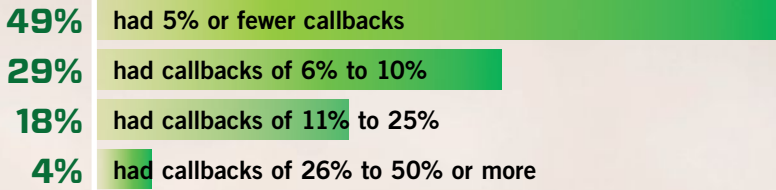
Ant Management Revenue by Structure Type

	Residential	Commercial	Government/ Municipal
25% or less of ant management revenue	22%	65%	96%
26% to 50% of ant management revenue	14%	26%	2%
51% or more of ant management revenue	64%	9%	2%

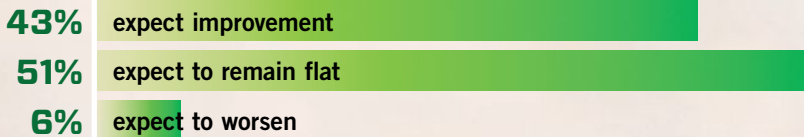
Top 5 Pest Ants by Number of Callbacks Generated

- 1** Odorous house ants (*Tapinoma sessile*)
- 2** Argentine ants (*Linepithema humile*)
- 3** Fire ants (*Solenopsis* spp.)
- 4** Little black ants (*Monomorium minimum*)
- 5** Carpenter ants (*Camponotus* spp.)

Callback percentage on new ant treatments in 2024



Projected 2025 callback rate compared with 2024



Top opportunities to growing ant management revenue

- 1** Rebounding economy
- Better job pricing
- Improved renewal conversion rates
- Fewer callbacks, which improves margins
- Lower material costs

Top obstacles to growing ant management revenue

- 1** Sluggish economy
- Lack of qualified technicians
- Fierce pricing competition

PHOTOS: ARMATASTAS (BACKGROUND ANTS), DENYS (MAP), BROWNDOGSTUDIOS (BUILDINGS), HEATHER BROCCARD-BELL (ARGENTINE ANT), FOTOFRIPS (LITTLE BLACK ANTS), iSTOCK / GETTY IMAGES PLUS / GETTY IMAGES; © GENE WHITE (ODOUROUS, FIRE, CARPENTER, PAVEMENT ANTS)



Continued from page AM3
species most common in his service area. Control depends on more than just identification, however. “Finding the source and using the right products are key to elimination,” Komor says. “Our lack of callbacks is a testament to our success. Today’s products make control much easier.”

If a positive ID proves elusive, seek out expert advice.

Jacob Morehouse, director of pest prevention for Honor Services in Melbourne, Fla., regularly sends specimens to entomologists at the nearby University of Florida, even if he believes he knows the species because he has been proven wrong.

“This always helps me create an effective treatment for the specific species of insect I am dealing with,” Morehouse says. “Why not take advantage of all the resources at your disposal for help?”

Loyalty is an added benefit to gaining control of a challenging ant infestation, as customers may rely on your help with other pests,

such as termites and mosquitoes.

“Often, ants are difficult for customers to get rid of themselves,”

says Bill Haynes, CEO of Haynes Exterminating Co.

in Buford, Ga. “Solving the problem creates an amount of trust and confidence that can lead to longer relationships and more money from that customer.” **PMP**

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Bill Haynes

Bigger is Not Always Better

Pest management professionals tackle large ant infestations, providing much-needed relief for customers By Diane Sofranec | PMP Senior Editor

Pest management professionals (PMPs) never know what they will encounter when a call comes in for ant control. Here, four pros explain how they managed particularly challenging infestations.

Odorous house ants (*Tapinoma sessile*, or OHA)

An older customer living in a home built in the late 1800s told me ants had been in the crawlspace for “more than five or six years.” When I first inspected, ants were present throughout the home, including in the basement and the crawlspace, which looked like it was moving. The customer had been spraying do-it-yourself (DIY) products almost every day, sometimes multiple times per day, for a few years. I explained that overapplying was more detrimental than helpful and that a targeted approach would allow ants to be eradicated at their nesting sites.

On my first visit, I used gel bait and granular insecticide. I traced the OHA to a garden shed; they were nesting in several bags of potting soil. The customer agreed to let me add granular insecticide to each of the eight bags of soil.

On my second visit a month later, I saw no activity in the potting soil and just a few straggler ants in the kitchen

and crawlspace. I treated the exterior with a termiticide approved for ants.

At each visit thereafter, only a few ants were trailing into the house. I continue to treat with granular and gel. The infestation is 99 percent better.

This customer agreed to professional pest management because her neighbors, who are also my clients, told her they had a great service provider. The neighbors paid for my new client’s first service to prove a point about qualified pest management.

**Melisa Arnold, ACE, Owner,
Horizon Pest Solutions,
New Cambria, Kan.**



Caribbean crazy ants (*Nylanderia pubens*)

An infestation of Caribbean crazy ants was so severe that the clients could no longer live in their home. Piles and piles of dead ants were in the bedrooms, bathrooms, kitchen and living room. They were in every corner of the house, including on the exterior.

I reached out to entomologists at the University of Florida’s Pest Management University. Dr. Faith Oi and her team helped me with a treatment plan that significantly reduced the ant population.

The property was roughly 1 acre. The first month, we treated the lawn with imidacloprid. We used granular



bait on the following month's visit. For the third month, we used gel bait mixed with a gallon of water and one cup of sugar, which helped the ants take the bait because they preferred liquids.

We used this treatment for another two months. It was important to start treatment in February to help get ahead of the infestation, as the ants would start multiplying as the weather got warmer.

While we never achieved 100 percent control, we were able to reduce the population drastically. The clients were satisfied with the results.

Jacob Morehouse, Director of Pest Prevention, Honor Services, Melbourne, Fla.



Pavement ants (*Tetramorium* spp.)

A significant pavement ant infestation occurred at a residential barn on a concrete slab that had been converted to a mother-in-law suite. The barn had T1-11 exterior panel siding.

After inspecting the property, we treated areas with active colonies. We sprayed the exterior areas where activity was present and applied a preventive treatment to the rest of the exterior. We sprayed through the floor opening where a metal support beam entered the concrete, baited under the sink area and behind the stove, and sprayed along the header of the old garage door where we detected activity.

We also baited to reduce the carpenter ant (*Camponotus* spp.) infestation on the second floor. We tried to access the wall cavity for direct treatment, but the walls were filled with spray foam insulation. The carpenter ants made a colony in the spray foam. Spray foam insulation provides carpenter ants with an easily workable medium, as well as coverage from the elements and predators. They flourish in this environment. We typically recommend a multi-product treatment that includes spraying the interior and exterior of the structure, using a non-toxic ant granular application around the exterior foundation and a liquid bait in areas with significant activity levels. We also consider power dusting into wall voids for carpenter ants in traditional batt insulation applications, but with spray foam insulating applications, it is almost futile.

Michael Listopad, Owner, AAA Pest Pros, West Middlesex, Pa.



“We delivered not just a temporary fix but a long-term, sustainable resolution.”

SOPHIA RODRIGUEZ

Argentine ants (*Linepithema humile*)

For nearly a year, a homeowner had been battling persistent ant activity on her kitchen counter every single day. Frustrated, she made it clear that she would no longer tolerate the infestation and demanded a permanent solution, not a recurring treatment plan that required ongoing maintenance. We implemented a targeted integrated pest management (IPM) strategy designed for rapid and lasting results.

The first critical step was addressing environmental factors that were sustaining the ant population. Massive redwood trees surrounded the home, and fallen leaves had accumulated along the exterior walls of the kitchen, providing harborage and protection for the ants.

To eliminate this conducive condition, we subcontracted a landscape company to clear all debris, cutting off a key nesting site right against the foundation. We work very well together, and we only bring them in for larger projects.

The competitive rate for their services is included in our estimate, along with a detailed breakdown of services and full disclosure of any project management fees associated with it, as transparency is key.

Next, we sealed all kitchen entry points, including windows, counters and baseboards, to block access routes into the home. At the same time, we conducted a deep cleaning behind and underneath the stove, where accumulated grease and food debris had been attracting ants.

With the environment addressed, the third phase involved precise chemical applications tailored to the infestation. We applied liquid treatments at key access points to establish an effective barrier. We used dust in voids and cracks to eliminate hidden colonies. We placed granular baits in high-traffic areas to disrupt foraging activity.

The entire process required three visits over the course of one month. At the final follow-up, the homeowner reported she had not seen a single ant in her home. Legend has it the infestation never returned!

By combining habitat modification, exclusion techniques and targeted treatments, we delivered not just a temporary fix but a long-term, sustainable resolution to the client's ant problem.

Sophia Rodriguez, CEO, Sophie's Pest Solutions, Oakland, Calif.

