

A SUPPLEMENT TO

PMP

Pest Management
Professional

INSIDE

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control methods

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survey results

**2025 TERMITE
MANAGEMENT
SUPPLEMENT**

Evolving Solutions Deliver Success

**As control strategies improve,
so does revenue, PMP's
exclusive survey shows**

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TERMITE TRENDS 2025: Solutions and insights for PMPs



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

Demand for termite protection around the country remains strong, and pest management professionals (PMPs) know they need to stay poised and ready to face a new season. Heading into it equipped with the latest data and knowledge about termite market trends can help us all to be more successful — regardless of our industry roles.

That's why we here at Control Solutions Inc. (CSI) are proud to have sponsored *Pest Management Professional's* annual Termite Management Survey since 2012. There's value in keeping up with insights and pain points related to termite management; these surveys, along with your input, help us stay better informed. At CSI, it's important to us to know that what we are developing is meeting the needs of the industry, and your feedback and partnership are essential to that process. A big thank-you goes to those of you who participated.

Whether you are an applicator or a business owner, you face many challenges in your battle against termites. From reducing turnover to pricing competition and changing regulations to difficult accounts, the many obstacles you come up against keep you on your feet and require some tenacity.

One thing you can count on, however, are the products in your arsenal to get the job done. The CSI

team is proud to be your product partner, equipping you with a variety of reliable and effective termite management solutions. We continue to offer the CSI Promise of Protection warranty program on two of our liquid termiticide products:

► **Taurus SC.** Launched in 2011, Taurus SC was the first post-patent 9.1 percent fipronil product on the

market. With a 10-year Promise of Protection warranty, Taurus SC effectively controls a wide variety of pests and is labeled for pre- and post-construction termite treatments, as well as for perimeter pest applications.

► **FUSE SC.** This Combination Chemistry product delivers a non-repellent, long-lasting residual against target pests. With an eight-year Promise of Protection warranty, FUSE SC is a powerful tool for termite and perimeter pest control applications.

We understand your need for flexible solutions. In addition to these two legacy products we stand behind, we offer other valuable formulations for PMPs to incorporate into their termite management service. Taurus Dry, formulated with fipronil, is our proprietary non-repellent dry flowable product that is applied with the innovative Precision Delivery System (PDS) device. As Taurus Dry reaches deeply into voids, nests and galleries, termites are readily exposed to the particles and share them with their nestmates.

Another great ready-to-use termite product is our Fuse Foam. Combining the power of fipronil and imidacloprid, this convenient foaming solution can target termites at the source.

At CSI, we are committed to supporting the pest management industry, strengthening our partnership with our customers, and providing termite tools you can count on. We are excited about the future as we continue to focus and work hard on developing new and innovative solutions for PMPs. *CSI: Innovation you can apply.*



Evolving Solutions Deliver Success

PMPs and their clients benefit as termite control methods improve

By Diane Sofranec | PMP Senior Editor

Termite control solutions are more effective and affordable than ever, and that's good news for pest management professionals (PMPs) and their clients.

In a list of opportunities for maintaining and growing termite revenue, it ranks among the top by readers who answered *Pest Management Professional's (PMP's) 2025 Termite Management Survey*.

"Seeing how things have changed from my dad's years of trenching and rodding to today's integrated pest management (IPM) approaches really tickles my fancy for keeping the environment protected and using science to help our clients," says James Kane, president of Kane Exterminating in Kings Park, N.Y.

Kane says he developed an affinity for termite control because when he was a kid, his dad pulled him out of school to go on termite inspections. "What kid would say no to playing hooky?" he asks. Now, all these years later, he shares his knowledge about these innovations with his clients.

Good News Pest Solutions, a North Venice, Fla.-based company that will mark 36 years in business in April, offers clients environmentally friendly control solutions. President and owner Dean Burnside says termite management is satisfying and lucrative. "You are solving or preventing a very important problem for your clients," he adds. "It's the main reason we are in business, right?"

Because both drywood termites (*Kalotermitidae*) and subterranean termites (*Reticulitermes* spp.) are prevalent in Florida, he says, "the very real threat of termite damage to many homeowners' most valuable asset is a compelling need to help."

Educating

Most PMPs who answered *PMP's 2025 Termite Management Survey* say termite control is challenging and rewarding. For the average homeowner, however, termite treatments are an unexpected and costly expense. Kane, who primarily encounters Eastern subterranean termites (*Reticulitermes flavipes*) because his company is based in the northeast, recommends being honest

with clients. "Tell them the reality of the situation and be an advocate for their success," he says.

"It can be a bit of a shock, but especially in the springtime when swarms are prevalent, clients will be very interested in finding a resolution," Kane adds. "A client who is educated about these insects' biology and conducive factors will be more compelled to take action."



James Kane

An IPM approach has proved successful with Kane's clients. His technicians perform a root cause analysis (RCA) for clients, a tactic he considers just as important as any product applications they may make.

Because almost every termite condition Kane has uncovered has pointed to a moisture issue, his technicians:

- ▶ Inspect downspouts to ensure they drain away from the home.
- ▶ Make sure gutters are functional and clear of debris.
- ▶ Look for plumbing or structural leaks.
- ▶ Inspect landscape beds for soil-to-wood contact.

"Termites are heavily influenced by moisture content," he says, "and rectifying moisture issues will reduce callbacks and provide safe and effective control for years to come. Pest prevention is always the best pest control."

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No matter what insect you're dealing with, PMPs need to know its biology, habits and conducive conditions. "This information will help you explain to your client why they have a pest issue, what is causing its attraction to their structure, and what you and the client can do to eliminate the pest," says Frederick Rozo, BCE-Emeritus, who retired in 2022 after a 40-year career in the pest control industry.



Frederick Rozo

Rozo notes that communicating with clients is critical: "Explaining your plan to tackle the pest issue, the outcome you are seeking, the products you will be using and confirming when you will provide your service will go a long way in getting the approval to proceed with your treatment."

Selling

While readers who answered *PMP's* 2025 Termite Management Survey consider effective, affordable termite control solutions to be an opportunity for maintaining and growing termite revenue, they also believe control technologies and techniques that work too well to be an obstacle. So, how can PMPs boost their bottom lines?



Ron Dawson

Ron Dawson, president of Dallas Fort Worth Pest Control in Dallas, Texas, uses sales consultants to sell termite control services because they usually can maximize the potential revenue a customer may offer.

In addition, they are eager to sell because they earn commissions on their sales.

"They see the customer as a profit center and have more of an incentive to sell the proper service and additional or add-on services," he says. "Because they do not provide the pest control work, time is not a limiting factor."

By contrast, Dawson says, technicians may limit a company's profit potential because they are conditioned to finish a job as quickly as possible and get to their next customer, especially if they are on a production-based earnings plan.

"Hourly paid service technicians involved in sales can be a positive thing for your company," he says. "But you have to be certain they can sell, have a high closing rate and don't spend too much time on the clock 'not selling anything.'"

Bundling

Good News Pest Solutions' Burnside says termite control services give PMPs an opportunity to bundle pest control with termite control as a subscription service. "Bundling these two services, or more, and allowing clients to pay monthly improves cash flow, customer retention and collections — a great triple combo," he explains. "Incremental monthly price increases are easier to swallow for most customers, thus minimizing cancellations due to price increases."

ZipZap Termite & Pest Control Technical Director Jeffery Preece, BCE, PHE, says his Lawson, Mo.-based pest control company offers bundled pest control programs that include both preventive and curative termite treatments. "By combining these services, we can provide comprehensive protection for clients' properties and generate steady, recurring revenue," he says.

Burnside says annual renewable warranties also prove lucrative.

"Customers typically renew at an 80 percent to 90 percent retention rate, which provides considerable recurring revenue," he adds.

"Renewal dollars are some of our most profitable dollars, especially if no treatment is required in subsequent years. Highly profitable, recurring revenue is the name of the game."

The new construction pre-treat business provides even more opportunities to solve problems and create profit. "Providing the pre-treatment opens the door to not only renew the termite warranty for years, but also add general pest, rodent, and other needed services for the new homeowner immediately upon taking occupancy," Burnside says. "And if the same builder is building many homes in each community, your future pest control routing is extremely efficient, again maximizing profit potential."



Dean Burnside

Documenting

Dawson, who has 50 years of pest control experience, says termite control, either preventive or corrective, can encompass a large portion of a PMP's business. "Treat it as the most important part of your business. The sales, treatment and renewal processes are all equally important," he adds.

In addition, Dawson advises documenting *everything*. "Existing and visible termites, damage, conducive conditions, structural graphs, contracts,

terms and conditions — everything is important,” he says. “Whether you plan on staying in business or selling your company, your documentation will add value to your business and help protect against liability.”

Dawson also recommends ensuring someone capable and knowledgeable inspects and signs off on termite treatments. “The worst thing is for a sales consultant to sell a termite treatment and fail to perform a proper inspection or properly document anything, and then a technician goes on the service call and does a poor job,” he says. “The documentation is more important than the treatment itself. Unfortunately, most company owners don’t find this out until they are sitting on the witness stand.”

Training

Termite control requires specialized training. Preece says his company’s technicians participate in continuous, specialized training programs focused on termite control throughout the year. “As a board-certified entomologist, I am committed to ensuring our team has the latest knowledge and skills to manage termite infestations effectively,” he says.



Jeffery Preece

Preece offers three reasons why termite management can be both satisfying and lucrative:

- ① **It solves a tangible problem.** Termites cause billions of dollars in property damage each year. By effectively managing termite infestations, technicians are directly helping homeowners protect their most valuable assets.
- ② **Practitioners are constantly learning new things.** The field of termite control is continually evolving with new technologies and treatment methods. This provides opportunities for technicians to learn and grow their expertise.
- ③ **There’s rarely a dull moment.** Termite management involves a variety of tasks, from inspecting homes to applying treatments. This diversity can keep the job interesting and challenging.

“Our company has a history of termite control, dating back to 1985 when I started with my dad in pest control using chlordane,” Preece concludes. “As regulations and technology advanced, we transitioned to newer, more effective products.” **PMP**

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REVENUE-BOOSTING TERMITE CONTROL TIPS

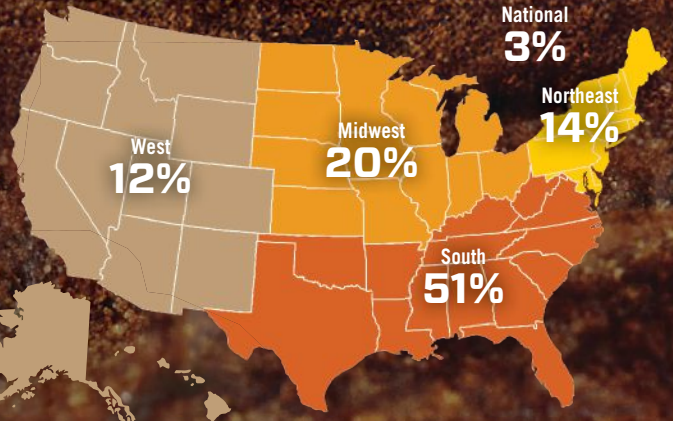
We asked pest management professionals (PMPs) who answered our 2025 Termite Management Survey to share their advice on ensuring termite control work remains a lucrative part of their businesses.

- ▶ Knowing how a building is put together is important because most structural damage must be replaced as part of a wood-destroying organism (WDO) job. Your inspection enables you to identify the type of WDO causing structural damage so you can proceed with a plan to eliminate the current WDO threat, remove the evidence by replacing all damaged wood members within the building and re-construct the affected area back to its original status. This type of work is rewarding because you end up restoring a structure to its original state after WDO have damaged it. — *Frederick Rozo, BCE-Emeritus*
- ▶ Make sure all your current general pest control clients know and understand the importance of termite protection. Offer them affordable, preventive treatment methods. The winter months are a great time to start conversations with your current clients. Make sure your technicians are well-versed in the termite services you offer. — *Taylor Cook, Lead Inspector, Noosa Pest Management, Fort Mill, S.C.*
- ▶ Remind homeowners that termites are capable of causing considerable damage, and their largest investment needs to be protected. Homeowners often need help understanding the costs involved in a termite treatment program. Educate them on the program’s needs and structure, and provide the best perceived value. — *Jerry E. Gordon, President and CEO, Eagle Termite & Pest Control, Exton, Pa.*
- ▶ Use videos, measurements and other tools to show clients the reality of termites. Present how the cost and the termite management treatment actually will save them money in the future. — *Chris Whipple, VP of Sales, White Knight Pest Control, Buda, Texas*
- ▶ Professionalism and reputation are key. In this day and age of community social media groups, your reputation precedes you. Do the right thing. Be kind. Be thorough. Earn your spot as the best name in town. — *James Kane, President, Kane Exterminating, Kings Park, N.Y.*
- ▶ Perform a comprehensive inspection and uncover all available sales possibilities. Offer a comprehensive plan for all pests. Don’t settle for a partial treatment and leave money on the table. — *Ron Dawson, President, Dallas Fort Worth Pest Control, Dallas, Texas*

TERMITE MANAGEMENT SURVEY

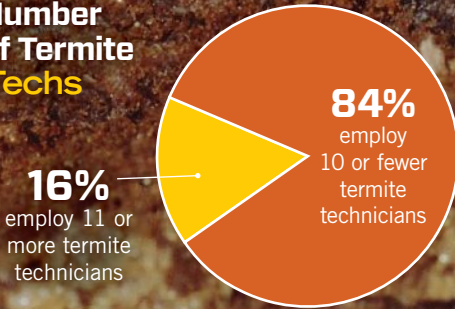
SOURCE: PMP ONLINE SURVEY CONDUCTED OCTOBER - NOVEMBER 2024

Area of Operations

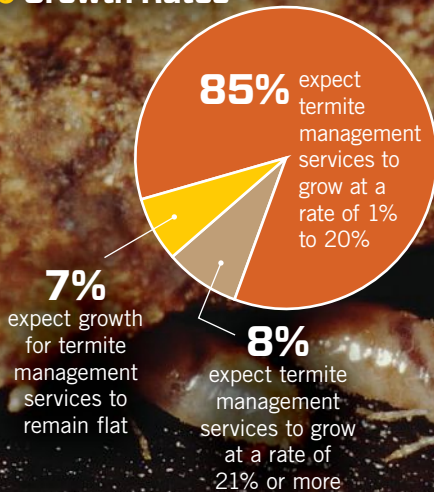


SOUTH: AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, VA, WV
WEST: AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY
MIDWEST: OH, IN, IL, MI, WI, MN, MO, IA, ND, SD, NE, KS
NORTHEAST: CT, DE, ME, MD, MA, NJ, NH, NY, PA, RI, VT, D.C.

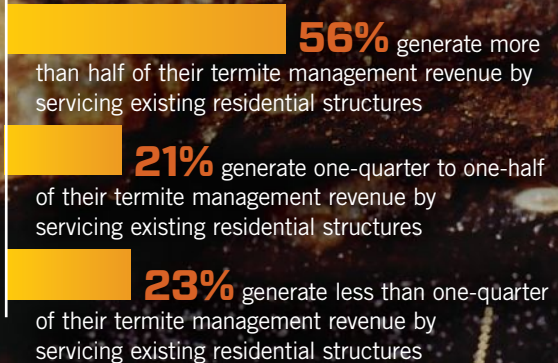
Number of Termite Techs



Projected 2025 Termite Job Growth Rates



Termite Management Revenue from Existing Residential Structures



Top Opportunities for Maintaining and Growing Termite Revenue

- 1 Rebounding economy
- 2 Effective, affordable termite control solutions
- 3 Better job pricing
- 4 Fewer callbacks
- 5 Improving termite renewal conversion rate

PHOTO: WEBER / ISTOCK / GETTY IMAGES PLUS / GETTY IMAGES
MAP: DENYS, TINNAKORN / ISTOCK / GETTY IMAGES PLUS / GETTY IMAGES

Projected 2025 Total Revenue



Projected 2025 Average Initial Termite Inspection & Treatment Price

16% expect to charge an average of \$499 or less for initial termite inspection and treatment services

37% expect to charge an average of \$500 to \$999 for initial termite inspection and treatment services

47% expect to charge an average of \$1,000 or more for initial termite inspection and treatment services

Projected 2025 Termite Management Revenue



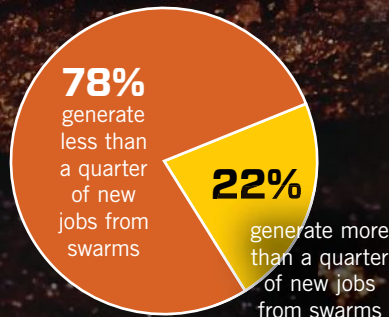
Projected 2025 Termite Management Revenue from Liquid Treatments

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

9% expect to generate one-quarter to one-half of their termite management revenue from liquid treatments

42% expect to generate less than one-quarter of their termite management revenue from liquid treatments

New Termite Jobs Triggered (in Part) by Swarms



Projected 2025 Average Annual Termite Renewal Inspection & Treatment Price

12% expect to charge an average of \$99 or less for renewal termite inspection and treatment services

75% 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

Top Obstacles for Maintaining and Growing Termite Revenue

- 1 Sluggish economy
- 2 Lack of swarms
- 3 Fierce pricing competition
- 4 Hiring and retaining termite technicians
- 5 Control technologies and techniques that work too well