Bell LABORATORIES, INC.

THE WORLD LEADER IN RODENT CONTROL TECHNOLOGY®

www.belllabs.com



Bell LABORATORIES, INC.

See Page 7 For Details

Special Anniversary Issue!

PCT®
PEST CONTROL TECHNOLOGY
MAY 2026 /// WWW.PCTONLINE.COM

25 YEARS

Top 100

Then. Now. Next.

A quarter century has passed since PCT began tracking the industry's largest firms. What do your peers say about the future of pest management?

Serious perimeter control for a wide spectrum of pests

Fast-acting formula is highly effective against mosquitos and spiders and doesn't wash away with rain.

Fendona® CS

Controlled Release Insecticide

Always read and follow label directions.

Fendona is a registered trademark of BASF Agricultural Solutions US LLC.
©2026 BASF Agricultural Solutions US LLC. All rights reserved



BASF
We create chemistry

PCT PEST CONTROL TECHNOLOGY

Contents

MAY 2026
Volume 54 /// Number 5



14 **A Word From Our Sponsor**

15 **PCT Top 100 Poster**
The industry's 100 largest firms, ranked according to 2025 revenues.

15 **U.S. Structural Pest Control Market Crosses $13 Billion Mark**
The industry experienced a $762 million increase from the $12.6 billion measured in 2024.

16 **Facts & Figures**
Infographics tell the story of how the PCT Top 100 has evolved the last 25 years.

20 **Taking Stock, Charging Forward**
PCT looks at major trends that shaped the industry and Top 100 companies over the past quarter century. Plus, what you can expect in the years ahead.

32 New to the List: **Insight Pest Solutions Canada**
Insight Pest Solutions Canada has grown by aggressively pursuing residential customers.

34 New to the List: **Fortress Pest Brands**
Last year, Senate Termite and Pest Control and Neuse Termite and Pest Control were sold to Riverarch Equity Partners, creating Fortress Pest Brands.



15

38 New to the List:
Rumble Pest Solutions
In 2017, four industry professionals founded Rumble Pest Solutions with the goal of providing "unbeatable service" to customers in northwest Arkansas, eastern Oklahoma and southwest Missouri.

39 **Top 100 Map & More**
Lots of things affect pest management businesses — weather, invasive pests and disease, business conditions and more. In addition to plotting the location of each of this year's Top 100 firms, PCT dove in to external factors affecting PMPs' businesses on this first-ever map.



40 New to the List:
Proforce Pest Control
Backed by investors and driven by a multifaceted growth strategy, Proforce has forward momentum.

42 **Rollins Back at No. 1 on Top 100**
A look back at how Rollins and Rentokil Terminix have traded positions atop the PCT Top 100 the last 25 years.

46 **How Private Equity's Vision for a Roofing Conglomerate Went Bust**
Investment firms are buying and bundling contractors, leaving some workers and customers worse off.

52 **Pest Control's PE Advantage**
How the pest control industry has largely avoided private equity-backed platform buildups gone wrong.

56 **Upside Ahead for Rollins**
Strong organic growth, modernization efforts and resilient demand could lift margins and restore the company's stock premium as investors favor defensive businesses.

60 **Profit by the Numbers**
A new study reveals how pest control operators are navigating inflation, labor pressures and evolving customer expectations.

76 **Excitement at Ecolab Over Pest Intelligence Rollout**
The company's newest technology is expected to become a cornerstone of its digital strategy.

82 **Arrow Exterminators Acquires Hoffman's Exterminating**
Arrow Exterminators expands to the Northeast with acquisition of Mantua, N.J.-based Hoffman's Exterminating.

86 **News & Notes: M&A, New Hires & More**
From high-profile mergers and acquisitions to new hires and anniversaries, here's a round-up of the latest Top 100 news.

98 **Terminix's 'Ahhh' Campaign Strikes a Chord**
A new cross-channel campaign from Terminix uses song and service to shift the industry conversation toward long-term, preventive pest management.

A story with this symbol indicates there's more information on www.pctonline.com.

SPONSORED CONTENT

State of the Mosquito Control Market, Sponsored by MGK, page 63



MOSQUITO CONTROL SUPPLEMENT

104

104 **Time to Talk Mosquito**
Engaging your customers — online or in person — leads to more effective mosquito management.

110 **Curbing Zika, Continuing the Fight**
How Florida's quick response to the 2016 Zika outbreak helped stop it from spreading and how the state is preparing to combat future mosquito-borne diseases.

Departments & Columns

6 Online Contents
8 Viewpoint
10 News
10 Comings & Goings
11 M&A News
12 PCO News
114 IPM Insights
/// Bob Gilbert
116 From the Field
/// Steven Dupuy
118 Products
120 Classifieds
121 Ad Index
122 Rearview

PCT PEST CONTROL TECHNOLOGY (ISSN 0730-7608) is published monthly.

Copyright 2026 GIE Media Inc., 5811 Canal Road, Valley View, OH 44125. All rights reserved. No part of this publication may be reproduced or transmitted by any means without permission from the publisher. For quality article reprints of 100 or more, call GIE Media, Inc. at 800/456-0707 and ask for the Reprint Department. Subscriptions and classified advertising should be addressed to the Valley View office.

Periodicals postage paid at Cleveland, Ohio, and additional mailing offices. Postmaster: Send address changes to PEST CONTROL TECHNOLOGY 5811 Canal Road, Valley View, OH 44125. Canada Post: Publications Mail Agreement #40612608 Canada Returns to be sent to The Mail Group, P.O. Box 25542, London, ON N6C 6B2.

Online Contents /// MAY

THE PULSE



PCT has expanded our research capabilities with The Pulse: Digging Deeper, weekly online polls on topics PCOs are talking about. If you would like to have your voice heard, contact us at www.pctonline.com/contact. Participate in our latest poll at www.pctonline.com/polls.

Interactive Top 100 Map



PCT Online's Top 100 coverage includes an interactive map showing the locations of each of the headquarters of PCT Top 100 firms, all of the demographic data included on the list and live links to each company website. View the map at bit.ly/4clCkQI.

READER POLL RESULTS

PCT keeps a pulse on the industry with timely reader poll questions. Here are results from a recent poll question for pest management professionals:

How is your pest control business adapting to rising fuel costs?



Source: PCT Reader Poll, March 2026, Credit: iStock

VIDEO: Top 100 Analysis and Insights

Kemp Anderson of Kemp Anderson Consulting recently joined PCT Editor Brad Harbison for a sponsored video interview in which the pair explore the data behind the newly released 25th annual PCT Top 100. Anderson broke down which companies climbed the rankings, identified the fastest-growing businesses and highlighted key trends shaping the industry. Discover what this year's list reveals about the current state of the pest control market. Watch the video at bit.ly/4cNRXln.



Nominate a Technician of the Year Online



In April, PCT launched our annual Technician of the Year awards program, sponsored by BASF. The awards recognize a trio of standout service professionals in the residential, commercial and termite categories. Be sure to nominate your company's standout service professionals online at www.pctonline.com/form/tech26/.

Newly Added Video Interviews

PCT continues to expand its video coverage, including interviews with leading pest management professionals filmed at industry events and over Zoom. Recently added videos include: Bill Welsh discussing being a SPAR and preemption; the latest Beyond the Pest podcast, which features Nancy Troyano; David Poplin sharing how military service applies to pest control; and Dan Collins providing advice for effective rodent management strategies.



Watch these and other videos at www.pctonline.com/tag/videos.

STAY AHEAD OF MOLE SEASON



- Developed and tested on live captured moles
- Mimics a mole's natural food source
- Works in a variety of soil conditions

Bell LABORATORIES, INC.

THE WORLD LEADER IN RODENT CONTROL TECHNOLOGY®

www.belllabs.com



Top 100 Silver Anniversary!

The past six months have been a fun trip down memory lane for the PCT staff as we prepared for this special 25th anniversary issue of the Top 100. I've "known" the list longer than I've known my kids (one of whom is now in college), so let's go ahead and get that weird "time flies" fact out of the way.

A little history about how this list came about: In 1997, PCT's sister publication, Lawn & Landscape, published its first Top 50, a list of the industry's largest landscape contractors. After witnessing the popularity of that project (and how it morphed into the Top 100), we decided to give it a shot in our market. In 2001, we started collecting data. Subscribers were contacted throughout the year, and every reader received the form on their September 2001 issue. That still happens today (although the form is on our January issues).

While that part of the process remains the same, there are many more pieces that have changed throughout the years due to changes in technology. I went back into our archives to read my ViewPoint column in that first Top 100 issue, which was published in January 2002. Regarding how we gathered information about companies, I wrote, "We visited our local library and researched numerous volumes of Dun & Bradstreet to secure additional revenue data and cross check our numbers." We also "faxed forms to hundreds of subscribers."

After apparently sorting through reams of paper, our staff compiled the first PCT Top 100. The 100th company on that inaugural list (there was actually a tie for the final spot) earned revenues of $2.6 million. The first Top 100 cover story package included only the list and five pages of company profiles. (There was no Top 100 poster back then since the fold-out piece we hang on our walls now didn't appear until the 10th anniversary in 2011.)

As the years went on, we knew we didn't want to only feature company profiles. It was important to the success of the project that our content speaks to everyone in the industry, not just those on the Top 100. We do that by featuring articles about building a business, coverage of mergers and acquisitions news, and articles about changing industry trends. That edict especially comes to life in this month's coverage: this issue has two Top 100-related posters (the list and a special anniversary map on page 39) plus 35 pages of editorial content.

Of course 25 years of technology makes a difference in how you do things as well. I encourage you to read "Taking Stock, Charging Forward" on page 20, in which we take a look at major trends that have shaped the industry and Top 100 companies over the past quarter century.

Want even more compelling content? There's so much more online — things we can't do in print — so please click this QR code to see all the digital elements our team has been working on the past few months. On our website we have a racing bar chart that shows how the Top 15 pest control companies have changed position during the last 25 years; an interactive map that features the locations of each of the Top 100 firms, including all of the demographic data included on the list and live links to each of their websites; a video of all PCT Top 100 covers from the last 25 years; a list of all of the companies who have ever been on the Top 100 (more than 275!); video interviews with PMPs on the list; and more.

One final note about this special anniversary issue. While we often tout all the things we can do online that we can't do in print, if you're holding the magazine in your hands right now, this issue is a great example of something we can do in *print* but not *digitally*. Print readers can see how we've highlighted our silver anniversary on the cover this month via a special foil treatment. It's an exciting detail for our team because it's the first time the PCT logo has been on the cover in any color other than red. This cover had to be sent to our printer weeks in advance, and we contracted with a specialized vendor to assemble the cover and the foil treatment. Special thanks to our graphic design and production teams — Jim Blayney, Andrea Vagas and Michelle Wisniewski — who produced this initiative and brought it to life.

And of course the PCT editorial team — Brad Harbison, Jackie Mitchell, McKenna Christy and Patrick Rhonemus, as well as our numerous contributing writers — deserve plenty of kudos as well for their hard work in compiling all of this data and content. We hope you enjoy it and look forward to your feedback. Here's to 25 more years! **PCT**

The author is publisher of the PCT Media Group.

PCT PEST CONTROL TECHNOLOGY

Publisher
Jodi Dorsch — jdorsch@gie.net

Editor
Brad Harbison — bharbison@gie.net

Senior Editor
Jacqueline Mitchell — jmitchell@gie.net

Assistant Editor
McKenna Christy — mchristy@gie.net

Digital Editor
Patrick Rhonemus — prhonemus@gie.net

National Sales Manager
Michael Kelly — mkelly@gie.net

Marketing Manager/ Western Region Account Manager
Mike Zaverl — mzaverl@gie.net

Market Coordinator
Amy Peppers — apeppers@gie.net

Contributing Technical Editors
Dr. Bobby Corrigan, Chelle Hartzer

Columnists
Bob Gilbert, B.C.E., and Steven Dupuy

Creative Director
Jim Blayney — jblayney@gie.net

Senior Art Director
Andrea Vagas — avagas@gie.net

Advertising Production Coordinator
Lori Skala — lskala@gie.net

CORPORATE

Chairman
Richard Foster

President and CEO
Chris Foster

PCT/QA Publisher Emeritus
Dan Moreland

Executive Vice President
James R. Keefe

Director of Data Acquisition
Christina Warner

Chief Operating Officer
Kelly Antal

Conferences and Events Director
Maria Miller

Production Manager
Michelle Wisniewski

CORPORATE/EDITORIAL/PRODUCTION OFFICE
5811 Canal Road
Valley View, OH 44125
800/456-0707
216/525-0515 (fax)
www.pctonline.com
www.gie.net

gie media incorporated

RISE NPMA National Pest Management Association Our Mission is Your Protection QA

UPFDA SUPPLIERS OF INDUSTRY SOLUTIONS

ATAHC
COMPLETE

What If...



Resident Entry Was No Longer an Issue in Affordable Housing?

ATAHC *Complete* Solves the Problem that Most Often Prevents Effective Pest Control in this Environment.

OVER THE PAST 5 YEARS, WE'VE LEARNED A FEW THINGS:

#1
Most property managers ARE concerned about infestations. They are simply too busy and don't understand the nature of pests, or how to sustainably control them.

#2
A preventive strategy like ATAHC means treating every unit in the building, not one-offs, presenting a significant revenue opportunity.

#3
Considering 1 and 2, implementing ATACH is an easy sell for PMPs, and an easy decision for property managers.

ATAHC *Complete* is an Effective and Profitable Way to Treat Bed Bugs, Roaches, Rodents and ALL Public Health Nuisance Pests in Affordable Housing.

Become an ATAHC Certified Provider.
Call 866.978.6288

Company Solves Severe Rodent Infestation

IRVINE, CALIF. — Los Angeles and the state of California have been facing intense rodent infestation problems in recent years. In November 2018, the Los Angeles County Department of Public Health reported a flea-borne typhus outbreak, which is spread through infected rats and other small mammals, in downtown Los Angeles. Three months later, Los Angeles City Hall was so infested with rats that a motion was filed to remove the building's carpets out of typhus concerns.

Eight years later, rodents remain a problem and are impacting whole communities and neighborhoods in the region.

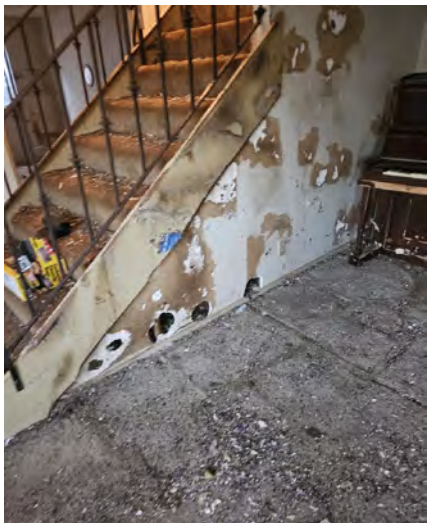
Rodents Stop, a family-owned rodent control company that has been serving homes and businesses throughout Southern California for more than 20 years, is tackling the rat-ravaged region with compassion. Heather Goldfarb, general manager of Rodents Stop, said the company aims to give back to the region through its services, and it recently took the opportunity to do so by providing a gratis service.

In late 2025, an Irvine, Calif., home became the subject of news articles and segments for a rodent infestation that was affecting the health of the people living in the house, as well as the surrounding neighbors and homes. A 94-year-old woman, her daughter and son-in-law, who Goldfarb said is an army veteran, were all living in the home.

According to 6abc, the house was declared a public nuisance by the city of Irvine. The city had contracted another company to handle the rodent control efforts, but Goldfarb said the pests kept coming back due to the home's rat-conducive conditions.

"I reached out to my boss and was like, I saw this story on the news, this family seems like they really need help," Goldfarb said. "I would like to just see what we can do."

After four weeks of waiting for the city's approval, Rodents Stop was permitted to step in and help free of charge. The days of work at the house were labor intensive, Goldfarb said, and the Rodents Stop technicians worked hard to improve the conditions. Ten to 12 Rodents Stop service technicians worked for four days and for about 14 hours each day, Goldfarb said. — *McKenna Christy*







Left: The rat-infested home in Irvine, Calif., that became the subject of numerous TV news segments. Top right: Members of the Rodents Stop team. Bottom right (left to right): Rodents Stop co-owner Zeev Dorfman; Hercules, the company's unofficial mascot; general manager Heather Goldfarb; and co-owner David Dorfman.

Comings & Goings

If your company has added new personnel, send a photo and press release to bharbison@gie.net.



Reasons



Ravel



Colmenares



Shaw



Bullock



Campbell

Scott Reasons, head, Syngenta Professional Solutions North America, will retire on May 31. **Dave Ravel**, currently head of sales for Syngenta Professional Solutions, will assume the role, effective June 1.



Graham



Nugent



Simington



Horgan

Friendly Pest Solutions promoted **Emanuel Colmenares** to service manager and **Ely Shaw** to general manager of the company's Brandon, Fla., office.

Sentinel Pest Control announced the promotion of **Kevin Bullock** to service manager. **Wayne Boudreau**, general manager of Sentinel Pest Control, said the company is excited to promote Bullock, one of Sentinel Pest's long-serving service technicians.

Massey Services announced that **Bryan Campbell** was promoted to director of risk management and **Suzanne Graham** was promoted to senior director of government and regulatory affairs.

Veseris announced the hiring of **Josh Nugent** to vice president of business systems and analytics. Nugent brings supply chain technology expertise and senior leadership experience across both direct and consultative roles. Most recently, he held senior leadership positions with Good Food Holdings and Trader Joe's.

Buck Simington was promoted from general manager to brand president of ACTION Termite & Pest Control, one of AXN Growth Partners' Arizona-based brands.

Debug Pest Control, Smithfield, R.I., promoted **Tim Horgan** to director of operations, a newly created leadership position.

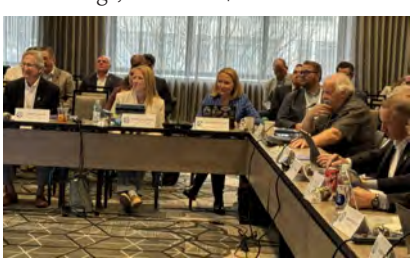
ALL PHOTOS COURTESY OF COMPANIES

Alliance Shares 2026 Plans, 2025 Highlights

WASHINGTON — Despite cloudy skies and tornado threats, the pest management industry found bright spots during NPMA Legislative Day 2026.

At the Professional Pest Management Alliance Board of Directors meeting on March 15, Executive Director Jim Fredericks said the Alliance generated a record $3.17 million in 2025 revenue, about $500,000 more than any previous year. He called it a "huge" year for the Alliance.

Those funds supported consumer and commercial campaigns that produced more than 6 billion impressions, including mobile impressions. The Alliance also reported more than 1,700 consumer media placements — a 126% increase year over year — 49 earned articles in commercial publications, 5.5 million website sessions and more than 78,000 broadcast PSA airings, valued at $12.2 million.



Alliance board members review 2025 and set the stage for 2026 at Legislative Day.

Fredericks has traveled nationwide to promote the Alliance and build support. Since October 2025, six pest management firms and supplier Nisus joined as Guardians; additional companies signed on at Advocate and Benefactor levels.

The Alliance outlined 2026 initiatives, including its first Ant Awareness Week, April 12-18; a supplier outreach task force; a social media campaign discouraging do-it-yourself pest control; expanded commercial content on PestWorld.org; and a review and modernization of its bylaws. — *Jodi Dorsch*

Jeff Hargrave Honored with Paul K. Adams Award of Excellence

LAFAYETTE, LA. — The Louisiana Pest Management Association presented Jeff

ALL PHOTOS COURTESY OF COMPANIES

M&A News

Please send press releases about your firm to bharbison@gie.net.



The Termio Pest Control team.

Certus has acquired **Termio Pest Control**, a Tempe, Ariz.-based pest management company that services the greater Phoenix area.

Termio provides residential and commercial pest control services throughout the Phoenix metropolitan region, including Chandler, Gilbert, Gold Canyon, Goodyear, Mesa, New River, Peoria, Queen Creek, Scottsdale, Surprise and Tempe.

Patrick Kelly, senior vice president of corporate development at Certus, said the acquisition expands the company's presence in Arizona.

"Termio is well known in the Phoenix area for its approach to pest control management," Kelly said. "We're pleased to welcome them to the Certus organization."

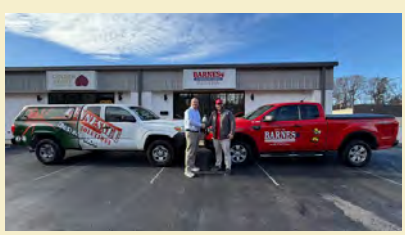
Kyle Wood, president of Termio Pest Control, said the companies share a similar customer service focus.

"Joining Certus provides additional resources and opportunities for growth," Wood said.

Barnes Exterminating, a pest control provider based in Gray, Tenn., since 1986, announced the acquisition of **Tennessee Pest Solutions**, a provider based in Sevierville, Tenn. This acquisition expands Barnes' footprint in East Tennessee.

The deal integrates Tennessee Pest Solutions' customer base with Barnes.

"We are excited to welcome Tennessee Pest Solutions to the Barnes family," said Barnes President Byron Barnes. "This partnership aligns with our commitment to excellence and community service, ensuring superior protection against pests for more Tennessee families and businesses."



Chris Neilly, former owner, Tennessee Pest Solutions and Byron Barnes, president, Barnes.

The combined entity will operate under the Barnes Exterminating brand.

Pest Pros Pest Solutions has acquired **Eagle Pest Control**, a Sacramento, Calif., area pest control provider, with reach into the Central Valley, founded by Eric Avelar.

Pest Pros said Eagle Pest built a strong reputation rooted in genuine connection, consistent service and trusted results. The acquisition allows Pest Pros to expand its footprint throughout Elk Grove, the Central Valley and surrounding Sacramento communities while increasing route density and operational efficiency in the region, Pest Pros said.

"This is about honoring what was created and building on it," said Josh Fleenor, president of Pest Pros. "Eric [Avelar] created a company centered on relationships and results. That aligns perfectly with who we are. We are committed to carrying his legacy forward while bringing expanded resources, infrastructure and service capabilities to his clients."



Left to right: Casey Fleenor and Frank Cropper, Pest Pros; Eric Avelar, owner of Eagle Pest Control; and Kelly Fleenor, Pest Pros.

Hargrave, A.C.E., with the Paul K. Adams Award of Excellence during the association's Winter Convention. The award is presented annually to an individual who has demonstrated outstanding service and commitment to the field.

Hargrave is the 17th recipient of the award, established in 1993 in honor of Adams, longtime owner of Adams Pest Control, Alexandria, La., and a leader within both LPMA and the National Pest Management Association.

Hargrave began his career in pest control in March 1997, working in management with Orkin for 20 years. In 2017, he and his wife, Kimi, founded Cajun Bug Exterminating. The company was later sold to Atlanta-based Arrow Exterminators in 2024.

He currently serves as an operations consultant in Lafayette, La., under the Stark Exterminators brand.

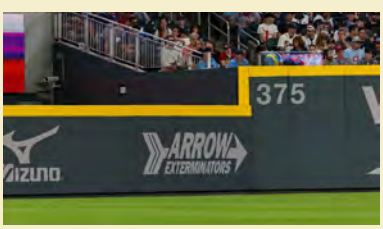

Jeff and Kimi Hargrave

In addition to his industry work, Hargrave is president of LIPCA, a Louisiana-based pest control operator-owned insurance company. He and Kimi also own JK Strategy & Consulting.

In accepting the award, Hargrave said, "I feel truly blessed and tremendously honored to receive this award and it is something that I will cherish forever. Our industry has rewarded us with an outstanding life for my family. I've always valued the opportunity that our industry enables us to protect our customers' homes and businesses from both pests and termites." — *Brad Harbison* **PCT**

PCO News

Please send press releases about your firm to bharbison@gie.net.



Arrow Exterminators has extended its partnership with the Atlanta Braves.

Arrow Exterminators, Atlanta, and the Atlanta Braves announced a long-term extension of their partnership that will continue through the 2036 season.

The renewed agreement comes as the Braves prepare to celebrate their 60th season in Atlanta and continues a partnership that has spanned the entire era of Truist Park and The Battery Atlanta. Arrow Exterminators said it serves as a proud partner and proud pest control provider of the Atlanta Braves and is the official pest control provider of The Battery Atlanta.

Through the partnership, Arrow maintains a strong presence at Truist Park with prominent signage placements that are visible to fans both in the stadium and watching Braves broadcasts.

Franklin Pest Solutions announced it sponsored two interns at the 2026 Purdue University Bug Bowl, which was held on April 18: Aster Barajas and returning participant Aiden Bemis.


Barajas

Barajas, a senior from Hammond, Ind., is majoring in entomology with a minor in natural resources and environmental sciences.

Bemis, from Middlebury, Ind., will graduate this spring with a degree in accounting. He plans to pursue a master's degree through Purdue University's Daniels School of Business and later take the CPA exam.


Bemis

This marks the fifth year Franklin Pest Solutions has sponsored interns for the event. Bug Bowl, part of Purdue's College of Agriculture Spring Fest, features interactive activities including a live bug zoo, educational exhibits and a long-standing tradition of insect-themed competitions.

Elite Bird Management, St. Louis, was named Airport Bird Control Services Company of the Year by Transportation Review Magazine. The honor recognizes the company's reputation among customers and industry peers, following nominations and an evaluation by an expert panel and the publication's editorial board. The company operates nationwide and specializes in commercial bird and bat exclusion for high-risk environments, including airports, hangars, transportation hubs, warehouses and industrial facilities. Its approach focuses on long-term exclusion strategies, using engineered netting systems, structural modifications and site-specific solutions to prevent nesting and perching.



Elite Pest Management was named Airport Bird Control Services Company of the Year by Transportation Review Magazine.

Bug Busters USA, Woodstock, Ga., announced the opening of its newest branch office in Carrollton, Ga. The company said this expansion strengthens its commitment to delivering superior pest management solutions and community-focused service throughout the region. The Carrollton branch will be led by branch manager Adam Keating, a nearly 10-year veteran of the Bug Busters team. Bug Busters said with a proven track record of exceeding customer expectations and deep knowledge of the company's service standards, Keating is uniquely positioned to ensure local customers receive responsive, reliable pest control solutions.

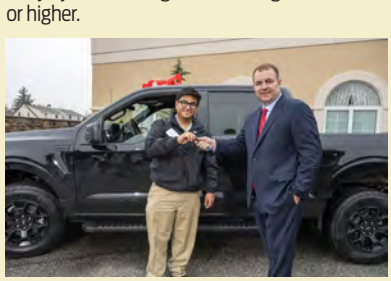


Bug Busters' new Carrollton, Ga., office.

On March 6, **Green Lawn Fertilizing/Green Pest Solutions**, West Chester, Pa., presented a $100,000 donation to Children's Hospital of Philadelphia (CHOP) during its annual company kickoff meeting. The donation was accepted in person by a CHOP representative and a family currently receiving care.

The $100,000 was raised via a customer matching initiative in which GLF pledged $25 for every customer who prepaid for 2026 services.

The morning also included the company's annual tradition of raffling off a brand-new, all-expenses-paid F-150 truck to an employee. This year's winner, Jhoan Navarro, earned eligibility by maintaining a safe driving score of 91 or higher.


Green Pest Services Owner Matt Jesson (right) presents the Jhoan Navarro with a new Ford F-150.

ALL PHOTOS COURTESY OF COMPANIES

Also Inside!

TOP 100 POSTER

Top 100

14
A Word from our Sponsor

15
PCT Top 100 Poster

15
U.S. Structural Pest Control Market Crosses $13 Billion Mark

16
Facts & Figures Tell the Story

20
Taking Stock, Charging Forward

32
New to the List: Insight Pest Canada

34
New to the List: Fortress Pest Brands

38
New to the List: Rumble Pest Solutions

39
Top 100 Map & More

40
New to the List: Proforce Pest Control

42
Rollins Back at No. 1 on Top 100

46
How Private Equity's Vision for a Roofing Conglomerate Went Bust

52
Pest Control's PE Advantage

56
Upside Ahead for Rollins

60
Profit by the Numbers

76
Excitement at Ecolab Over Pest Intelligence Rollout

82
Arrow Exterminators Acquires Hoffman's Exterminating

86
News & Notes

98
Terminix's 'Ahhh' Campaign Strikes a Chord

Sponsored By

VESERIS™

Congratulations to the Top 100!

To the leaders of the pest control industry,



Nate Tamialis

Twenty-five years. That's how long PCT has been recognizing the pest control industry's top companies through the Top 100 ranking — and for nearly as long, Veseris has been proud to be part of this celebration. This milestone is a testament to what our industry has built together: professionalism, resilience, and an unwavering commitment to excellence.

At Veseris, we know that success in this business isn't just about the products you use — it's about the strategy, expertise, and dedication that drive your company forward. Because of this, we strive to be more than a distributor; we are a partner built for professionals who want a better way to run their business. That's why we continue to invest in the tools, people, and infrastructure that help you to execute and thrive within your business.

As the industry evolves, so do we. Our smart digital tools are designed to simplify ordering and operations, giving you time back to focus on what matters most: growing your business. And whether you need us online, on the go, or in person, our ProCenter network and dedicated sales and service professionals ensure real local expertise is never far from your door.

It's our people — many of whom come from pest management backgrounds — who truly make the difference. Real people, real solutions. That mindset drives everything we do, pushing us to work harder and go further for every customer, every day.

To everyone on this year's PCT Top 100 — congratulations. Whether this is your first time on the list or you've appeared in every issue of this 25-year tradition, your presence here reflects real dedication to this industry we all love. We hope you'll take a moment to explore our digital feature this year, where 25 years of the Top 100 come to life — a reminder of how far this industry has come, and of all the companies that have helped shape it.

No matter the size of your business or where you are in your growth journey, Veseris is committed to being your Preferred Choice — and to earning that distinction every day. •

Nate Tamialis

Nate Tamialis, Vice President of Sales, Veseris


VESERIS
TURN MOSQUITO SEASON INTO A PROFITABLE REVENUE STREAM FOR YOU!
VISIT VESERIS.COM/MOSQUITO-CONTROL FOR OUR FULL LINEUP OF PRODUCTS AND RESOURCES TO BUILD OR STRENGTHEN YOUR BACKYARD MOSQUITO PROGRAM.
VESERIS.COM | (800) 888-4897


VESERIS
VESERIS.COM | (800) 888-4897
NATIONWIDE REACH
NEXT-DOOR DELIVERY


Top
100
2026
COMMEMORATIVE
POSTER

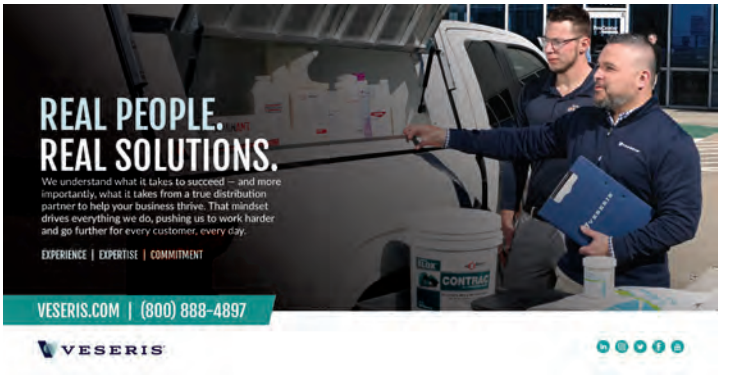

VESERIS
MORE THAN PRODUCTS
A PARTNER FOR YOUR SUCCESS
VESERIS

About this List

- The PCT Top 100, a list of the industry's largest firms by revenue, is based on 2025 North American service revenues. Firms submitted revenues online or via a form included in January PCT.
- The abbreviations on the list are as follows: ** = estimated figure; n/a = no answer/unknown; NC = no change; GPC = general pest control; TC = termite control; Other = other services (see next bullet point); RES = residential; COM = commercial; EMP = employees.
- In the "Other" category, services may include structural fumigation, construction services, nuisance wildlife control, irrigation repair and maintenance, insulation, bird control, pool services, lawn care, lawn maintenance, snow removal, tree care, weed control, heating and air conditioning services, gutter work, handyman services and more.
- There are 31 states and three Canadian provinces represented. Texas has 11 companies on the list; North Carolina, Florida and California have nine; Utah has eight.
- There are 16 companies on this year's list that were not on last year's: Mosquito Authority & Pest Authority, Charlotte, N.C.; Insight Pest Solutions Canada, Richmond, British Columbia; RIDD Pest Control, Lehi, Utah; Super Home Services Group, Miramar, Fla.; EnviroGuard Pest Control, St. George, Utah; Proforce Pest Control, Boca Raton, Fla.; Brooks Pest Solutions, Orem, Utah; A-1 Termite and Pest Control, Lenoir, N.C.; Rumble Pest Solutions, Springdale, Ark.; Pest Control Consultants, Dixon, Ill.; Banner Pest Services, San Jose, Calif.; AAAC Wildlife Removal, Montgomery, Texas; Redd Pest Solutions, Gulfport, Miss.; Prodigy Pest Solutions, Sarasota, Fla.; and Best Home & Property Services, Longs, S.C. Also new is Fortress Pest Brands (No. 51), a company formed when a PE firm purchased Senate Termite & Pest Control, a firm on last year's list.
- There are two companies in Orem, Utah, that have "Brooks" in their name, but they are different companies. Brooks Pest Control (No. 27) serves the West Coast covering California, Oregon and Washington. Brooks Pest Solutions (No. 64) covers Texas, Georgia and Tennessee.
- There are two companies with "Insight" in their name, but they are different companies. Insight Pest Solutions Canada, British Columbia (No. 30), is based in Canada, and while the company does have a branch in New York, it is a separate entity from U.S.-based Insight Pest Solutions, Seattle (No. 58).
- Evergreen Pest Solutions, Ogden, Utah, has rebranded as Ninefold Pest. Last year, Evergreen was No. 46; this year, the company is No. 39.
- For various reasons, several companies on last year's list declined to submit revenue figures for this year's list, so they are not included.
- PCT estimated the revenues for several companies on the list. PCT staff interviewed state association executives, industry consultants and others, and reviewed previously published figures, to arrive at these estimates.
- PCT vets companies' Top 100 entries and reserves the right to not publish any information it believes may be inaccurate.
- When companies submit information with qualifiers such as "more than," PCT rounds to the nearest whole number since there's no way to discern the correct figure with the data provided.
- Visit PCT's interactive map (via the "Online Extras" section at www.pctonline.com) to see company information and view live links to each of the Top 100 firms' websites.
- Email PCT Editor Brad Harbison at bharbison@gie.net with questions about this list.

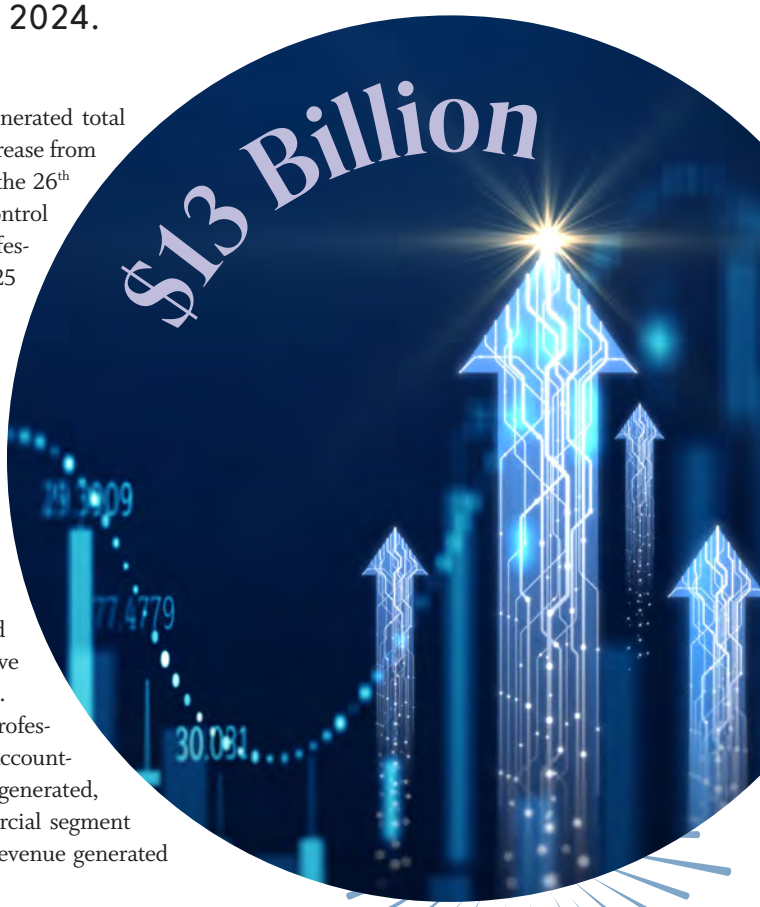
CONGRATULATIONS
PCT TOP 100
25 YEARS
VESERIS

2025 RANK	COMPANY	2024 RANK	CITY	STATE/ PROVINCE	2025 REVENUES	INC/DEC OVER 2024	INC/DEC FOR 2026	GPC %	TC %	OTHER %	RES %	COM %	# EMP	# OFFICES
1	Rollins	2	Atlanta	GA	$3,800,000,000	11%	n/a	n/a	n/a	n/a	67%	33%	n/a	n/a
2	Rentokil Terminix	1	Reading	PA	$3,530,000,000	2%	4%	70%	20%	10%	65%	35%	n/a	590
3	Ecolab	3	St. Paul	MN	$864,000,000	7%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
4	Anticimex North America	4	Warren	NJ	$675,000,000	8%	n/a	75%	10%	15%	75%	25%	n/a	110
5	Aptive Environmental	5	Provo	UT	$590,000,000	8%	8%	80%	20%	0%	80%	20%	5,100	77
6	Arrow Exterminators	6	Atlanta	GA	$450,106,000	7%	9%	51%	36%	13%	88%	12%	3,538	192
7	Massey Services	7	Orlando	FL	$410,842,948	4%	10%	50%	25%	25%	89%	11%	2,791	191
8	Moxie Pest Control	8	Irving	TX	$365,928,168	n/a	n/a	n/a	n/a	n/a	98%	2%	n/a	44
9	Cook's Pest Control	9	Decatur	AL	$217,400,000	4%	5%	60%	40%	0%	75%	25%	1,725	42
10	Sensike Family of Companies	10	Dallas	TX	$200,000,000	17%	40%	15%	0%	85%	86%	14%	1,800	77
11	Greenix Pest Control	13	Orem	UT	$178,266,515	20%	15%	99%	0%	1%	100%	0%	872	38
12	PestCo	14	St. Louis	MO	$167,000,000	15%	n/a	n/a	n/a	n/a	77%	23%	n/a	46
13	Terminix Service	11	Columbia	SC	$164,901,556	3%	3%	45%	45%	10%	90%	10%	1,046	57
14	ABC Home & Commercial Services	12	Austin	TX	$157,200,000	3%	8%	39%	3%	58%	80%	20%	n/a	7
15	Certus	19	Tampa	FL	$150,000,000	85%	23%	53%	5%	42%	80%	20%	1,020	35
16	Truly Nolen of America	16	Tucson	AZ	$144,412,000	4%	8%	71%	21%	8%	69%	31%	1,155	70
17	Abell Pest Control	17	Etobicoke	ON	$129,470,000**	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18	Plunkett's Pest Control	18	Fridley	MN	$125,000,000	9%	6%	90%	0%	10%	30%	70%	820	2
19	Dodson Pest Control	20	Lynchburg	VA	$79,943,000	3%	3%	60%	40%	0%	n/a	n/a	n/a	38
20	Entomo Brands	21	North Charleston	SC	$76,000,000	8%	n/a	58%	35%	7%	95%	5%	n/a	21
21	Mosquito Authority & Pest Authority	n/a	Charlotte	NC	$69,650,855	30%	34%	98%	2%	0%	99%	1%	n/a	n/a
22	Sprague Pest Solutions	23	Tacoma	WA	$59,100,000	8%	10%	100%	0%	0%	0%	100%	347	25
23	Green Pest Solutions	24	West Chester	PA	$58,635,021	15%	15%	29%	3%	68%	93%	7%	393	6
24	Alta Pest Control	26	Round Rock	TX	$57,543,583	26%	20%	77%	5%	18%	100%	0%	225	18
25	Lloyd Pest Control	25	San Diego	CA	$52,375,000	8%	5%	75%	25%	0%	73%	27%	n/a	10
26	Rose Pest Solutions	27	Troy	MI	$48,401,450**	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
27	Brooks Pest Control	29	Orem	UT	$47,015,841	14%	15%	100%	0%	0%	100%	0%	n/a	9
28	Rottler Pest Solutions	28	St. Louis	MO	$46,911,000	10%	10%	80%	20%	0%	70%	30%	323	12
29	Select Exterminating	34	Franklin Square	NY	$46,000,000	n/a	n/a	99%	1%	0%	20%	80%	n/a	6
30	Insight Pest Solutions Canada	n/a	Richmond	BC	$45,000,000	25%	25%	100%	0%	0%	100%	0%	250	15
31	Advanced Integrated Pest Management	31	Roseville	CA	$43,350,000	11%	10%	n/a	n/a	n/a	65%	35%	n/a	12
32	Anura Pest Control	30	Charlotte	NC	$42,700,000	3%	10%	80%	10%	10%	98%	2%	240	12
33	Go-Forth Home Services	40	High Point	NC	$41,000,000	40%	22%	70%	24%	6%	7%	93%	213	23
34	ABC Home & Commercial Services	32	Cypress	TX	$40,973,759	9%	9%	3%	31%	66%	56%	44%	n/a	7
35	Hulett Environmental Services	33	West Palm Beach	FL	$38,251,449	8%	4%	n/a	n/a	n/a	85%	15%	n/a	3
36	Urbanex	38	Nashville	TN	$37,300,000	25%	25%	90%	6%	4%	100%	0%	250	16
37	Maheu&Maheu	35	Quebec City	QC	$35,485,029	9%	5%	95%	0%	5%	10%	90%	190	9
38	Romex Pest Control	39	Plano	TX	$35,064,240	18%	10%	88%	12%	0%	97%	3%	184	7
39	Ninefold Pest	46	Ogden	UT	$31,567,500	21%	25%	93%	6%	1%	98%	2%	205	8
40	Clegg's Termite & Pest Control	37	Durham	NC	$30,484,679	4%	5%	57%	35%	8%	70%	30%	307	14
41	All U Need Pest Control	51	Fort Myers	FL	$29,262,960	33%	29%	89%	11%	0%	99%	1%	181	12
42	ABC Home & Commercial Services of DFW	36	Lewisville	TX	$29,154,142	n/a	13%	70%	10%	20%	65%	35%	222	3
43	Knox Pest Control	42	Columbus	GA	$28,754,695	8%	10%	55%	42%	3%	45%	55%	225	20
44	Frontline Pest Control	50	Orem	UT	$28,671,829	25%	30%	70%	20%	10%	100%	0%	180	7
45	RIDD Pest Control	n/a	Lehi	UT	$28,044,368	25%	20%	92%	8%	0%	98%	2%	121	9
46	Quality Pest Services	45	Anaheim	CA	$27,774,669	11%	28%	15%	50%	35%	70%	30%	n/a	9
47	Super Home Services Group	n/a	Miramar	FL	$27,500,000	10%	13%	15%	5%	80%	90%	10%	118	6
48	Black Diamond Pest Control	44	Jeffersonville	IN	$27,444,594	9%	10%	60%	25%	15%	70%	30%	n/a	14
49	Servall Termite & Pest Control	43	Clarksville	TN	$27,100,646	7%	6%	40%	35%	25%	75%	25%	230	7
50	Breda Pest Management	48	Loganville	GA	$26,989,927	13%	10%	50%	50%	0%	95%	5%	166	5
51	Fortress Pest Brands	n/a	Atlanta	GA	$26,570,875	8%	10%	51%	31%	18%	93%	7%	85	4
52	Braman Termite & Pest Elimination	47	Agawam	MA	$26,000,000	8%	8%	95%	5%	0%	10%	90%	196	7
53	Pacific Coast Termite	41	Orange	CA	$25,721,727	n/a	5%	7%	78%	15%	95%	5%	121	2
54	EnviroGuard Pest Control	n/a	St. George	UT	$25,322,563	10%	10%	99%	1%	0%	99%	1%	133	24
55	Versacor Enterprises	53	Southlake	TX	$25,040,596	17%	15%	98%	2%	0%	0%	100%	82	9
56	Proforce Pest Control	n/a	Boca Raton	FL	$23,257,980	500%	50%	70%	10%	20%	95%	5%	175	13
57	PestMaster	52	Reno	NV	$22,277,700	3%	10%	80%	5%	15%	25%	75%	n/a	50
58	Insight Pest Solutions WA	54	Seattle	WA	$22,200,000	6%	5%	100%	0%	0%	95%	5%	n/a	13
59	Adam's Pest Control	54	Medina	MN	$21,100,000	NC	5%	96%	1%	3%	60%	40%	150	3
60	Liberty Pest Control	56	Brooklyn	NY	$20,385,989	8%	16%	100%	0%	0%	5%	95%	110	1
61	Meerkat Pest Control	58	Albany	NY	$20,000,000	13%	10%	99%	1%	0%	94%	6%	90	4
62	Fast Action Pest Control	63	Elk Grove	CA	$18,178,519	25%	20%	80%	15%	5%	90%	10%	125	3
63	Native Pest Management	65	Tallahassee	FL	$18,060,797	30%	25%	61%	31%	8%	90%	10%	54	6
64	Brooks Pest Solutions	n/a	Orem	UT	$17,777,942	955%	50%	96%	4%	0%	100%	0%	n/a	8
65	West Termite Pest & Lawn	61	Lowel	AR	$16,669,745	8%	10%	45%	27%	28%	75%	25%	77	8
66	Hoffman's Exterminating	62	Mantua	NJ	$16,000,000	9%	15%	85%	15%	0%	48%	52%	105	7
67	Economy Exterminators	60	Apex	NC	$15,831,000	2%	7%	76%	11%	13%	67%	33%	101	3
68	Cringo	64	Atlanta	GA	$15,500,000	7%	3%	50%	40%	10%	90%	10%	104	6
69	Pest-End	70	Plaistow	NH	$14,700,000	17%	20%	82%	8%	10%	45%	55%	112	1
70	Catseye Pest Control	66	Latham	NY	$14,636,818	n/a	20%	n/a	n/a	n/a	80%	20%	n/a	4
71	All-American Pest Control	69	Nashville	TN	$14,620,000	10%	n/a	n/a	n/a	n/a	96%	4%	n/a	4
72	Big Blue Bug Solutions	66	Providence	RI	$14,400,000	6%	11%	89%	5%	6%	60%	40%	97	5
73	Nozzle Nolen	68	West Palm Beach	FL	$14,300,000	9%	10%	62%	19%	19%	70%	30%	82	5
74	Nelson-Cole	71	Shelby	NC	$14,289,356	2%	1%	25%	15%	60%	85%	15%	105	3
75	The Bugman	72	Anaheim	CA	$14,019,243	15%	10%	45%	55%	0%	70%	30%	72	1
76	A-1 Termite and Pest Control	n/a	Lenoir	NC	$12,965,000	9%	9%	68%	16%	16%	85%	15%	96	3
77	Bug-N-A-Rug Exterminators	74	Wilmington	NC	$12,779,000	12%	12%	50%	30%	20%	90%	10%	100	6
78	Schetzinger Pest Control	75	Cincinnati	OH	$12,730,530	11%	7%	75%	25%	0%	73%	27%	n/a	4
79	Envirosmart	79	Houston	TX	$12,201,037	12%	15%	85%	15%	0%	0%	100%	82	3
80	DA Exterminating	76	Metairie	LA	$12,100,000	7%	7%	40%	60%	0%	65%	35%	70	3
81	Rumble Pest Solutions	n/a	Springdale	AR	$11,965,000	14%	19%	87%	12%	1%	95%	5%	67	3
82	Kilauea Pest Control	82	Kailua	HI	$11,743,000	10%	17%	65%	35%	0%	75%	25%	45	2
83	Aimvo Pest Control	87	Blackfoot	ID	$11,371,205	13%	15%	95%	5%	0%	95%	5%	90	6
84	Canady's Services	79	Lumber Bridge	NC	$11,279,144	5%	8%	45%	35%	20%	80%	20%	90	6
85	American Crawlspace & Pest Services	78	Lynnwood	WA	$11,259,325	10%	10%	20%	0%	80%	75%	25%	54	1
86	Swat Pest Management	77	Evansville	IN	$11,235,751	2%	2%	40%	10%	50%	70%	30%	53	2
87	Accel Pest Control	85	Virginia Beach	VA	$11,190,000	11%	12%	65%	15%	20%	88%	12%	80	4
88	LaJaunie's Pest Control	90	Thibodaux	LA	$11,100,000	20%	20%	60%	30%	10%	70%	30%	n/a	4
89	Pest Control Consultants	n/a	Dixon	IL	$10,702,464	55%	40%	95%	5%	0%	60%	40%	70	4
90	Banner Pest Services	n/a	San Jose	CA	$10,432,182	63%	44%	84%	2%	14%	15%	85%	72	3
91	Animal Pest Management	89	Chino	CA	$10,275,000	10%	10%	2%	6%	92%	8%	92%	40	1
92	All Natural Pest Elimination	96	Medford	OR	$10,068,960	15%	10%	60%	20%	20%	80%	20%	70	3
93	The Bug Master	86	Austin	TX	$9,992,000	1%	10%	75%	10%	15%	45%	55%	73	3
94	Horizon Pest Control	92	Midland Park	NJ	$9,963,545	8%	10%	93%	3%	4%	61%	39%	67	1
95	Ecola Services	81	Mission Hills	CA	$9,939,462	n/a	n/a	50%	50%	0%	90%	10%	37	7
96	AAAC Wildlife Removal	n/a	Montgomery	TX	$9,907,872	21%	20%	n/a	n/a	n/a	80%	20%	n/a	21
97	Redd Pest Solutions	n/a	Gulfport	MS	$9,750,000	22%	25%	56%	32%	12%	72%	28%	65	7
98	Prodigy Pest Solutions	n/a	Sarasota	FL	$9,391,658	52%	40%	88%	7%	5%	93%	7%	56	3
99	National Exterminating	91	Newport News	VA	$9,264,331	NC	5%	39%	55%	6%	60%	40%	40	1
100	Best Home & Property Services	n/a	Longs	SC	$9,250,000	60%	25%	27%	56%	17%	80%	20%	47	4



U.S. Structural Pest Control Market Crosses $13 Billion Mark

The industry experienced a $762 million increase from the $12.6 billion measured in 2024.



The United States structural pest control industry generated total service revenue of $13.416 billion, a $762 million increase from the $12.654 billion measured in 2024, according to the 26th edition of A Strategic Analysis of the U.S. Structural Pest Control Industry from Specialty Consultants. "The growth in the professional pest control industry was more than 2.7 times the 2025 U.S. Real GDP," said Rich Kalik, partner.

There were 16,565 pest control firms operating in the U.S. this past year, 81.4% of which operated from one or two locations. In total, an estimated 109,384 service technicians were employed by the industry in 2025. Nationwide, two-thirds (66.8%) of the respondents expected their residential service revenue to increase in 2026. "It should be noted that the survey was completed before the war in Iran was initiated and gas prices increased by a $1 per gallon," said Kalik.

"Respondents said finding or keeping good employees was the greatest challenge to their business and 36.8% indicated that their company's growth was limited by their ability to have a sufficient number of service technicians on staff," said Kalik.

Nearly 13.29 million residential customers received a professional pest control service this past year. Recurring revenue accounted for 85.4% of the residential pest control service revenue generated, up slightly from the 85.2% measured in 2024. The commercial segment continued to expand with a nearly 7% increase in service revenue generated this past year.

Pest control operators were asked to select the top three pests most responsible for their callbacks. Among all responses, more than half (51.6%) named ants, followed by cockroaches (42.6%). "More than two-fifths of respondents named ants and bed bugs as the pests needing a better solution to control," said Kalik.

The 2025 season market report is the 26th edition of A Strategic Analysis of the U.S. Structural Pest Control Industry. A total of 800 owners or managers of pest control companies were surveyed for this study. More than half of the respondents to this year's survey were members of the NPMA and nearly 62% were members of their state or local association. The syndicated market report is available for purchase only by subscription, sold in its entirety. Learn more at https://spcresearch.com. •

© YOUR_PHOTO | ISTOCK

Top 100

By the Numbers: 25 *in* '25

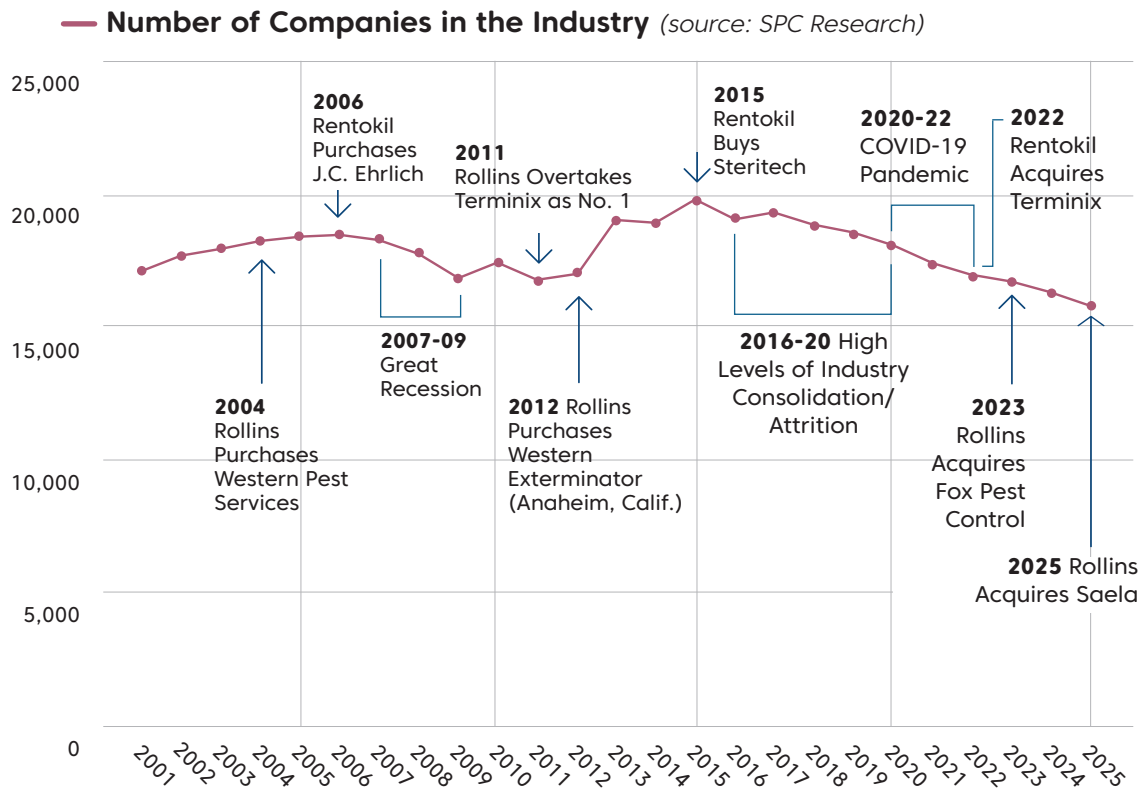
The PCT staff has been poring over past Top 100 issues the past few months while working on this special anniversary issue. It got us wondering...how many companies have been on the Top 100 over the years? Whether you were on it once or each time, we counted you. Do you have a guess? Visit **bit.ly/4vsT7tV** to view a list of every company that's ever been on the list.

Similarly (though much easier to figure out), we wanted to see what companies have been on **all 25 lists.** Many thanks to everyone who filled out the form for the first time in 2001! At that time, we didn't really know what we were going to do with all the data, and still you, our loyal readers, trusted us with your numbers.

Congratulations to all of the companies (listed alphabetically) for being on each and every Top 100!

- ABC Home & Commercial Services, Austin
- ABC Home & Commercial Services, Houston
- Abell Pest Control
- Allgood/Cingo
- Arrow Exterminators
- Braman Termite & Pest Elimination
- Clegg's Termite & Pest Control
- Cook's Pest Control
- Dodson Pest Control
- Ecolab
- Entomo Brands (Palmetto/PestNow)
- Lloyd Pest Control
- Maheu&Maheu
- Massey Services
- Plunkett's Pest Control
- Rentokil
- Rollins/Orkin
- Rose Pest Solutions
- Rottler Pest Solutions
- Scherzinger Pest Control
- Sprague Pest Solutions
- Terminix International
- Terminix Service (Columbia, S.C.)
- The Bug Master
- Truly Nolen of America

Top 100 Timeline 2000-2025



Top 15:
Much the Same but Still Different

Like everything in the world, the pest management industry has changed a lot over the past 25 years. The big companies have become bigger, new companies have been formed by entrepreneurs who sometimes have little to no industry experience, technology has fast-tracked many firms' growth and new investors have become active in acquiring platform companies.

All of those business trends have affected the Top 100 over the years. Take, for example, the Top 15 of the Top 100. Comparing the Top 15 of 2002 to the Top 15 of today, there are many similarities — including those five companies (Ecolab, Terminix Service, Arrow Exterminators, Cook's Pest Control and Massey Services) that appeared on both lists — but there are just as many differences.

To start, let's look closer at Rollins. The firm was the second-largest company on the first Top 100, and since then, has acquired Centex Pest Management (No. 4 in 2002), Western Pest Services (No. 8) and Clark Pest Control (No. 9). But they weren't the only ones making moves. No. 1 on the inaugural list, Terminix International, acquired J.C. Ehrlich (No. 5) and Western Exterminator Company (No. 6). Rentokil then purchased J.C. Ehrlich in 2006 and merged with Terminix in late 2022.

This means seven of the original Top 15 are now rolled up into two companies on this year's list: Rollins and Rentokil Terminix.

The eight companies that round out the Top 15 this year are almost a perfect reflection of today's industry: some are PE-backed firms with lots of well-known acquisitions. Others are companies that have been founded in the past 10 years and rely on a variety of marketing methods (including D2D sales). And still others are family-owned businesses that have grown rapidly. Virtually every type of ownership (and every type of growth) is represented in the Top 100. Sounds a lot like the industry at large...

For an interactive version of this chart — and all the years in between — visit **bit.ly/4vsT7tV** for a video showing how the Top 15 companies have changed over the years. •

TOP 15 VS. TOP 15

	2002'S **TOP 15**
1	Terminix International
2	Orkin/Rollins
3	Ecolab
4	Centex Pest Management
5	J.C. Ehrlich
6	Western Exterminator Company
7	Truly Nolen of America
8	Western Pest Services
9	Clark Pest Control
10	Terminix Service
11	Arrow Exterminators
12	Cook's Pest Control
13	Home Paramount Pest Control
14	Massey Services
15	Abell Pest Control

	2026'S **TOP 15**
1	Rollins
2	Rentokil Terminix
3	Ecolab
4	Anticimex North America
5	Aptive Environmental
6	Arrow Exterminators
7	Massey Services
8	Moxie Pest Control
9	Cook's Pest Control
10	Senske Family of Companies
11	Greenix Pest Control
12	PestCo
13	Terminix Service
14	ABC Home & Commercial Services
15	Certus

TOP 10

TOP 10 THINGS TO KNOW: INSECT GROWTH REGULATORS

With so many tools at our fingertips, how do PMPs decide which is the best choice for the job? Insect Growth Regulators (IGRs) are just some of the many product options we have available, and there are a few things applicators ought to know about these insecticides when creating their pest management game plan.

1 How IGRs Work

IGRs affect biological processes unique to arthropods, preventing or disrupting the normal growth and development of insect pests. Because of this, IGRs are effective against and should target juvenile stages in the population.

2 Different Kinds of IGRs

There are different types of IGRs that affect different processes during insect development. Some, like chitin synthesis inhibitors, disrupt molting and prevent insects from forming a new exoskeleton. These insects die while trying to shed their old skin. Others, like juvenile hormone analogs, impair metamorphosis, causing malformed or sterile adults, or prevent immatures from successfully transitioning into the adult stage.

3 Decades of Performance

IGRs were introduced for use in structural pest control in the 1980s and '90s. Since then, additional IGR active ingredients have been registered and widely adopted. PMPs have long relied on these products to help break the insect life cycle and solve some of their most persistent pest challenges.

4 What to Expect After Application

IGRs are not "instant gratification" products. They don't deliver rapid knockdown and won't kill pests right away. Instead, their impact shows up at key growth points in the life cycle, which takes some time. So, if using an IGR alone, remember that results won't be immediate and the adults in the population will continue to be active. Keep this in mind as you communicate with the customer and set expectations.

5 The Perfect Tank-Mix Partner for Adulticides

To provide both fast relief and long-term control, IGRs are often used in combination with conventional insecticides. CSI's Tekko Pro and Tekko Trio IGRs are labeled for and are frequently used in tank-mixes with adulticides. This gives applicators a great knockdown plus extended population suppression.

6 Insecticide Resistance Management

Many traditional insecticides act on the insect's nervous system. By using products that contain IGRs, applicators now target a different physiology: growth and development. This makes IGRs an important tool when managing tough pest populations, particularly ones that are harder to control with traditional insecticides due to resistance.

7 Low Mammalian Toxicity

IGRs like pyriproxyfen and novaluron generally have lower toxicity to humans, pets, and other mammals than many traditional insecticides. This makes them a great choice for sensitive accounts and customers who prefer alternative or reduced-risk options.

8 Non-Repellent

Some insecticides repel pests, pushing them away to temporarily relocate and potentially avoid treated surfaces. IGRs do not work this way. Insects keep coming into treated areas, unaware of the application. That ongoing exposure continues to impact the population, giving you longer control.

9 Effective Residual Activity

IGRs are known to have a long-lasting residual, especially in indoor environments. They keep working long after they're applied. Depending on the conditions, they remain active for weeks or months, continuing to interfere with development of immature stages throughout the population. This attribute makes IGRs ideal for maintaining control between regular service visits.

10 Reliable Results from a Trusted Manufacturer

PMPs depend on a broad toolkit of strategies to achieve control and maintain results. IGRs complement your IPM efforts by preventing the development of future generations, reducing reproduction, and delivering reliable results against pests such as fleas, mosquitoes, cockroaches, and flies. Choosing a trusted manufacturer like Control Solutions Inc. (CSI) means you get more than just a product — you get proven performance and expert support.

THE POWER OF
TEKKO® TECHNOLOGY
MULTIPLE IGR'S, MULTIPLE MODES OF ACTION

TEKKO® PRO
IGR CONCENTRATE

Tekko® Pro is a groundbreaking combination insect growth regulator that disrupts the life cycle of listed insects, preventing them from developing into adults.

TEKKO® TRIO
TRIPLE ACTION IGR

Tekko® Trio is the first triple-action Tekko® product that delivers the unique benefits of the industry's three most trusted IGRs.



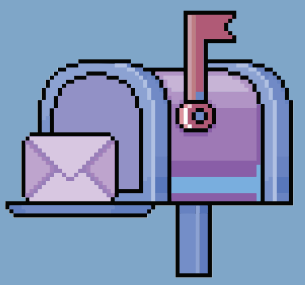




CSI-PEST

For more information, visit
csi-pest.com

Contact your local distributor or CSI representative for more information. Tekko® is a registered trademark of Control Solutions Inc., Pasadena, Texas 77507.
This product may not be registered in all states, please check the CSI website or the state's department of agriculture for registration information.



You've Got Mail



Taking Stock, Charging Forward

PCT looks at major trends that shaped the industry and Top 100 companies over the past quarter century. Plus, what you can expect in the years ahead. By Anne Nagro

A quarter century has passed since PCT first began tracking the fastest-growing companies in the industry.

Seriously. Twenty-five years!

It's been an exciting time, for sure. So much has changed in pest management. And many more changes are forecast in the years ahead.

Join us as we review where the industry has been and where pest management professionals (PMPs) say it's headed. We don't know about you, but we can't wait to see what's next.

REVENUE: Big Companies Got Bigger

The pest management industry grew a lot in the past 25 years.

According to Specialty Consultants, which has surveyed the industry annually since 2001, service revenue more than doubled from $5.24 billion in 2000 to $13.41 billion in 2025.

Even during the Great Recession (2007-2010) — the only time industry revenue declined during this period — pest management fared better than many other industries.

"Year-over-year total revenue in 2007 and 2010 was essentially flat. In 2008 total revenue declined 1.8% and in 2009 total revenue declined 4.1%," said Specialty Consultant Founder Gary Curl, who has tracked the industry for 25 years.

With the exception of termite revenue, the industry bounced back. It has been "amazingly resilient," said Curl.


Gary Curl

As industry revenue increased, so did the threshold to earn a spot on the PCT Top 100. In 2002, Bill Clark Pest Control and Bizzy Bees Pest Control tied for the No. 100 spot with $2.6 million in revenue. Twenty-five years later, the No. 100 company — Best Home & Property Services — reported revenue of $9.25 million.

The gap in revenue among companies also grew with big players earning a greater share.

For much of the past 25 years, the revenue of the No. 1 company on the PCT list was about 318 times greater on average than No. 100 company revenue, said Steve Good, who led sales, marketing and business development at Terminix for 25 years before starting consulting firm Good Strategies. He's tracked this delta since the PCT Top 100 launched. That gap rose to 371 in 2018 with Anticimex (No. 4) acquisitions. It peaked at 498 when Rentokil acquired Terminix in 2023.

Door-to-door impact. Going door to door using contracted sales professionals, sophisticated software and omni-channel marketing is a new industry phenomenon. It's an approach more companies are employing to rapidly gain market share.

"There are at least 20-plus door-to-door companies that we know of in the space," said Good. By his accounting, these companies generate at least $2 billion of industry revenue.

Expect more of this. Examples of hyper-growth door-to-door companies on this year's list include Proforce Pest Control (No. 56) and Brooks Pest Solutions (No. 64). These companies did not exist in pest management 25 years ago.

Leading growth. The industry is expected to continue growing. Next-generation leaders of family-owned legacy companies will lead the charge, said Good.

"They are all sharp," he said. "They bring another level of sophistication to the industry. I think that's fantastic."

© MF3D | ISTOCK

Crystal clear. Performance driven. PoolProof.

PoolProof keeps your water clearer, softer, and easier to manage all year long.



CONTACT YOUR NISUS REP TO LEARN MORE

800.264.0870 | **WWW.NISUSCORP.COM** | REMEMBER TO ALWAYS READ, UNDERSTAND, AND COMPLY WITH THE LABEL AND GOVERNMENT REGULATIONS | PCT-PP-0401 | POOL PROOF AND NISUS ARE REGISTERED TRADEMARKS OF NISUS CORPORATION. ©2026 NISUS CORPORATION

M&A: The PE Impact

"The role of private equity (PE) over the last 25 years has grown and it is significant," said Good. He estimates about $2.5 billion in service revenue is backed by PE, along with another $250 million in manufacturing revenue and $400 million in distribution revenue.

At least 14 companies on this year's Top 100 list have PE backing. That includes Rentokil Terminix (No. 2), in which Trian Partners took a "significant" stake in 2024.

"PE activity really started to take off in 2021," said Tim Mulrooney, who leads equity research at Chicago-based investment company William Blair. He estimates more than 50 PE platforms are active today in pest management and that number is likely to grow.

Attention getting. The industry's recurring revenue, high profit margins and large residential customer base all but assure the continued attention of outside investors, said Bob Williamson, pest and lawn director, Cetane Associates, an M&A advisory firm.


Bob Williamson

"I get called from new companies every day expressing interest in the industry that are just entering," he said. No surprise, PMPs are "being solicited on a pretty routine basis," he said.

Big-dollar transactions "opened the door for private equity or the hyper-growth companies in our industry to say, 'Huh, this is quite interesting,'" said Dave Braness, founder of DataWave Research, which consults to the industry.

But it's not just PE buying up companies. Strategic acquisitions also occurred, even among the biggest companies. By 2024, 12 Top 25 companies on the PCT list in 2002 had been sold to another Top 25 company, said Braness.

The resulting "duopoly dominated sector" left Rollins (No. 1) and Rentokil Terminix (No. 2) holding "big buckets of revenue," he said.

Last year, Rollins bought Saela, then ranked No. 22. In all, three Top 100 companies were acquired last year and don't appear on the 2026 list (and at least three recently acquired firms will be off the '27 list).

Consolidation concerns. Specialty Consultants estimates 17,060 pest control companies existed in 2024, nearly 800 fewer than the 17,850 companies recorded in 2000. And only 20 companies in the Top 50 in 2000 exist independently today.

"M&A is now part of our ecosystem. It has been for these 25 years, and it's going to continue to be," said Good.

Still, unknowns exist. "It's going to be interesting to see when these private equity companies decide to cash in, where they go," he said.

Some of the PE-backed companies are large, like Aptive Environmental (No. 5), which begs the question, who is going buy them? A strategic partner? Another private equity company? An entity outside the industry? Will they go public?

Only time will tell.

PESTS: Priorities Shifted

A changing cast of pests had companies shifting focus over the past 25 years.

Just prior to 2000, ants replaced cockroaches as the most economically important pest in many parts of the country, PCT reported. Bed bugs returned on the scene around 2005. They were so unexpected, PCT didn't even ask about them in its 2002 readership survey. Today they account for 12.7% of service location revenue on average (2025 PCT bed bug survey).

Termite service revenue hit an all-time high of $1.76 billion in 2005, said Curl. It crashed during the Great Recession and hasn't changed much since then, making up 21.9% of industry revenue in 2000 and 20.8% in 2024, he said.

In the meantime, PMPs did a lot more rodent control. According to Curl, sales of rodenticide grew nearly 7-fold from $15.1 million in 2000 to $104.5 million in 2024.

Likewise, mosquito control took off. In 2001, 19% of companies offered this service (2002 PCT industry survey). In 2026, 90% did, and it now accounts for 17.8% of service location revenue on average (2026 PCT mosquito survey).

Protecting consumers from Lyme disease, West Nile virus, hantavirus and even asthma caused by cockroaches offers opportunities.

"Pest management companies are part of the ecosystem of public health in this country, and those that embrace it, those that pursue it, those that are successful with it, not only are going to grow their businesses faster, but in addition to that, they are contributing to the public health of North America," said Good.

New pest issues. Invasive pests will keep PMPs on their toes.

"I think that will always be an issue as long as we have a global economy," said Brian Forschler, urban entomologist, University of Georgia, Athens.

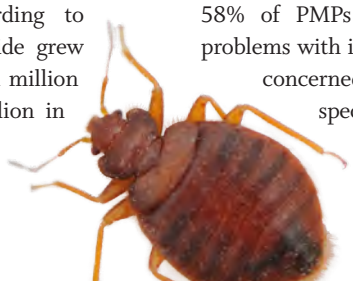
As goods move around the world and within the U.S., pests have opportunity to find new territory and cause problems. But it can take years, even decades, for an invasive species to get noticed.

Consider Formosan subterranean termites, tawny crazy ants, brown marmorated stink bugs, red imported fire ants, spotted lanternflies and so many more.

Common pests may behave differently, too. "Some unusual situations may pop up, and they may become typical pest situations," said Ashley Roden, technical director, Sprague Pest Solutions (No. 22), Tacoma, Wash., which is celebrating 100 years in business in 2026.

Warmer weather in Seattle has her dealing with yellowjackets in December and more yellow-bellied marmots burrowing under foundations. "We could be getting mosquito issues up here that we didn't typically get," added Roden.

According to 2026 PCT pest surveys, 58% of PMPs are experiencing more problems with invasive ants, and 52% are concerned about invasive mosquito species taking hold in their markets.



© DBLIGHT | ISTOCK

TAKE THE GUESSWORK OUT OF BED BUG DETECTION



bug scents™ Sentry Pro
POWERED BY LIPHATECH

Finally, a bed bug monitor that makes BugScents. With its patented pheromone lure and insect-inspired design, the BugScents™ Sentry Pro provides effective bed bug detection. BugScents empowers PMPs with a quick and precise assessment of the level of infestation, allowing initial detection in as little as 24 hours*, treatment monitoring and ongoing inspection.

Scan the QR code to learn more or visit **liphatech.com/bugscents**

LIPHATECH
EXPERIENCED People. INTELLIGENT Solutions.

888.831.7900 liphatech.com

*Based on simulated bedroom studies. For best results, use in occupied rooms for 24 to 96 hours.

OFFERINGS: PMPs Diversify

During the past 25 years, companies diversified their service menus, adding wildlife, handyman, lawn care, insulation, holiday lights, encapsulated crawlspaces and many other services.

This helped companies like ABC Home & Commercial Services (No. 14) and American Crawlspace & Pest Services (No. 85) grow revenue with no or limited expansion into new geographic markets. It helped companies retain customers and navigate economic downturns that affected some service lines more than others.

Great outdoors. General pest control remains the industry's bread and butter.

Residential service revenue grew during the COVID-19 pandemic. Companies turned to outdoor perimeter or exterior-only service programs made possible by effective broad-spectrum chemicals. Customers liked the approach and jobs were easy to schedule — no one needed to be home!

Back in 2001, only 5% of PMPs considered perimeter control their largest growth opportunity (2002 PCT readership survey). In 2025, 39% said 30% or more of their residential accounts were fully exterior where service technicians never went inside (2025 PCT outdoor survey).

Despite this, residential service revenue contracted. According to Specialty Consultants, it accounted for 44.6% of general pest control revenue in 2024, down from 53.1% in 2000.

And while commercial service revenue declined during the pandemic, it gained over the last 25 years. In 2024, it generated 34.6% of revenue, up from 25% in 2000.

Practical IPM. More PMPs are embracing integrated pest management (IPM).

This is especially true for cockroach control, said Coby Schal, urban entomologist at North Carolina State University, Raleigh, N.C.

He said this involves monitoring using visual inspection and traps; using baits to eliminate and not just reduce populations; performing structural modifications to prevent reinfestation and reduce conducive conditions; formally assessing intervention efficacy; and intensive cleaning to remove dead cockroaches and allergens.

"We've been pushing this type of approach for a long time, and I see more and more people adopting that," he said.

Commercial data demands. Providing data, in ways that may vary by customer, is becoming a bigger aspect of commercial service, said Roden. It's a demand she expects to increase in the years ahead.

"That's really very different than providing pest management services," said Roden of the data expectations now required of technicians.

As such, Sprague Pest Solutions is making it easier to collect data in the field. And it is training employees to interpret data. "It's becoming more and more important, like how to read graphs, how to look for trends," she said.

TECHNOLOGY: Efficiencies Gained


Andrew Sanefski

Technology has made the industry more efficient, productive and customer friendly.

Advances in the past 25 years range from the internet (still new then!) to the smartphone (introduced 2007) to increasingly sophisticated software platforms that manage customer relationships, marketing, back-office operations and fleet management.

Consider this: In 2002, only 36% of pest control companies had websites, 14% offered online scheduling and 4% accepted online payments (2002 PCT readership survey).

Technology helped level the playing field. "A small company or regional company can operate in the same fashion as a national company, and I think that has helped grow the industry," said Curl.

The industry has gotten better at adopting technology and software, said Mike Rottler, chairman of St. Louis-based Rottler Pest Solutions (No. 28).

"We do a lot of things at our customers' homes. It's a lot of data and a lot of information you've got to get right in order to provide that customer experience they're looking for. Technology has really helped us get better," he said.

Looking to AI. Artificial intelligence (AI) is a game changer for the industry.

"AI has changed my average workday drastically, totally different than just a few years ago," said Roden. She uses AI for administrative tasks, which frees her up for high-value work.

Others see potential for AI to support field operations.

"AI-driven routing, scheduling and tracking will run most logistics, freeing technicians to focus on smarter pest control and advanced communication — while pests like roaches and ants remain a constant reality," said Mohammed El-Damir, technical and training director of Adam's Pest Control (No. 59), Maple Grove, Minn.

Andrew Sanefski, president, Perimetek Pest Management, East Syracuse, N.Y., sees AI virtual assistants working alongside technicians. For instance, an AI agent briefs the technician on the next job, sharing service notes and pest activity from monitoring devices before arriving on scene. It shows video of the Norway rat entering the station, shares how much bait the rat consumed, and outlines steps the technician should take based on that data.

After completing service, Sanefski said the technician will discuss findings with the AI agent, which writes up the report and pulls in appropriate body cam images.

According to a 2026 PCT-NPMA survey, 54% of PMPs said their companies use AI daily or occasionally. Improving productivity was the goal for 80% of respondents.

REGULATIONS: Industry Adaptation

"We've been losing chemistry since the beginning. There's always been regulations as we learn more about the products or the actives that we're using," said Roden.

In the last quarter century, the U.S. Environmental Protection Agency (EPA) — through a combination of EPA-mandated cancellations (bans) and voluntary can-

cellations by manufacturers — significantly reduced and restricted the use of organophosphates, carbamates and some neonicotinoids for structural pest control. The loss of products containing these actives changed how the industry manages pests.

Current challenges. Today, rodenticides face federal, state and local scrutiny. California, South Carolina, Connecticut, Vermont and Canada have restricted their use.

Sprague Pest Solutions transformed how it manages rodents years ago, reducing its reliance on rodenticides.

"If we are not able to and maybe shouldn't be using rodenticides as often as we are right now, other things are going to become more important," said Roden.

Like remote sensing. "This might be a push to really get widespread adoption and better, hopefully less expensive, products," she said.

PMPs also are closely monitoring state pesticide preemption initiatives and insecticide drift regulations, which may affect backyard mosquito applications.

"Drift is a big thing in pesticide applications from a federal regulatory perspective," said Brian Forschler, University of Georgia. Operators who don't take drift seriously risk impairing the entire sector. Regulation could help the industry move away from "jackleg operators" working in this space, said Forschler.

Glenn Fordham, owner, Olympic Pest & Termite Control, said an anti-mosquito-spraying movement has ramped up in his metro Atlanta market. "There's a big push against mosquito services" he said, including individuals who post yard signs claiming that these services kill beneficial insects.

PMPs may need to change mosquito programs as a result. "I think at some point in time, you're not going to be allowed to do some of the things we do today, just from an environmental standpoint," said Fordham.

Not all bad. "The sky is always falling in somebody's world, whether it's an invasive species or overly restrictive regulation. What I love about the industry is they figure it out," said Forschler.

Bad regulations certainly can harm the industry, but well-thought-out ones that engage all parties in finding solutions can make a positive difference. "I think good regulations help," said Rottler.

RESEARCH: Responding To Funding Challenges

Once upon a time, land-grant universities funded applied research. Today, this isn't a priority, even though their mission is to support industry, including PMPs.

"They need answers to pragmatic problems they face, and on the academic side, that's not always valued at a research institution," said Dan Suiter, urban entomology extension specialist, University of Georgia, Griffin, Ga.

As well, fewer basic manufacturers exist today — about five compared to a dozen or more in the 1990s. Traditionally, they funded research to learn how products performed.

Back then, a handshake could secure funding from a manufacturer.

"There's no way that happens in today's world. Our university has contracts with the pesticide manufacturers, and everybody in line takes a cut," said Forschler

That "cut" covers overhead expenses. No surprise, universities prefer faculty to pursue multi-million-dollar federal grants, usually awarded for basic (not applied) science.

Some urban entomologists have successfully secured major federal grants, often tied to public health, but that's not the norm. "There's not a huge pool of funding at the federal level for traditional urban entomology," said Suiter.

Universities also want to publish research. But manufacturers may prefer to keep findings confidential, so they're choosing to use private labs that won't disclose the results of testing.

Training tomorrow's urban entomologists is a challenge, as well. It takes about $50,000 a year to fund a graduate student, pointed out Suiter. "And you've got to raise those funds somewhere."

Taking the reins. To secure funding and their future existence, urban entomologists are creating endowments. They're raising money from private industry that only can be used for urban entomology programs.





DAVID COLEMAN,
TRUCE Software

5 QUESTIONS WITH DAVID COLEMAN

Pest control fleets run on mobile technology, but it's also a major risk factor. Drivers who use their phones behind the wheel are 240% more likely to crash, according to a Governors Highway Safety Association report. TRUCE combines AI dashcams, telematics, and automatic device distraction prevention to eliminate the noise so your team focuses on what matters — an all-inclusive solution for about a dollar a day per technician.

1 How can companies balance mobile productivity and distracted driving risk?

The quality that makes your best technicians great — responsiveness — also puts them at risk behind the wheel. Fifteen years of TRUCE client data show that a device disrupts a technician every 10 miles. That translates to 1,800 forced choices a year between responsiveness and safety — an impossible choice. TRUCE automatically suppresses device disruptions while driving, protecting your people without sacrificing their connectivity.

2 What liability risk hides in legacy dashcam and telematics services?

Traditional dashcam and telematics vendors store millions of timestamped driving events, each one a potential liability. Systems that only document device distraction without offering a solution do not deliver what pest control managers need. TRUCE eliminates device distraction automatically first, then empowers employees to own their driving performance, becoming your first line of performance and safety defense.

3 Why are legacy coaching approaches challenging?

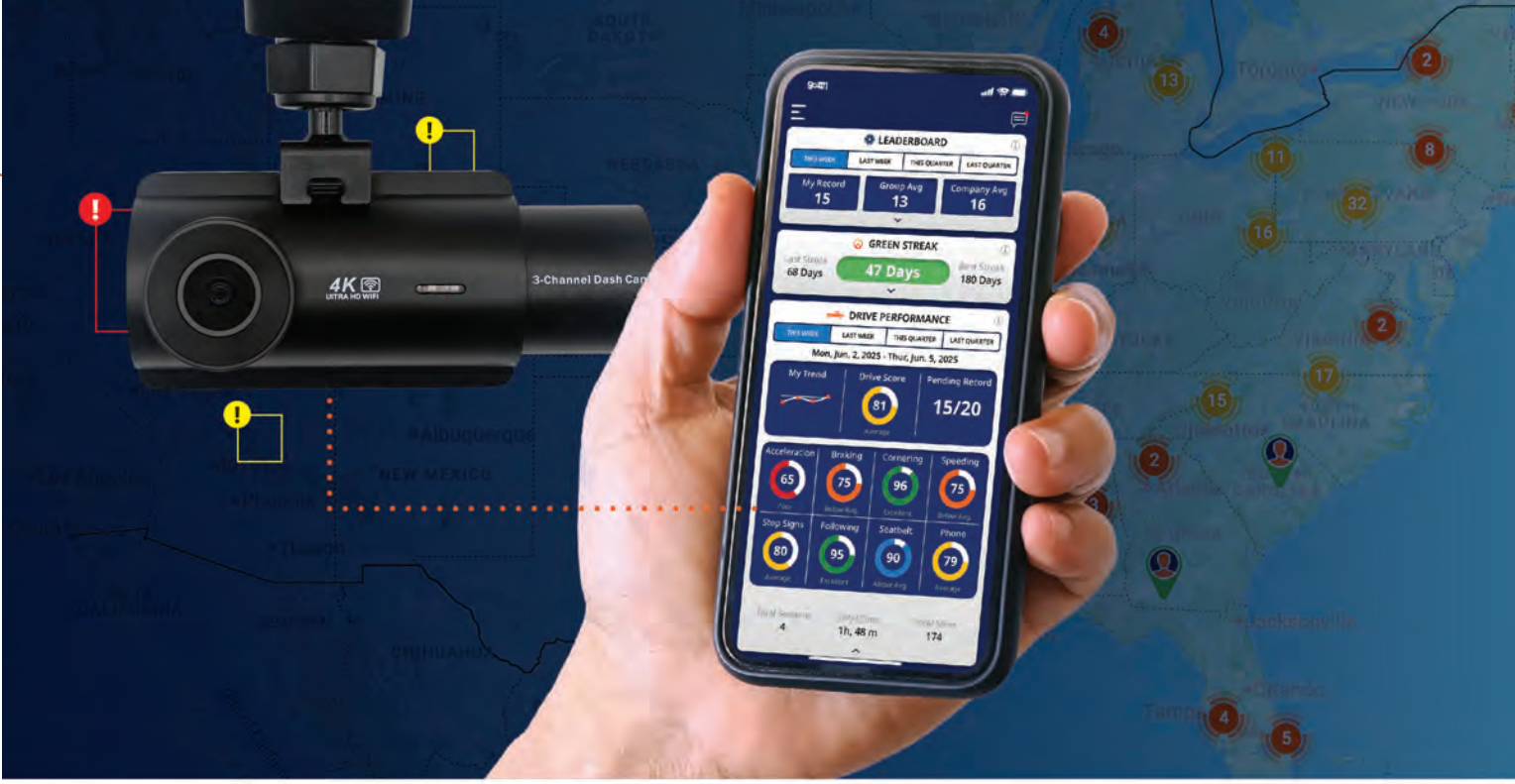
Coaching programs fail when managers get pulled in different directions. Reports pile up, sessions get skipped, and software programs become shelfware. TRUCE delivers performance coaching directly to employees via a mobile app automatically, verified by the driver. Personal scores and peer competition create technicians who coach themselves, and supervisors see results, not just tasks being completed.

4 How do we coach when managers are already stretched thin?

With 12 to 15 stops daily and a phone at each, coaching cannot depend solely on managers. All of our pest control customers — whether they have five employees or 500 — face this. TRUCE eliminates device-distracted driving first and then turns the phone into a driving coach. It's like having a safety coach in every vehicle.

5 Why does proactive coaching deliver results?

If you wait until after an accident to act, you're already behind. You can't coach your way out of a filed claim, but you can prevent one. TRUCE proactively eliminates device distraction, delivering real-time alerts and a consistent coaching cadence for every employee. The result: fewer incidents, fewer claims, and drivers who improve their safe driving habits with every trip.



Next-Gen Employee-First Telematics & AI Dashcams

TRUCE takes a fundamentally different approach—empowering drivers first on standard iOS and Android devices to deliver a comprehensive driving performance and safety solution. The result is a fully integrated telematics and dashcam platform built for modern fleets.

DEFEND – Dashcams

Real-time alerts, automated video capture, and driver identification to prevent incidents, protect drivers from false claims, and reduce auto-liability exposure.

ENGAGE – Automated Coaching

Company-defined coaching delivered automatically to reinforce strengths and address risk.

ENFORCE – Distracted Driving Prevention

Automatically enforces your mobile-use driving policy while balancing required work use.

ENGAGE PLUS – Jobsite Visibility

Real-time and historical jobsite location insights with safety escalation workflows.

EMPOWER – Drivers' Scores & Gamification

Personal skill scores, trends, and team rankings that reinforce safe, high-performing behaviors.

MAINTAIN – Vehicle Performance

Diagnostics, odometer, and condition monitoring to support uptime and proactive maintenance.

One system that prevents incidents, protects drivers, and improves performance.

Scan the QR code or visit: **TRUCESoftware.com/road**

TRUCE®

"Many urban entomology programs that are going to stick around are funded by endowments, by industry. If it was a state-funded position, they would redirect those dollars away from urban entomology," said Suiter.


Dan Suiter

It's a frustrating situation, said Forschler, given the industry's total economic contributions to the state.

In Georgia, that was an estimated $1.7 to $2 billion in 2021, including 13,000 to 14,000 jobs, according to research published by University of Georgia researchers Jacob Winkles, Benjamin Campbell and Forschler in the Journal of Economic Entomology (2024). That's more revenue than many sectors promoted by the state's department of agriculture.

"We've been ignored, and if we were not, we'd be the No. 2 agricultural economic engine in the state, right behind poultry, ahead of cotton, ahead of peanuts," said Forschler.

PRODUCTS: Innovation Remains Critical

Innovations introduced over the past 25 years cut labor costs and callbacks, extended time between treatments, reduced environmental impact and helped PMPs satisfy customers.

After chlordane was pulled from the market in the 1980s, the industry had a hard time controlling termites. Two introductions changed that.

BASF's Termidor termiticide/insecticide, a non-repellent liquid product featuring the active ingredient fipronil, launched in 2000. The Sentricon System for termite baiting from Dow AgroSciences (now Corteva), introduced in the mid-1990s, also gained adoption.

Advanced broad-spectrum products were launched to withstand challenging climate conditions. This made it possible to build programs based on quarterly perimeter treatments.

Insect-specific solutions. Another development: products that reduced exposure risks to non-target species.

This category is growing, said Braness, a former PMP who also worked at Bayer (now Envu). He co-wrote the insecticide chapter in the *Mallis Handbook of Pest Control,* 11th Edition, and maintains a list of professional-grade insecticides.

"In my list right now, 100 of those products out of 372 are single-pest specific products," he said. "I would say a feather in the cap of our industry is we're using very specific tools. We're using scalpels, not shotguns." He's also bullish on the pest-specific devices being developed, such as for backyard mosquito control.

Bring on the baits. The industry's shift to baits also has been significant.

"In the cockroach arena, we've had incredible innovation with baits," said N.C. State's Schal. "Baits offer a huge margin of bioavailability compared to residual sprays. They're by far more efficacious."

In the years ahead, Schal expects greater use of baits in residential settings, maybe even for bed bugs.

"We're working on this," he said. "It takes a lot of different levels of innovation."

Schal also sees potential for using hosts as bait. His team recently developed a systemic way to control bed bugs and mites on poultry, a huge problem for farmers. The approach could be used for humans.

"I can see a future where we develop drugs that people can take to kill bed bugs in their homes. It comes down to safety issues. But there are already FDA-approved drugs that can kill bed bugs," said Schal.

That would change how bed bugs are managed.

"The pest management industry really needs to be innovative and do really good, effective jobs on bed bugs in the future to be able to compete with veterinarians and physicians who can presumably administer an effective bed bug treatment," said Schal.

Developing cutting-edge solutions remains essential for industry growth.

"Innovating and adopting innovation are critical," said Good Strategies' Steve Good.

GOING GREEN: Nascent To Norm

The early 2000s saw consumer interest in "green" or eco-friendly services increase. And as the efficacy of products derived from natural ingredients improved, more PMPs began offering green service options. By 2008, the National Pest Management Association (NPMA) had introduced GreenPro certification to help consumers find green service providers and help companies align with green service standards.

PCT didn't ask PMPs much about green services until 2015. That's when 26% said customer requests for natural pest control products or services at their companies had increased compared to 2012 (2015 PCT naturals survey).

Today, 22.3% of products used by service locations to control pests are described as natural, botanical, organic or eco-friendly (2026 PCT naturals survey). That's up from 17.4% in 2019.

Awareness of "one health" has elevated the pest management industry, said Marco Genicco, technical manager, Genicco SRL, a pest control products supplier in Milan, Italy. "Today, it's clear that a true professional understands that we live in one world: ourselves, animals, insects and the environment."

Customers understand these are linked and must be balanced. "They want respect for the environment by using systems, products and techniques that won't harm it, but they also want a professional who is first and foremost a consultant, an expert in pest-proofing, a master of monitoring, and ultimately, someone who can keep them free of problematic pests," said Genicco, who has worked in the industry since 1980.

Green, though, remains a moving target.

"It's still mostly defined by whatever the customer we're talking to defines as green," said Sprague Pest Solutions' Roden.

Sustainable businesses. Service locations also leaned into sustainable practices. In addition to offering green products and solutions (47%) in the last year or two, 47% used routing software to reduce fuel

VISIT ZOECON.COM

50+ YEARS OF IGR TECHNOLOGY

ZERO IN ON PESTS

PRECOR® OUTDOOR F-T-M DOES THE REST



ZERO IN ON FLEA, TICK AND MOSQUITO CONTROL

Take the efficacy of Precor® products outdoors with broad spectrum control of fleas, ticks, mosquitoes and more!

Micro-encapsulated formulation combines the adulticide tau-fluvalinate with our pioneering IGR, (S)-methoprene.

8 weeks

Provides up to eight weeks of protection against adult fleas and larvae.

ZOËCON

TARGET OUTDOOR INSECTS WITH PRECISION AT ZOECON.COM

Precor and Zoecon with design are registered trademarks of Wellmark International. ©2025 Wellmark International.

consumption, 46% went paperless and 22% bought or leased more fuel-efficient vehicles (2026 PCT naturals survey).

Half (50%) of PMPs say it's important for their service location to be perceived by the public as green or environmentally friendly, up from 35% in 2019.

"Sustainability is a thing and we need to pay attention to it," said Good Strategies' Steve Good.

Sustainable practices help the environment and save companies money. Consider the impact of reducing fuel consumption.

"That helps the environment, and it helps their bottom line," said Good.



SEO has become crucial for PCOs since so many homeowners search online for local services.

MARKETING: It Got Smarter

A quarter century ago, more than 80% of pest management companies advertised in the yellow pages (1999 PCT SOI survey). Eventually, telephone directories were left in the dust by online advertising, which gained traction in the early 2000s.

This is when the industry moved from interruption marketing to intent marketing, said Donnie Shelton, owner, Triangle Home Services, Raleigh, N.C.

With intent marketing, PMPs capture customers "at the exact moment that they decide" to hire a pest control company compared to sending them random messaging in the "hope that they remember you" when they need service, said Shelton, who founded and later sold a digital marketing agency.

Other notable marketing trends include the rise of online reviews, the shift to faster "always on" customer communication, and access to data to better gauge marketing effectiveness.

These trends, however, often put smaller companies at a disadvantage. "Marketing is a whole discipline," said Shelton, and it's difficult to do well when you're busy running the business.

Plus, big companies and PE-backed firms have deep pockets, which has made marketing more competitive and expensive.

"There's no way you can compete just based on dollars," said Shelton. Instead, you have to "look for the cracks" where you can focus your marketing efforts, he said.

Significant changes coming. Artificial intelligence will change marketing, PMPs reported.

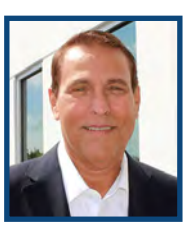
"I think right now we're in the midst of a major change, and that is AI-mediated discovery," said Shelton. Instead of using traditional online search tools to find pest management companies, customers will ask AI for recommendations. AI will do this by pulling together different reputation signals. "It's going to provide a much more in-depth view of what the consumer is really looking for," he said.

For PMPs, AI will become a new customer to serve.

"We're going to have to convince AI that we are the one that should be recommended, whereas before, the consumer would have to go through [search results] and do all that work," said Shelton.

That means doing more than search engine optimization (SEO).

"You've got to be the full package. And that means from an operational perspective, that means from a review generation perspective, that means from a messaging perspective," said Shelton.


Mike Rottler

But even with the best marketing, success ultimately comes down to operations. "It's all about what you do at the door and how well you deliver the service," said Shelton.

PERSPECTIVE: PMPs Gain Respect

Comedian Rodney Dangerfield famously claimed, "I don't get no respect."

In 2002, it was a sentiment shared by many in the industry with 59% of PMPs saying they were disturbed or angered by the way they were portrayed in the media (2002 PCT SOI survey).

Early on, industry professionalism just wasn't there, said Rottler Pest's Mike Rottler, who began working in the industry in 1980.

Changing perceptions required the industry to change from within, he said. "If you want to be respected, you've got to command respect, and you have to believe in yourself and what you do first and foremost."

Today, PMPs are all in on continuing education and certifications, including QualityPro and the Associate Certified Entomologist program from the Entomological Society of America, both launched in 2004.

Participation in state and national associations is robust. "I

© MICROSTOCKHUB | ISTOCK

think our associations really helped us see things differently by bringing us together frequently and having meetings to help us develop," said Rottler.

More minds to change. Consumer attitudes about pest control changed, too, thanks to the Professional Pest Management Alliance, which was founded in 1997 to change how Americans think about pest control.

Through its marketing and public relations efforts, consumers' feelings for the industry have turned increasingly positive year after year, helping grow industry revenue along the way. Twenty-five years ago, pest control was about getting rid of bugs. Today, consumers connect it directly to their family's health, said Alliance Executive Director Jim Fredericks.


Jim Fredericks

In fact, 85% of all consumers agree pest control professionals play an important role in protecting public health (2024 PPMA Pest Control Attitudes & Usage Survey). Still, only 68% of Gen Z respondents feel this way.

"Gen Z is the next wave of homeowners, and the fact that only 68% of them recognize the public health value of professional pest control tells us we have real work to do. That's not a failure, that's an opportunity. And it's exactly the kind of challenge the Alliance was built to take on," said Fredericks.

This year, the member-supported Alliance is taking on the natural do-it-yourself (DIY) claims that Gen Z-ers see online. The goal is to show them the most effective option for pest infestations is professional pest control.

PEOPLE: Better Diversity

"Diversity is really something that is helping us as an industry," said Rottler.

"It's so easy to hire in your own self-image. The reality of it is the more diverse we are and the more diverse our companies become, I think we get better. It helps us internally and externally deliver a better service and raise the bar of professionalism, as well."

Pest control companies slowly are making progress. According to the most recent PCT data, 37% of PMPs said their companies were more diverse today than in 2018 (2022 PCT-NPMA industry survey). That's up from 26% of PMPs who were asked to compare workplace diversity in 2018 to the year before. Welcoming women, veterans and minorities to the industry has helped expand the pool of talent. Bilingual employees more easily connect with customers.

"When our customers see people that look like them and act like them, sometimes it makes them more comfortable and want to do business with us even more," said Rottler.

To support minority businesses, Black Ownership Matters launched in 2020. PestVets, an NPMA initiative that recruits and supports military active duty, veterans and their families, launched in 2015.

Increasing transparency. "Making things simple and easy to digest for people joining our industry" is the goal of Dan Rottler, president of Rottler Pest Solutions and a third-generation PMP.

This improves the likelihood new hires stay in the job for 18 months. By then, they're open to pursuing a long-term career in the industry, he said.

Towards this end, Rottler Pest Solutions adopted new software to help technicians manage and grow their routes. It also clearly presents their earnings and how they can earn more.

As such, technicians understand how to be successful long term. "I want to provide them that information so they're never guessing, and they know what really drives what they're going to bring home," he said.

If you build the right culture, said Rottler, employees enjoy what they're doing. They bring in new people, have a voice at the table and feel part of a bigger family. Everyone has the opportunity to drive change inside the organization.

"We figure out problems together, and we continue to grow and evolve," he said. •

The author is a PCT frequent contributor.



Top 100

New to the List

Insight Pest Solutions Canada

Insight Pest Solutions Canada has grown by aggressively pursuing residential customers. By McKenna Christy



Brendan Quinlan

What began as a small team knocking on doors has grown into one of Canada's largest residential pest control companies. Brendan Quinlan, co-founder of Insight Pest Solutions Canada, Richmond, B.C., attributes success to a simple but powerful idea: personal connection. Quinlan said that by focusing on door-to-door (D2D) sales and educating homeowners on prevention rather than just control, the company has built a strong and loyal customer base.

Quinlan's pest control industry journey started while he was a college student in Canada, when he was recruited for a D2D sales role in Florida. That opportunity led him to launch and grow two pest control companies, both of which he eventually sold. With that experience under his belt, Quinlan returned to Canada and began applying that same D2D model in a new market.

In 2020, Quinlan and his wife, Jessica, founded Insight Pest Solutions Canada. The company quickly gained traction, expanding its services across the country. From the beginning, their strategy centered on building trust through direct, face-to-face interactions with customers. Rather than focusing solely on closing sales, the company emphasizes education, helping homeowners understand pest behavior and the long-term benefits of preventive services.

A key principle guiding the company is managing expectations. "The most im-



portant thing [with D2D sales] is that the consumer is being properly educated and the way that it's being sold is the way it's being serviced," said Quinlan. "The classic issue with door-to-door is that it's overpromised and underdelivered. So, one of our ethos is underpromise, overdeliver."

Education plays an especially important role in Canada, where harsh winters often lead homeowners to question the need for pest control services. To address this, the company has tailored its offerings to suit year-round needs. Winter services focus heavily on preventive measures such as exclusion work, as well as the use of dusts and gels for interior treatments. By clearly communicating these benefits, the company helps customers see pest control as an ongoing investment rather than a seasonal expense.

#30

Today, Insight Pest Solutions Canada employs up to 500 sales representatives who canvas neighborhoods across the country. Quinlan emphasizes that success in door-to-door sales doesn't happen overnight — it requires time, consistency and a genuine effort to build customer relationships.

Operating in Canada also comes with stricter regulations around D2D sales compared to the United States. Quinlan views this as a positive, noting that higher regulatory standards help improve the quality and transparency of sales practices. In turn, this elevates the reputation of the industry and ensures customers receive a more honest and reliable experience, he said.

The company's growth has extended beyond Canada. Insight Pest Solutions recently expanded into Australia, opening its first branch in Melbourne and a second in Brisbane in 2025.

In addition to pest control services, Quinlan is involved in Vantage Marketing Canada, a sister organization that recruits and trains students for D2D sales roles. With a background in teaching, Quinlan sees this as an opportunity to continue mentoring others. He trains individuals in sales, leadership and pest control, blending his academic roots with real-world experience.

Ultimately, Quinlan's approach highlights the value of education, integrity and human connection in building a successful business. •

Editor's note: Insight Pest Canada is a separate entity from Insight Pest Solutions based in the U.S.

The author is assistant editor of PCT magazine.



Top 100

New to the List

FORTRESS PEST BRANDS



Neuse Termite and Pest Control employees.

Fortress Pest Brands

#51

Last year, Senate Termite and Pest Control and Neuse Termite and Pest Control were sold to Riverarch Equity Partners, creating Fortress Pest Brands, which ranks No. 51 on this year's Top 100 list. By McKenna Christy

When Nick Durieu was looking to grow and further support the company that his dad founded in 1991, Senate Termite and Pest Control, serving Washington, D.C., Maryland and Virginia, he said he wanted to find the right financial partner.

Similarly, before the former owner of Neuse Termite and Pest Control, Tracy Coats, entered retirement, he wanted a partner who could help move the North Carolina-based business forward.

Durieu and Coats made the decision to sell their respective companies to Riverarch Equity Partners, a middle-market private equity firm based in Pittsburgh. Senate was purchased by the firm on Oct. 1 and became Senate Holdings, while Neuse was bought on Dec. 11.

After Neuse was purchased, the two pest control companies from different geographic and foundational backgrounds consolidated into Fortress Pest Brands, which ranks No. 51 on this year's Top 100. Josh Stuart, CFO, Fortress Pest Brands, said the firm's decision to purchase Senate and Neuse was to help advance the companies with resources.

"When we're looking for companies to purchase…we're looking for people like Nick and Scott, people who are strong local operators that want to keep the business rolling," Stuart said. "It's about building what's already there; that value that's already there."

THE DECISION TO SELL. Durieu, in his search for a financial partner, said Senate already had a strong business foundation with its employees and customer base, but needed more infrastructure to grow.

"There's a difference between a successful company and then having the infrastructure, the capital and support to scale it even further," Durieu, regional president, Senate, said. "What appealed to me about [forming Fortress] was it wasn't about changing our core and what we do; it was about preserving the local strengths of the company while adding resources."

Scott Crysel, who became regional president of Neuse after Fortress Pest Brands was formed, said Coats wanted a partner who valued the company's family culture and community reputation he had built over the past 25 years.

"That was a big thing he wanted to find in a partner," Crysel said. "And also, a partner that wouldn't necessarily maintain the status quo, but could push the company forward to places that maybe he couldn't take it to on his own."

INVESTING IN LEADERSHIP. With the firm's backing, Durieu said he is particularly excited about being able to create more career opportunities for his employees at Senate. With the company also seeking to expand geographically through acquisitions, he said his employees will see more avenues to grow in leadership.

"The people I work with, I see them every day," Durieu said. "I just love being able to give more to everybody that's helped me so much growing this business."

Crysel, who served as vice president of Neuse before Coats retired, also said he can offer more benefits and opportunities to his employees, especially those who have been with the company a long time. "I can now offer deserving employees opportunities that before I just wouldn't have had in our past iteration," he said.

Crysel said another benefit of Neuse joining Senate under Fortress has been the collaboration between the companies. Both Crysel and Durieu have seen what one another's companies do similarly and differently when it comes to implementing growth strategies.

RETAINING UNIQUENESS. While both Senate and Neuse now operate under the Fortress brand, an important goal for the newly combined company is that each firm maintains their foundation and what makes them unique.

"Senate and Neuse provide for different markets. There's different nuances here. There's different bugs there," Stuart said. "The things that make them unique are not what we're trying to wipe out by creating this infrastructure. It's about sharing best practices. It's about helping them out with infrastructure and providing that consistent customer experience."

Throughout the process of creating Fortress, there have been transitions for each company. One of the most important transitions for Durieu has been having more time to do what he does best at Senate.

"It's great to have more infrastructure [and] more support on a lot of the backend stuff," Durieu said. "They took a lot of stuff off my plate [e.g., HR and payroll], so I can really focus on the business, focus on customers, focus on training and just doing what I love — working in the business and killing pests." •

The author is assistant editor at PCT.

Insects Limited INCORPORATED
Pheromone Solutions
MULTI-SPECIES MONITORING. SCIENTIFICALLY PROVEN.
When stored product pest pressure evolves, your monitoring strategy should too. Insects Limited delivers research-backed, **multi-species pheromone systems** designed for professional pest management programs.
IL-408 PTL
IL-2750 All Beetle
IL-120 Clothes Moth
Scan to explore our multi-species monitoring tools
Tested. Trusted. Targeted.
For over 40 years, we've provided reliable, science-backed pheromone solutions to help pest control professionals stay ahead.
Insects Limited

kness PRO GRADE PERFORMANCE
THE PRO'S EDGE.
Stick-All MOUSE & INSECT GLUE TRAP
Don't Work Hard. Work Smart.
Get the edge that takes the work off your plate. Kness traps are crafted with industrial precision to deliver consistent results, every time, under any condition.
Get the edge.
Kness.com/Stick-All

ARROW EXTERMINATORS STANDS APART

The pest management industry is bigger, more sophisticated, and much more consolidated than it was 25 years ago. But the good news is, Atlanta-based Arrow Exterminators is still a people-first organization.

Congratulations to *PCT Magazine* for celebrating 25 years of publishing its annual Top 100 list. That's a real milestone. The list has now become an ongoing story of how this industry has changed and grown over time.

If we go back to the first published issue which reflected 2001 revenues, we see a very different industry. More than 90 of the companies on that list were family-owned and family-operated. That was the norm. Pest control was a local business, advertised in the yellow pages and built on relationships and reputation. Many owners were involved in the day-to-day operations. It was personal. Fast forward to the 2025 list, and that number has dropped to fewer than two dozen.

That's a big shift, and one that didn't happen without notice.

Over the past 25 years, the industry has attracted a lot of outside interest. Recurring revenue, strong customer retention, and no lack of availability made pest control a natural fit for outside investors. Private equity moved in which caused the larger companies to get more aggressive. Acquisitions definitely picked up speed.

The Top 100 list itself played a role. What started as a ranking of the industry's largest companies gradually became a roadmap. It became one of the easiest ways to identify acquisition targets. It was a curated list of established operators, complete with size, geography, and relative position.

At the same time, running a pest control business was becoming more and more complicated.

Technology designed to improve efficiency became more widely available. Insurance and advertising costs, regulations, and labor shortages all were hitting owners on a daily basis. For many family-owned pest management companies, selling wasn't just about getting a good price, it was about keeping up with a business that was becoming more demanding to run. The result is an industry that's bigger, more sophisticated, and much more consolidated than it was 25 years ago.

Like most big shifts, there's been a tradeoff.

As companies grew and ownership moved away from the day-to-day, some of that "local feel" started to fade. The personal connection between the service technician and the customer, the thing that built these businesses, became harder to maintain. Efficiency improved, but identity sometimes got lost along the way. That's why the companies that have managed to grow and stay family-owned stand out even more today.

Arrow Exterminators is a glowing example.

They've been around since 1964, and they're still family owned and operated by the Thomas family, based in Atlanta, Georgia. Over the past 24 years, they've grown from just over $50 million in revenue to more than $430 million, representing a 9.4% compounded annual growth rate (CAGR). That's significant growth by any standard. But what's more interesting about this story is how they've done it.

Arrow didn't chase growth at any cost. They built it deliberately and mostly organically, expanding across the Southeast, focusing on strong local markets, and being thoughtful about acquisitions. When they brought companies into the fold, the goal wasn't to wipe out what made those businesses work. It was to keep the people, keep the relationships, and build on top of that.

That mindset shows up in Arrow Exterminators' culture.

It's still very much a people-first organization. Team members stick around. Customers stay loyal. And even as the company has gotten bigger, it hasn't lost that sense of being grounded. That's not easy to do, especially in today's environment.

And that's really what makes looking back at 25 years of the Top 100 so interesting.

You see the industry evolve and see the rise of consolidation. You can see who scaled quickly, who stayed steady, and who adapted as things changed. But you also see that there's more than one way to succeed. Some companies grew through capital and aggressive expansion. Others took a more measured approach, focusing on culture, consistency, and long-term thinking.

Arrow falls into that second group, and their results show that approach still works.

ARROW EXTERMINATORS

THEN *and* NOW



In the mid-2000's a gathering of Arrow team members attending an incentive reward trip, a tight-knit group, reflective of a time when everyone knew each other and successes were celebrated on a smaller scale.



Some twenty years later...that same spirit, just on a much larger scale. What started as a small group has grown into hundreds of team members, but the underlying culture hasn't changed, recognizing people, celebrating performance, and making sure growth never comes at the expense of what made the company special in the first place.

Email today for your confidential discussion.

Kevin Burns • kburns@arrowexterminators.com

arrowexterminators.com/mergers

Top 100

New to the List

Rumble Pest Solutions

In 2017, four industry professionals founded Rumble Pest Solutions with the goal to provide "unbeatable service" to customers in northwest Arkansas, eastern Oklahoma and southwest Missouri. By McKenna Christy

When people hear the word "Rumble," they may associate it with toughness or Michael Buffer's iconic "Let's get ready to rumble!" pre-fight catchphrase. But, in northwest Arkansas, eastern Oklahoma and southwest Missouri, potential pest management customers hopefully connect the word to Rumble Pest Solutions.

Founded in 2017 in Springdale, Ark., by Anthony Hoffman, Austin Harris, Devin Cluff and Colton Miller, Rumble Pest Solutions has grown to an almost $12 million company, ranking No. 81 on this year's Top 100.



Front row (left to right): Devin Cluff (founder), Colton Miller (founder) and Greg Lake (CEO); back row (left to right): Austin Harris (founder) and Anthony Hoffman (founder).

HUMBLE BEGINNINGS. The company's four founders invested in the business themselves, each contributing $10,000 to start Rumble. Hoffman, who has been in the industry for 21 years, encouraged the other founders to start the company in northwest Arkansas.

"We went to lunch and had a business meeting, and I showed them a business model that I thought we could get to," Hoffman said. "A couple months later, they packed up their families and moved to northwest Arkansas; sight unseen, never been there before. And we started bootstrapping it."

GETTING TO WORK, GETTING IT RIGHT. The company focuses on dominating its core residential and commercial segments — general pest, termite and mosquito. Rather than expanding into other services lines, Rumble's team sees the greatest opportunity in staying disciplined and executing at a high level, said Gregory Lake, CEO.

#81

Recently, Rumble underwent a rebrand, which included the addition of the concept "Unbeatable Service." Lake, who became the CEO of Rumble in August, said he felt the concept resonated with the company.

"It's this whole winner's mindset that then goes out into the field," Lake said.

Rumble originally began selling its pest control services through door-to-door (D2D) sales, Hoffman said, and during the past couple of years they have brought on teams to help with sales. As the company continued to grow, Rumble also began marketing their services more online and through cross selling.

Hoffman currently serves as the vice president of acquisitions and operations. The company looks to grow organically, by adding branches, and through acquisitions.

As Rumble expands, it also seeks to improve. About a year and a half ago, Rumble's team sought to further advance specific areas of the company. "We were really looking to continue to improve on our company culture and to continue to improve upon our customer opportunities, so our customer has a better experience," Hoffman said.

Sometimes, Hoffman noted, being able to accomplish those goals requires additional financial backing. Dynamic Core Capital Partners, a private equity firm investing in founder-led businesses in the lower middle market, became interested in supporting Rumble. In August, Rumble joined the firm's portfolio. "[Dynamic Core Capital Partners] was really interested in keeping our company culture," Hoffman said. "They wanted to provide us with the resources and tools to continue to grow."

STRONG FOUNDATION. When Lake became CEO, he said he joined a firm with "an incredible foundation." Part of his job, he said, is to refine what was already there, including the company's culture.

The firm's values and the relationships formed at Rumble have helped shaped its growth. Hoffman said he often gets questions on how his partnerships with the founders have been so prosperous.

"Partnerships, a lot of the time, fall apart. So, we've always treated our partnership as a marriage," said Hoffman. "We make sure to put the other person's needs above our own. And that's always served us really well." •

The author is assistant editor of PCT.

Congratulations
TO THE PCT TOP 100!

PCT
PEST CONTROL TECHNOLOGY



TOP 100 2026

AWARDS CEREMONY & EXECUTIVE SUMMIT

JUNE 24-25, 2026

FAIRMONT MILLENNIUM PARK

SPONSORED BY syngenta®

This event is invitation only. Qualifying companies will receive a formal invitation this month.

Top 100 MAP & MORE

Editor's note: The following pages of this special 25th anniversary Top 100 insert include a map of the Top 100 firms as well as a deep dive into weather patterns, U.S. Census Bureau data and emerging pest trends. But that's not all. We interviewed PMPs in these regions to find what market conditions are affecting today's business operations. There are additional interviews online — and an interactive map with all of the Top 100 data — so visit the digital version of this issue (pctonline.com) for more Top 100 facts and figures!



PMPs Across the U.S. Speak Out

Carolinas, Florida, Texas

Simplifying to Grow Stronger. For Josh Langdon, president of Charlotte, N.C.-based Aruza Pest Control (No. 32), growth isn't the only metric that matters. After years of rapid expansion driven by door-to-door sales, his company intentionally pulled back. The result: growth slowed to about 6% below typical targets, but with a stronger foundation. (The company has locations in Florida, North Carolina, South Carolina and Texas.) "We wanted to build our culture around relationships," he said. That meant redefining mission, vision and values and aligning the business around them. Langdon's focus is durable growth, including opening branches in 2026 to grow the firm's footprint.

Simplifying in a Crowded Market. As competition intensifies, complexity can become a liability. Langdon's team has streamlined service offerings and messaging, focusing on clarity and consistency. "Find the right customers and set the right expectations," he said. With more companies competing across digital channels and traditional sales, standing out isn't just about visibility. It's about delivering a clear, reliable experience. At the same time, strong referral networks remain a key growth driver, reinforcing the company's emphasis on customer satisfaction. In a crowded market, simplicity is becoming a competitive advantage, he said.

Shifting Dynamics. In fast-growing regions like Charlotte and Raleigh, N.C., demand for pest control remains strong, but the dynamics are evolving. New construction is booming, creating a steady pipeline of potential customers, while fewer home sales are reducing inspection-driven work. Meanwhile, marketing is becoming more competitive as more companies vie for attention in expanding metros. Langdon sees opportunity in the fundamentals: homeowners still want to protect their investment from damaging pests. "People are still taking care of their homes," Langdon said.

syngenta®

COAST TO COAST, WE'RE HERE TO HELP

Contact your local Syngenta territory manager



Rick Anglian
470-501-2844
AL, FL Panhandle, GA, MS, TN



Scott Baldwin
480-589-4615
AZ, CO, ID, MT, NM, NV, UT, WY



Tessa Bergefurd
513-508-7181
IN, KY, OH, MI, W. PA



Jonathan Davis
484-843-4348
DE, E. PA, New England, NJ, NY



Ross Eckstein
214-490-5051
AR, LA, OK, TX



Nick Grisafe
909-353-5907
AK, CA, HI, N.W. NV, OR, WA



Michael Ivey
336-925-2934
DC, MD, NC, SC, VA, WV



Susan Manning
954-859-4280
Florida



Mike Weissman
636-399-1702
IA, IL, KS, MN, MO, NE, ND, SD, WI

FOR LIFE UNINTERRUPTED™

@SyngentaPest

© 2026 Syngenta. For Life Uninterrupted™ and the Syngenta logo are trademarks of a Syngenta Group Company. All other trademarks are the property of their respective third-party owners. Syngenta Customer Center: 1-866-SYNGENT(A) (796-4368).

PestManagement

Top 100 MAP

Many external factors affect pest management businesses — weather, invasive pests, business conditions and more. In addition to displaying the location of the Top 100 firms, the map at right dives into some of the conditions impacting companies around the country. Are you seeing similar trends?

Editor's note: Each dot represents a Top 100 firm. (You may not see 100 dots because there are several cities with more than one company.) Maroon text highlights weather extremes, green is business data and blue is about diseases/pests. PCT interviewed more than a dozen PMPs about business conditions in their area. Scan the QR code to read how your peers are handling business challenges and taking advantage of opportunities.

INTERACTIVE MAP

PCT's online coverage includes an interactive map that shows the locations (and more!) of each of the Top 100 firms. Visit the map at bit.ly/4clCkQI or by scanning the QR code above.

MAP KEY

- maroon = weather
- green = business data
- blue = diseases/pests



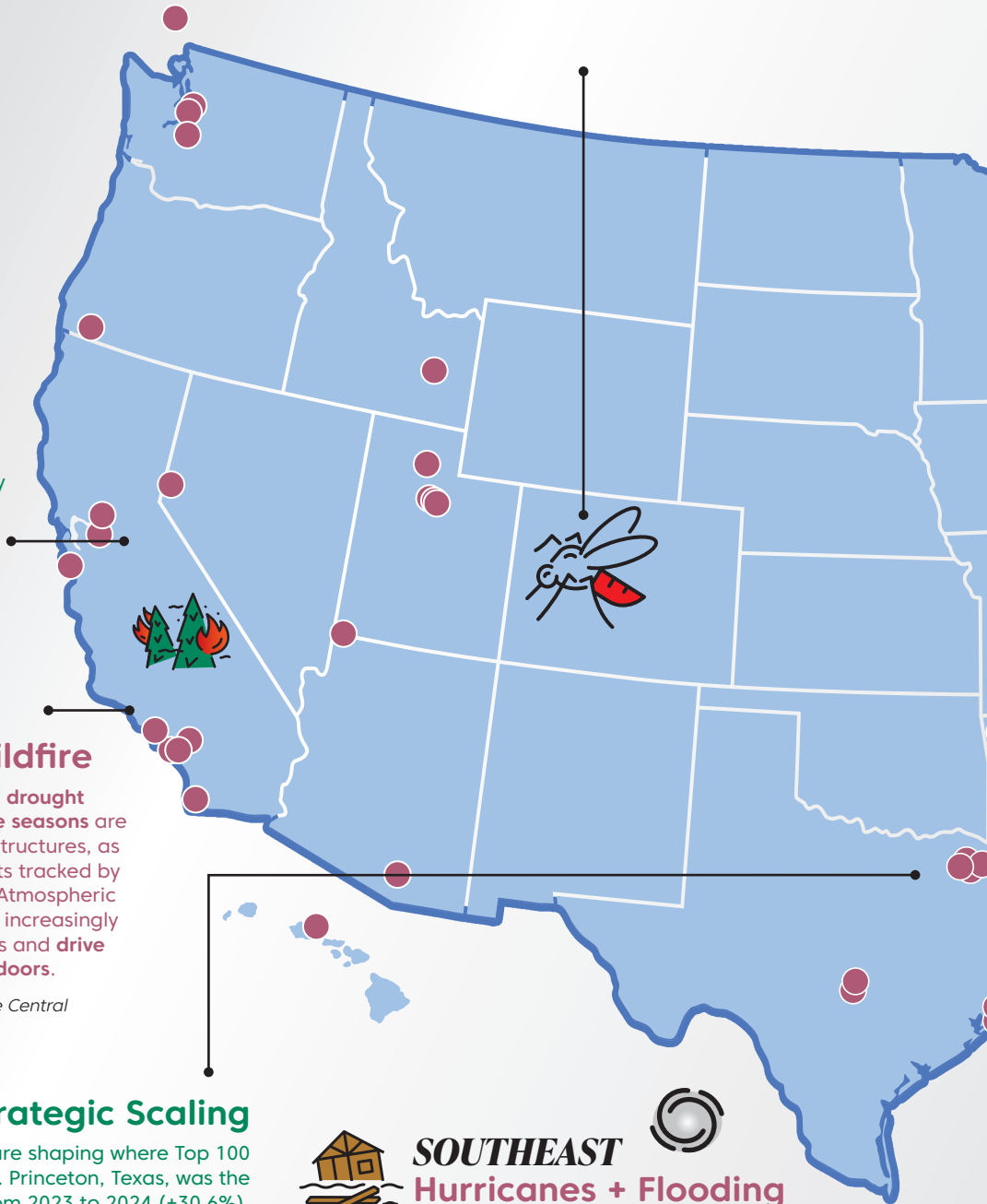
Mosquito Watch

West Nile virus (WNV) continues to shape mosquito control demand across much of the U.S. The top five states with reported WNV cases in 2025 were **Colorado**, **Illinois**, **Texas**, **Minnesota** and **California**. Data from the Centers for Disease Control and Prevention (CDC) shows WNV is the leading cause of disease spread by mosquitoes in the contiguous U.S. That sustained presence reinforces the need for **proactive mosquito programs** and **seasonal treatment strategies** in high-risk markets. *Source: CDC*

California, an Industry Anchor

California remains one of the country's largest pest service markets, with firms operating across **highly diverse climate zones.** The state has one of the largest pest control markets in the U.S., with a population of roughly **39.4 million people** and about 101,000 housing units permitted in 2024, according to U.S. Census Bureau data. It also consistently ranks among the top three states for Top 100 companies (nine this year). Its size and regional diversity keep driving steady demand across **urban, suburban and agricultural markets.**

Source: U.S Census Bureau



WEST
Drought + Wildfire

In the West, **prolonged drought** and **expanding wildfire seasons** are pushing pests toward structures, as extreme weather events tracked by National Oceanic and Atmospheric Administration (NOAA) increasingly disrupt natural habitats and **drive insects and rodents indoors**.

Source: NOAA and Climate Central

Strategic Scaling

Fast-growing markets are shaping where Top 100 companies scale next. Princeton, Texas, was the fastest-growing U.S. city from 2023 to 2024 (+30.6%). The city is part of the **booming Dallas-Fort Worth region**, fueling expansion and new technician hiring.

Source: U.S Census Bureau

SOUTHEAST
Hurricanes + Flooding

More frequent **billion-dollar storms** are driving demand across the Southeast, where flooding and hurricane activity **increase mosquito, termite and rodent pressure**. According to NOAA's disaster dataset, there's been a sharp rise in **high-cost events** in recent years.

Source: NOAA and Climate Central

Ticked Off



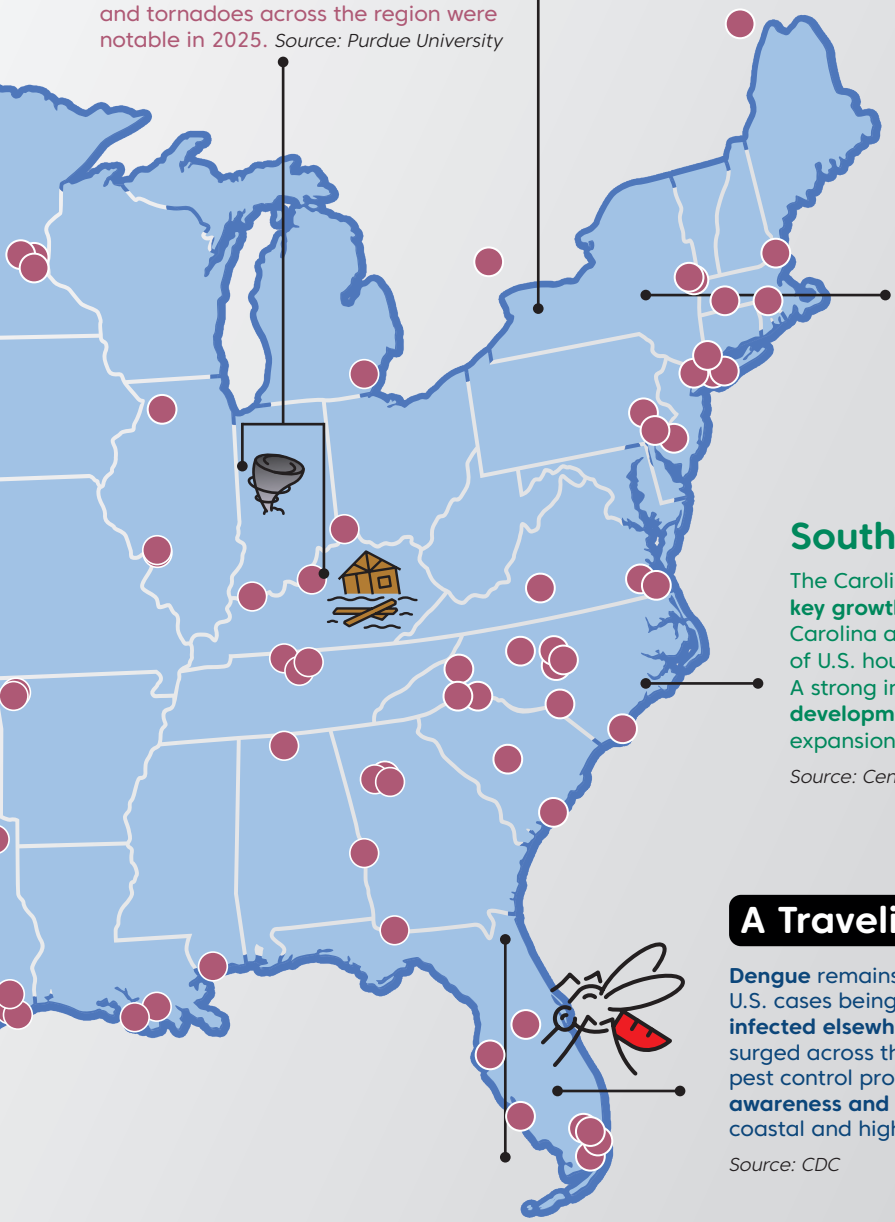
Lyme disease continues to expand across the Northeast and Upper Midwest, with more than 89,000 cases reported in 2023 and **significantly higher estimated diagnoses each year**, according to the CDC. As tick populations spread into new areas, companies are seeing **increased demand for tick prevention services**, particularly in suburban and wooded residential corridors.

Source: CDC

MIDWEST

Heat Swings + Heavy Rain + Tornadoes

Across the Midwest, sharper swings between **heavy rainfall and heat** are intensifying seasonal pest pressure, particularly for **mosquitoes and stinging insects**. Flooding in Kentucky and tornadoes across the region were notable in 2025. *Source: Purdue University*



NORTHEAST

Stronger Storms + Extreme Winters

In the Northeast, **stronger storms** and milder or **extremely cold winters** are extending pest seasons and contributing to **increased tick and rodent activity**.

Source: NOAA & National Weather Service

Southeast Surge



The Carolinas are emerging as **key growth markets**, with North Carolina accounting for about 7% of U.S. housing permits in 2024. A strong influx of **new residents and suburban development** are feeding steady demand and expansion across the region.

Source: Census Bureau

A Traveling Concern

Dengue remains a growing concern despite most U.S. cases being transmitted to **travelers who are infected elsewhere.** The CDC reported that cases surged across the Americas in 2024 and 2025. For pest control providers, that trend underscores **rising awareness and demand for mosquito control** in coastal and high-travel regions.

Source: CDC

Florida Keeps Growing

Florida continues to be a **growth powerhouse,** evidenced by Top 100 firms spread throughout the state. Florida accounted for about **13% of all U.S. housing units** in 2024, and Jacksonville recently crossed the 1 million population mark. That combination of population growth, new rooftops and constant **humidity-driven pest pressure** is sustaining expansion, with **storm-related disruptions** adding to service demand. *Source: U.S Census Bureau*



Vanecto™ Cockroach Gel Bait

syngenta®

@SyngentaPest

FOR LIFE UNINTERRUPTED™

All photos are either the property of Syngenta or are used with permission.

© 2026 Syngenta. **Important: Always read and follow label instructions. Some products may not be registered for sale or use in all states or counties and/or may have state-specific use requirements. Please check with your local extension service to ensure registration and proper use.** For Life Uninterrupted™, PLINAZOLIN®, Vanecto™, the Alliance Frame and the Syngenta logo are trademarks of a Syngenta Group Company. All other trademarks are the property of their respective third-party owners.

More PMPs Speak Out

Here's what PMPs from Top 100 firms said about business and pest conditions in their regions. Read more from Ohio, Pennsylvania, Missouri and others at bit.ly/4vsT7tV.

Massachusetts



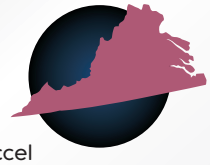
Consolidation Creates an Opening. As consolidation reshapes the pest control industry, mid-sized, family-owned companies are becoming rarer. In the Northeast, Agawam, Mass.-based Gerald Lazarus sees a clear shift.

"There are only a few of us left of my size," said the president of Braman Termite & Pest Elimination (No. 52), noting the rapid pace of acquisitions over the past decade. But rather than squeezing independents out, that consolidation is creating opportunity, he said. Employees and customers alike are gravitating toward companies that still offer direct access and a personal touch, he said. "When you call, you're talking to the owner," Lazarus added.



Oh, Rats! Rodent pressure isn't letting up. In fact, it's intensifying. Lazarus points to increasing rodent populations driven by environmental shifts and reproductive cycles that can quickly escalate infestations. "It's year-round," he said, adding that demand for rodent control continues to grow in dense urban markets like Boston.

Virginia



Growth Gets Harder, More Intentional. Rapid growth is easier at smaller scales, but sustaining it is a different challenge. "You can grow 80% when you're doing $600,000," said Shon Vodila, president, Accel Pest Control (No. 87), Virginia Beach.

Now operating at more than $11 million in revenue with 80 employees across multiple offices, his focus has shifted from pure expansion to structure and culture. A new administrative hub and push to bring remote staff back into a more connected environment reflect a broader priority: maintaining consistency as the company scales.



Unpredictable Headwinds. Operating in a military-driven market brings both opportunity and volatility. In Virginia Beach, frequent move-ins and move-outs create a steady flow of new customers — but also disrupt retention. "It can hurt, but it also offers opportunity," Vodila said. External factors add another layer of unpredictability. Government spending delays can ripple quickly through the local economy, prompting customers to pause service or delay payments.

Illinois



The Boomerang Effect. Even in an uncertain economy, pest control demand has a way of coming back. Chase Goodeill, owner and CEO of Pest Control Consultants (No. 89) in Chicagoland, has seen a consistent pattern. When customers cancel service, the pests return — and so do they. "When people turn off pest control, the bugs come back," he said.

The result is a kind of boomerang effect, with customers signing up for service again at higher rates after experiencing the consequences firsthand. That dynamic is helping sustain growth, even as consumers watch spending. In fact, Goodeill's company is seeing a surge in new customers, as more homeowners opt for year-round service and monthly billing.



Year-Round Demand. Seasonality is no longer a limitation. It's an opportunity to add value. In colder Midwest markets, Goodeill's team has leaned into winter services like rodent control and preventive treatments to maintain engagement when general pest activity slows.

"When general pest control is down, the rodent piece is up," he said. That shift is helping drive adoption of year-round service plans, even in regions with harsh winters. At the same time, customers are demanding speed and convenience, from same-day service to online scheduling and transparent pricing. The companies keeping pace, Goodeill said, are the ones aligning their operations with how today's customers want to buy.



Hawaii



Paradise But With Pressure. In Hawaii, warm temperatures, dense plant life and a steady flow of goods create ideal conditions for pests to thrive year-round. This includes emerging threats like coconut rhinoceros beetles and little fire ants, both of which spread quickly and can cause significant damage. With few natural predators and a climate that rarely slows activity, pest pressure remains consistently high. "If it can get here, it can flourish here," said John Speed, president, Kilauea Pest Control (No. 82), Kailua.



Extreme Conditions, Real Impacts. Extremes are the norm in Hawaii. Speed points to a mix of drought, flooding, volcanic activity and even air quality issues tied to eruptions. "We've got it all," he said. Those conditions can disrupt operations and local economies, particularly in areas still recovering from events like the 2023 Maui wildfires. While growth has remained positive, it hasn't met expectations, reflecting broader economic headwinds in certain regions.

Cost of Living Shapes Workforce. In one of the most expensive places to live in the U.S., labor strategy is evolving. Home prices top $1 million in many areas, making hourly wages alone less sustainable for workers. Speed is exploring production-based pay models to create stronger earning potential and long-term career paths. "You have to provide a career," he said. As companies compete for talent in high-cost markets, compensation models and the ability to offer growth are critical differentiators, Speed said. •

Top 100

New to the List

Proforce Pest Control

#56

Backed by investors and driven by a multifaceted growth strategy, Mark Shorr and Proforce have forward momentum. By James Bigley II

In the competitive pest control industry, Proforce is emerging as a notable player by combining disciplined strategy with a strong commitment to service. Based in Boca Raton, Fla., the company stands out not only for its rapid growth but also for an unconventional origin story and management philosophy rooted in finance and long-term value creation.

Proforce was founded on the vision of CEO Mark Shorr, a former finance professional who recognized untapped potential in the pest control sector. His goal was to build a fast-growing company designed for sustained, long-term success, an approach shaped by his background in investment management and strategic consulting. Shorr began his career at a major investment firm before earning his MBA from the Wharton School, where he also launched a consumer products business. After selling that venture, he went on to build a boutique consulting and advisory firm, gaining hands-on operational experience that would later influence Proforce's direction.

Around 2020, Shorr connected with entrepreneur Mike Paulus, who was exploring opportunities in home services. This led to a deep evaluation of Hawx Pest Control, a company founded in 2013. Alongside Paulus and Hawx's original founders, Shorr helped reimagine the business. He said rather than pursuing conservative growth focused on short-term margins, the group aimed to transform the company into a more dynamic, scalable operation.

Hawx experienced rapid expansion between 2021 and 2024, eventually divesting eight branches in the Southeast United States. Shorr played a key role in this transition and then secured backing from investors to acquire and operate those locations independently, leading to the creation of Proforce. Shorr said this funding approach allows the company to prioritize long-term growth over the short-term pressures often associated with private equity.



Proforce has 13 locations across five states.

proforce™
PEST CONTROL

Proforce's strategy differs from many competitors by emphasizing organic growth, particularly through door-to-door sales, alongside selective acquisitions. Central to its philosophy is what Shorr calls a "three-legged stool" of sales, operations and customer success. Each element is considered equally critical; if one falters, the entire business is affected. This balanced approach is designed to create a more resilient and effective organization.

METRICS & CUSTOMER SERVICE. The firm takes a data-driven approach, treating operations like a "science project" guided by metrics and key performance indicators, Shorr added. However, the focus remains on meaningful, long-term value rather than typical benchmarks. Customer service is embedded in company culture, guided by one principle: if something is easy to fix, just do it. This mindset reflects an understanding that success in pest control often means customers don't have to think about the service at all, making proactive engagement and positive interactions even more important.

Growth is carefully managed through three primary pathways: expanding within existing markets, launching new locations from scratch and pursuing opportunistic acquisitions. This strategy allows Proforce to increase efficiency, improve route density and maintain control over its expansion.

Today, Proforce operates 13 locations across five states: Virginia, North Carolina, South Carolina, Georgia and Florida. The company has grown by 558% during three years and has generated more than $23 million in revenue. The company says its hybrid model blends the agility of a startup with the structure of a mature organization, enabling rapid progress without many of the typical growing pains.

For fellow pest management entrepreneurs, Shorr emphasizes three core principles: understand your financials, deliver exceptional customer service and build a strong, intentional company culture. He says these values are central to Proforce's continued expansion and ambition.

Looking ahead, Shorr says Proforce aims to establish itself as a leader in the pest management industry. By maintaining balance across sales, operations and customer success, he said the firm is positioning itself to achieve sustained growth. •

The author is a PCT contributing writer.

DoMyOwn.com

PEST CONTROL • LAWN & GARDEN • ANIMAL CARE • EQUIPMENT

Scan to Get Started

Mosquito Season Moves Fast. So Do We.

Mosquito control in stock and ready to ship at DoMyOwn.com

- ✓ EASY ORDERING & STRAIGHTFORWARD SAVINGS
- ✓ ACCURATE, NO-NONSENSE DELIVERY WINDOWS
- ✓ PRO SERVICE & EXPERTISE
- ✓ FAST FREE SHIPPING
  NO MINIMUM PURCHASE*





LIVE CHAT EMAIL US CALL US: 866-581-7378

Hablamos Español!

** Free Shipping is applicable to standard shipping for orders in the contiguous United States* | *2026 All Rights Reserved DoMyOwn.com*

Top 100

Rollins Back at No. 1 on Top 100

Working on this anniversary issue of the Top 100 has been a fun trip down memory lane. To quote the late Yankees manager Yogi Berra, "It's like déjà vu all over again."

On this year's Top 100 (which reflects 2025 revenue), Rollins surpassed Rentokil Terminix as the industry's largest firm. Each corporation has held the No. 1 spot for many years, though Rollins has a slight edge — they've spent 13 years at the top, compared with 12 years for Rentokil Terminix and its legacy company Terminix International.

Here's a quick breakdown of this back-and-forth: Terminix held the No. 1 spot for 10 years, from 2002-2011. In May 2012, Rollins topped Terminix (by $12 million), and held the top spot for another 11 years, until May 2023. Then, after a merger in late 2022, Rentokil Terminix's increased revenue put them back at No. 1 for both the 2024 and 2025 issues. This year, Rollins is back on top: Their $3.8 billion is $300 million higher than Rentokil Terminix's $3.5 billion.

Below are some covers showcasing PCT's coverage of these flip-flops. Want to see even more? Visit bit.ly/4eoQYt9 to see all 25 years of PCT Top 100 covers. •







APRIL 2004:
It's a Horse Race

In 2004, Rollins acquired Western Pest Services, Parsippany, N.J., and was closing in on Terminix from a revenue perspective. At the time, Terminix was about $300M larger than Rollins.

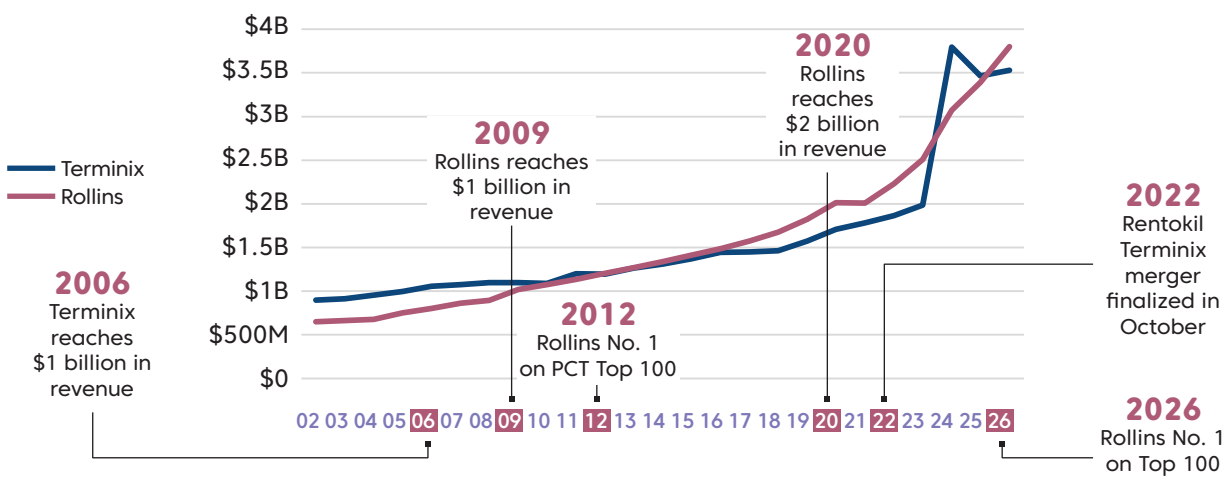
MAY 2012:
Rollins Tops Terminix for the First Time

After Terminix held No. 1 on the Top 100 for 10 years, Rollins pulled ahead by $12 million in 2012. Rollins held the top spot for 12 consecutive years, from 2012-23.

MAY 2024:
It's a Race Car Race

Terminix and Rentokil finalized their merger in late 2022, and the firm's revenues on the 2024 Top 100 jumped Rollins. Also in 2023, Rollins (via its HomeTeam Pest Defense subsidiary) acquired Fox Pest Control ($122 million).

Terminix and Rollins Revenue Over the Years

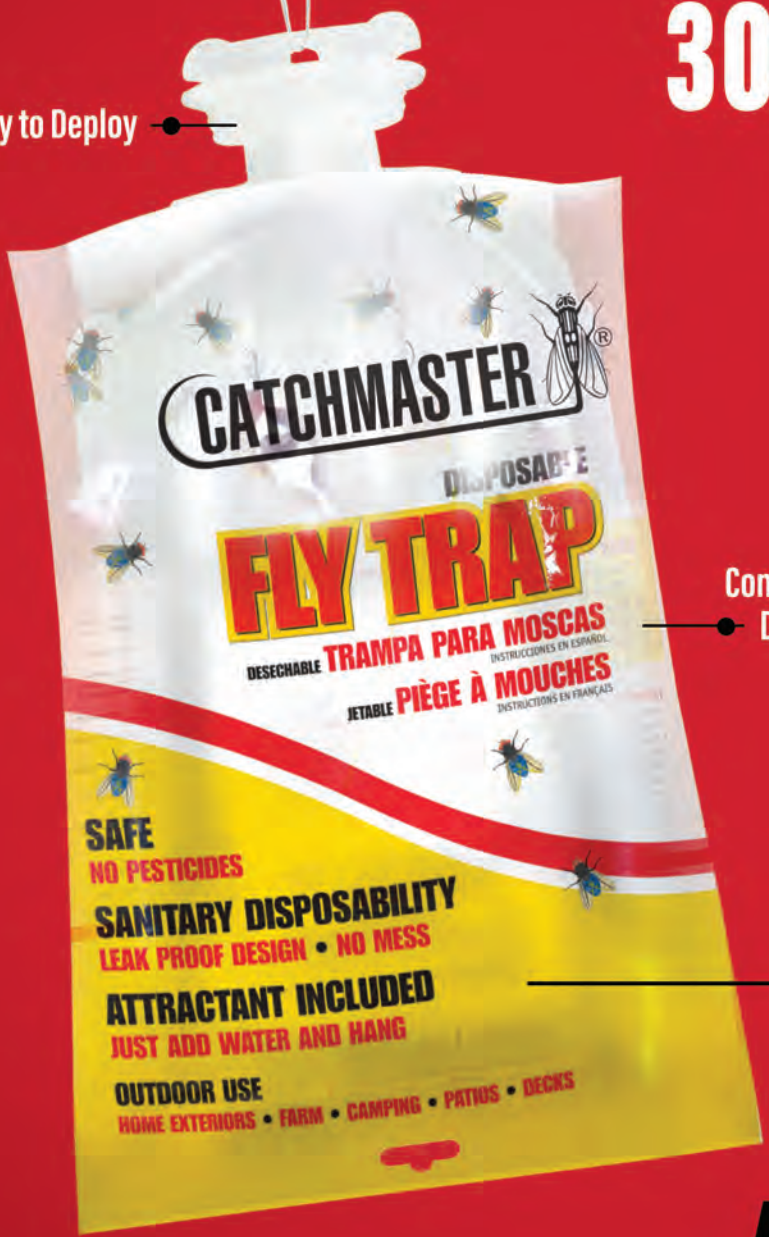


CATCHMASTER®

CATCH UP TO 30,000 FLIES WITH EASE

SAFE, EFFECTIVE, AND NON-TOXIC

Easy to Deploy



Convenient Disposal

Water Soluble Attractant Pod

#975-8 *8 Traps per case*

CATCHMASTERPRO.COM | INFO@CATCHMASTERPRO.COM | 1.800.458.7454



BEN CHANNON,
Director,
Xcluder Rodent & Pest Defense

5 QUESTIONS WITH BEN CHANNON

Rodents don't knock. They squeeze. Every gap, crack, and unsealed threshold is an open invitation. Ben Channon, Director of Xcluder Rodent & Pest Defense, shares some new products and specialized training that help pros stop pests before they ever get inside.

1 I can't drill into the door to install a sweep. Now what?

Happens all the time. Metal doors, glass inserts, historic properties. That's why we created the Xcluder No-Drill Door Sweep. Heavy-duty adhesive mounting gives you a solid seal without touching a drill. Installs in minutes, looks professional, holds up in the real world. Your customer is happy. The rodents are not.

2 What's the fastest way to address weep holes and small gaps?

If you've ever cut and packed fill by hand, you know the time it takes. Pre-Cut Xcluder Weep Fill ends that grind. Each piece comes sized and ready to stuff into weep holes and other small openings. No measuring, no trimming. Just place it and move on to the next gap.

3 What about larger openings? Those always seem to slow things down.

Larger gaps are where improvised fixes can come back to haunt you. The new Xcluder Shield gives you durable, ready-to-use coverage for bigger problem areas. Use it as-is or trim it to the size you need. Peel the backing, stick it over the opening, and go. It's built for speed, and built to last. Once techs have it in the truck, they reach for it constantly.

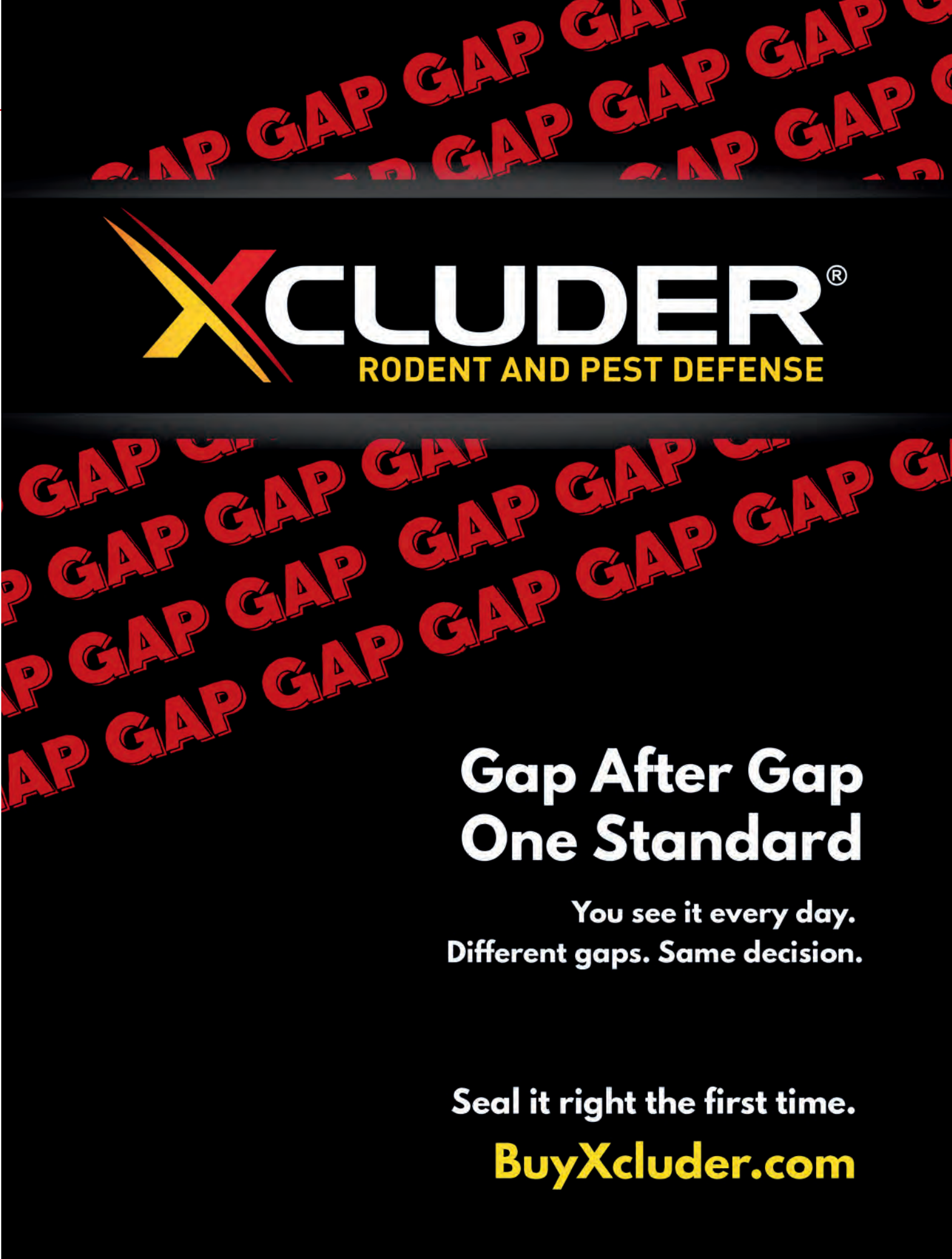
4 What about sealing up garage doors?

If you've been using our X2 Garage Door Seal Kit, you already know it works. Gaps under garage doors are a common rodent entry point, and the X2 closes this gap reliably. The new X2 Flex Fit Garage Door Seal, however, ships fully assembled and ready to drop in, shaving valuable time off every install. It comes in three sizes that fit standard garage doors up to 18 feet wide, so you're stocking fewer SKUs and not guessing sizes.

5 How do I make sure exclusion products are installed the right way?

That's exactly what Xcluder University was built for. Techs learn the optimal way to seal openings and how to install Xcluder products correctly in real-world conditions. When you and your crew are trained to the same standard, your exclusion work gets more consistent, more professional, and more profitable. Go to XcluderUniversity.com to learn more.

Exclusion isn't an add-on. It's the foundation of a pest-free structure. Close the gaps, close the callbacks. See our full product line at BuyXcluder.com.


XCLUDER®
RODENT AND PEST DEFENSE
Gap After Gap
One Standard
You see it every day.
Different gaps. Same decision.
Seal it right the first time.
BuyXcluder.com

PestSure Congratulates the

2026 PCT Top 100



To our insureds and all companies recognized on this year's list - congratulations! Earning a place among the industry's top performers reflects a strong commitment to growth, accountability and delivering exceptional service.

At PestSure, we're proud to partner with companies that set the standard for professionalism and performance. Your focus on doing the job right - every day - is what drives this industry forward.

We appreciate the opportunity to support your success and look forward to continuing that partnership in the years ahead.

PestSure – The Partner You Need

Insurance | Risk Management | Loss Prevention | Training and Education

Companies must have $2M in revenue to qualify

PestSure will work with outside agents/brokers

SEE WHY **ROSE PEST SOLUTIONS** CHOSE PESTSURE

PestSure

INSURING THE FUTURE OF PEST CONTROL

888.984.3813 | www.pestsure.com

TRUSTED PARTNER FOR **PEST MANAGEMENT SOLUTIONS & EDUCATION**



MAY 1 - MAY 31

PRODUCT SPOTLIGHT



envu™

STACK YOUR REWARDS THIS SPRING WITH ENVU'S SPRING PEST ADVANTAGE PROMOTION

Stack your rewards this spring on Barricor, CB-80, DeltaGard G, Maxforce (Fleet & Impact), Scion, Suspend Contact & Residual Aerosol, Suspend Polyzone, Temprid FX, Transport Mikron and Tempo SC Ultra.

JOIN NOW! **To learn more about the year-long program, scan the QR code.**

- No Minimum Purchases
- Purchases must be made through an authorized distributor
- Users may stack Horizon Spring Pest Advantage rewards on top of year-round rewards.

Spring Pest Advantage runs from April 1 - May 31, 2026

EMPOWERING

you to grow your business with comprehensive and tailored solutions.

- **CEU TRAINING**
- **EXTENSIVE myLearning PROGRAM**
- **46 CONVENIENT LOCATIONS**
- **HASSLE FREE, LOCAL DELIVERY**

TARGET SPECIALTY PRODUCTS™

Empowering You to Grow Your Business™

info@target-specialty.com
target-specialty.com
TargetSpecialty
TargetSpecProd
Target Specialty Products
targetspecialtyproducts

Rollins Welcomes Romex to its Family of Brands!

ROMEX PEST CONTROL

+

ROLLINS®

Rollins is excited to announce it has acquired Romex Pest Control, headquartered in Pleasant Grove, UT. Founded in 2016, Romex provides services for residential and commercial customers throughout Texas, Oklahoma, Louisiana and Mississippi.

At Rollins, our mission is to cultivate and grow the world's best pest control brands. We partner with pest and wildlife companies that prioritize their teams, value their customers, are service-driven and dedicated to doing things the right way.

When you join the Rollins family, you gain a supportive community that honors your legacy and empowers your people to succeed.

Matt Whiting
(678) 642-5110
mwhiting@rollins.com
www.rollins.com/partner-with-us

CLARK PEST CONTROL | HomeTeam PEST DEFENSE | NORTHWEST EXTERMINATING | ORKIN | Saela PEST CONTROL

ALL INQUIRIES ARE CONFIDENTIAL | ROLLINS.COM


Termatrac™
iTraker Pro - The Ultimate in Pest Detection
Not Just for Termites. Detect More. Inspect Smarter. Wow Your Customers.
GIVEAWAY!
FREE HD Borescope (3m)
FREE iTraker Holster
FREE Monopod
FREE Luxury Getaway
$1,000 VALUE
Buy the iTraker Pro and receive up to $2000 in FREE gifts!
SCAN HERE to Access this offer
821 Dawsonville Hwy Suite 250 # 320 Gainesville, GA 30501, USA
949 234 8111
sales@termatrac.com
www.termatrac.com



Lance Tullius

Pest Control's PE Advantage

How the pest control industry has largely avoided PE-backed platform buildups gone wrong.

By Lance R. Tullius

I admit, I am in love with the pest control industry. In all my years, I have never seen a more attractive space to do business in. You can make a lot of mistakes and still do very well in this industry. But is it so good that you can do really stupid stuff and still succeed?

Merger and acquisition and "build-up" activity in the residential services space has been rampant since the COVID-19 pandemic. Much of this has been spurred by private equity and other financial sponsor-types and has included service categories across the board, including HVAC, lawn care, plumbing, roofing, home remodeling and — of course — pest control. Many business owners have benefited hugely from this capital influx. And a lot of successful outcomes have been generated as a result of this activity. But as the recent New York Times article "How Private Equity's Vision for a Roofing Conglomerate Went Bust" (*reprinted on page 46*) illustrates, success is not inevitable.

The pest control industry is among the most appealing of the various residential services for many reasons. There are a particular few, however, that have stood out to me as those most responsible for the attention and interest being drawn from investment capital. One of those is that the space has historically demonstrated consistent performance regardless of what's happening in the broader markets or, for that matter, the world. This is key to any investment thesis as it lessens perceived investment risk and therefore raises the perceived value of the investment. This, combined with pest control being one of the more profitable of the residential services, makes it a superstar investment proposition. To benefit from just these two attributes alone, you don't need to be a rocket scientist and you don't even need to have a special "mouse trap" (no pun intended). You simply need to be able to execute a plan and do so with common sense.

Now back to The New York Times piece and the examples gone wrong cited in it. I must say, to date, I have yet to see a private equity-backed platform buildup fail in the pest control industry. And I believe that's largely a testament to just how wonderful this industry really is. But that's not to say that I think the pest control industry is immune to failure when it comes to this type of build-and-sell aspiration. And furthermore, I would never suggest that potential sellers of pest control businesses take for granted that a successful outcome will result from such an engagement.

As with any investment and/or partnership, there's unfortunately a lot that can go wrong. But if I had to drill down to two specific concerns I would

WE DON'T USE THE A-WORD.

~~agencies~~	pesty marketing
Hold your assets hostage	**You own it. All of it.** Forever.
Long-term contract lock in	**We earn your business** every month.
Can't clearly explain results	**Transparent results.** No exceptions.
Treat you like a paycheck	**Treat you like a partner.**

TRUSTED BY PCT TOP 100 OPERATORS

> **We've grown into an 8-figure business.**

Skye LaJaunie
CEO of LaJaunie's Pest Control

DOMINATE YOUR MARKET

866-941-9482 **pestymarketing.com**

be extra cautious of upon entering this type of deal, they would be the people (who ultimately make these businesses what they are) and the actual day-to-day execution of the business. Particularly with a service business, you absolutely must have a relatively high level of employee engagement to successfully scale the business within the type of timeframe these investors seek. To get this high engagement, it must be a core focus of the plan going in and the business carrying forward. There is no need to cut corners in a pest control business by trying to synergistically eliminate people. To the contrary, any attempt to do this will almost certainly spell catastrophe. Employees at every level need to understand organizational vision and be inspired to carry it out.

With respect to execution, because institutional investors see and operate so many businesses, they're constantly thinking, and sometimes overthinking, about execution. A former NFL coach once responded to a question about his team's execution by answering, "I'm in favor of it." Well, I've seen some execution practices that I think ought to be executed. If you buy a high-performance business and pay a premium for it, do not fix what is not broke! Add to it and complement it, for sure. But too often you will find really good businesses that take several steps backwards due to change and overthinking that is completely counterproductive. And this puts the business in a vulnerable position.

As a business owner, how can you prevent being a victim of a build-up gone wrong? Do active due diligence before engaging in one of these transactions. Get to know the firm and the people that will own the majority of your business and that the decision-making buck will stop with. Ask them how they add value to the companies they partner with. Talk to several business owners that have already partnered with the firm in the past and really question them about their experience. Find out what actually happened after the transaction closed. The monetary wealth you'll generate from such a transaction is important and can be life-changing. But you can likely get that from one of a number of different suitors. Being able to look back and feel good about the business you built and what it accomplished after your ownership can be equally fulfilling. •

The author is president of LR Tullius, a firm that specializes in providing merger and acquisition and financial/strategic advisory services to pest control companies.



FROM ROLLUP TO STRATEGIC:

What Sets Strategic Operators Apart in Pest Control

The pest control industry is at an inflection point. With the global market valued at $24.4 billion in 2024 and projected to reach $49.7 billion by 2034, M&A activity has surged—97 transactions closed in 2024 alone, a 27.6% year-over-year increase. But volume tells only part of the story. The more important question is what kind of company is doing the acquiring.

Rollup vs. Strategic: The Core Difference

PE rollups are built around financial engineering: aggregate companies, cut costs, grow EBITDA, exit. They often remain fragmented—multiple systems, limited cultural alignment, a transactional feel. A strategic operates differently. Strategics are true pest control operators. They grow through M&A, yes—but also through organic expansion, operational investment, and a genuine commitment to culture. They're building enduring companies, not temporary portfolios.



The Hallmarks of Strategic Scale

Real integration of routing, service models, and customer experience—not just cost-cutting. A unified culture where every acquired business feels like one company. Market influence that shapes vendor relationships, recruiting, and industry standards. And industry recognition that earns credibility with sellers, peers, and competitors alike.

CERTUS: A Strategic Operator

Since a pivotal leadership transition in 2022, **CERTUS** has moved beyond the initial rollup phase and established itself as a strategic operator. That means acquiring companies based on cultural alignment—not just geography or revenue. It means advancing service models, strengthening safety standards, and bringing every acquired business onto a unified technology platform with a consistent brand, management structure, and customer experience. As a result, sellers, employees, and industry peers recognize **CERTUS** not as a PE rollup, but as a long-term operator with the scale, discipline, and commitment of the industry's largest players.

What the Distinction Means for Sellers and Employees

For owners considering a sale, who you sell to defines what happens next. **CERTUS** brings experience from more than 500 collective acquisitions across its leadership team—and an approach that prioritizes preserving culture, supporting people, and maintaining legacy. For employees joining through an acquisition, a strategic acquirer means consistent compensation, real career development, and organizational stability. For vendors, it means a long-term relationship built on mutual growth rather than short-term cost reduction.

Moving from rollup to strategic operator takes intentional investment, cultural commitment, and operational discipline. That distinction is what positions **CERTUS** to earn the enduring trust of the people it serves—and to help shape where the industry goes.

Patrick Kelly
SVP Corporate Development

CERTUS

Upside Ahead for Rollins

Strong organic growth, modernization efforts and resilient demand could lift margins and restore the company's stock premium as investors favor defensive businesses. By Bob Sandrick

Rollins (No. 1) is growing at an exceptional rate and has a chance to increase its market share in the coming years. In addition, the Atlanta-based company, whose brands include Orkin, HomeTeam Pest Defense, Critter Control and others, will have opportunities to boost profit margins by raising prices and cutting costs, which can be achieved by modernizing company technology, centralizing decision-making, and standardizing operations and protocols across all of its locations. These and other insights were shared by Tim Mulrooney, partner, stock analyst and head of global services at William Blair, in an exclusive interview with PCT.

Mulrooney noted that even as Rollins continues to grow, its shares trade at roughly a 110% premium to the S&P 500 Index, which is below its typical 130–140% premium over the past several years.

Nevertheless, Rollins' premiums can rise again to the 130-140% range as the company grows, and if uncertainty continues in the overall United States economy. That's because investors are drawn to companies like Rollins that are stable regardless of economic conditions.

These projections were made by William Blair — a Chicago-based investment banking, equity research and wealth management firm — in its annual Current Better Values List of 10 companies expected to deliver superior performance over the next two years.

William Blair included Rollins on its list of 10 companies.

GROWTH AND MARKET SHARE. In its report, William Blair said Rollins has been growing "organically," meaning that its existing operations and brands are expanding, as opposed to growth through mergers, acquisitions and external investments. This is a sign of good financial health.

Rollins' organic growth is in the mid-to-high single digits percentage-wise. That's considered excellent or "best-in-class" for a commercial service company with locations throughout the world that share resources.

William Blair said Rollins will have opportunities to claim more market share the next several years. On the residential side of its business, Rollins already has begun this process by investing in its workforce and new technology.

Mulrooney noted Rollins' largest competitor is facing "integration challenges" that have disrupted its operations, creating a tailwind for Rollins. As pest control operators know, integration refers to the process of combining two companies following a merger or acquisition.


Tim Mulrooney

Rollins' residential segment also will benefit from the shift toward digital marketing on cell phones and tablets and through email. Digital marketing favors companies like Rollins that have large brand presence in local markets, William Blair said.

"We believe there is enough room for Rollins and other pest control companies to continue to grow by further penetrating the U.S. homeowner base," said Mulrooney. "In other words, this is not a zero-sum game in our view.

"Having said that, some competitors are definitely better than others. It is harder to steal market share from companies with strong local brands, efficient operations and high customer retention rates."

On the commercial side, Rollins has renewed focus on this segment and has benefitted from changes in the industry, notably the sale of Copesan — an alliance of independent, regional commercial pest management providers — in 2021. Rollins invested in sales, technicians and branch expansion, which William Blair said will continue to support above-average organic growth for Rollins in 2026.

Some aspects of Rollins' growth is hard to predict. Its commercial organic growth, for example, doubled after 2022, exceeding expectations. "My crystal ball for Rollins' commercial pest business is broken," Mulrooney said. "For the last three years, my model has embedded some degree of normalization back toward the company's long-term commercial organic growth rate of about 4%.

"Over the last three years, the company has proven me wrong. This management team has invested significant resources into their nationwide commercial footprint, and they have been reaping the benefits of these efforts while simultaneously confounding expectations to the upside. I will not be surprised if they prove me wrong again in 2026."

FROM SOLOPRENEUR TO $1.5M ENTERPRISE

How Advantage Scaled with PestPac

6X
Revenue Growth

99%
Less Scheduling Time

ZERO
Chased Payments

"For somebody that's operating as a solopreneur, or they might have three or four technicians, one of the best benefits of PestPac is that it's **designed to help you scale.**"

Jim Ross knew he'd never get past the $250,000 mark without implementing enterprise processes from the start. He realized you have to act like a big guy in pest control if you want to be one. And the value was in the results.

See why top pest control operators choose PestPac

PestPac by WORKWAVE

PROFIT MARGINS, MODERNIZATION. William Blair said Rollins can drive incremental margins — the additional profit that results from selling one more unit of a product — between 25-35% higher over the next 35 years. It can be done through stronger pricing and cost initiatives — in other words, by raising prices and cutting costs.

Companies have opportunities to increase prices without losing customers when the demand for their products and services is great, when customers believe their products and services have value and when companies instill loyalty in their customers, said Mulrooney.

William Blair estimates that Rollins' price increases were about 1% annually before the COVID-19 pandemic. Recently, it's been closer to 3-4%.

As for cost initiatives, Mulrooney said Rollins is in the early stages of modernizing support functions like human resources, information technology and customer service, along with backend infrastructure like databases, software applications, cloud service and computer security. The process includes the introduction of artificial intelligence.

Such upgrades will help Rollins become more efficient, Mulrooney said, by streamlining business processes and lightening some of the burden on the workforce, thus lowering business costs.

Mulrooney said Rollins also has been professionalizing its business in recent years. This can be accomplished, for example, through increased employee training and raising qualifications for workers.

Centralization is another key part of Rollins' modernization strategy. By shifting certain administrative tasks away from individual branches, the company allows managers to concentrate more on growth initiatives. In doing so, centralization is intended to enhance the quality of work while also increasing overall productivity.

Finally, standardization at Rollins will ensure that products and services reach a certain level of quality and safety.

"We expect Rollins will be careful and methodical with any new modernization efforts," Mulrooney said. "It is important to strike the right balance between centralizing functions and maintaining strong customer satisfaction rates."

TRADING. In 2026, shares in Rollins' valuation premium — which is the company's value relative to the S&P 500 — is lower than it has been in the past. That's regardless of the company's organic growth and other strong fundamentals, which include good earnings growth, low debt, competent asset management, pos-



itive cash flow, strong market share and effective leadership.

Nevertheless, William Blair remains positive that stock's premiums can rise because Rollins is a "defensive-growth" company, meaning that earnings are stable in any macroeconomic climate because it offers products and services that people always need.

For that reason, Rollins has been able to outperform the broader market during uncertain economic times, William Blair said.

Mulrooney sees two catalysts for Rollins' stock premiums to return to the 130-140% range of the S&P 500. The first is organic growth. The company has the potential to grow organically by 7-8% and achieve incremental margins in the 30-35% range.

Mulrooney said incremental margins have dipped recently because of the company's "growth investments," in sales and service professionals.

"The company is investing for the future, and I believe this is the right strategy," Mulrooney said. "But it comes at a cost. I expect the valuation would expand as incremental margins sustainably move into the 30-35% range."

The second catalyst, Mulrooney said, is something over which Rollins has little, if any, control: Economic cycles. Rollins' valuation tends to rise during macroeconomic uncertainty.

"This is because investment dollars flow from riskier equities into more durable and defensive business models, which certainly includes Rollins," Mulrooney said.

William Blair's report lists several investment risks that might affect Rollins. These include weather fluctuations, insurance claims, growth investments impacting near-term profitability, labor availability, wage inflation and overpaying for acquisitions.

Another risk involves possible "follow-on offerings," which are additional stock shares a company might sell after its initial public offering. These can reduce the value of stocks held by existing shareholders.

"I think the greatest risk to my 2026 outlook is the health of the consumer," Mulrooney said. "Approximately two-thirds of Rollins' revenue comes from homeowners, who tend to tighten the purse strings during periods of higher unemployment.

"It is true that pest control is a defensive industry, but it isn't completely impervious to changes in consumer behavior." •

The author is a PCT contributing writer.





A new study reveals how PCOs are navigating inflation, labor pressures and evolving customer expectations.

By Brad Harbison

Profit *by the* Numbers

Running a pest control company has always been about balancing service quality with tight margins — but inflation, labor shortages and shifting customer expectations have made that balancing act even harder since the COVID-19 pandemic. The new 2025 Pest Control Industry Cost Study aims to help operators make sense of their own numbers and how they fit in with the larger industry today.

Produced by PCO Bookkeepers in partnership with National Pest Management Association (NPMA), this report expands on the one they released in 2019 by providing updated financial benchmarks and performance metrics designed to show pest management professionals exactly how their businesses compare with industry peers.

"Over the past six years, we've added a couple hundred clients, which gave us enough data points to produce meaningful, regional comparisons for the first time," said PCO Bookkeepers founder Dan Gordon.

What's interesting is how consistent the business model is across regions, Gordon said. Whether you're operating in Arizona or Maine, the fundamentals look similar.

"Local pest pressure varies, from roof rats in Florida vs. Norway rats in New Jersey, for example, but the financial structure of a pest control company remains remarkably stable," Gordon said. "This reinforces that labor is labor, materials are materials and general pest is general pest, no matter the geography, aside from the exceptions like termite work or commercial rodent stations, which are costlier."

And though there were no major gaps between the 2019 and 2025 studies, gross margins increased slightly.

"Many raised prices over the past few years in response to inflation, particularly labor inflation, which was significantly higher than the overall CPI," said Gordon. "Those who raised prices and worked on efficiency tended to see improved gross margins."

BENCHMARKING PERFORMANCE. NPMA Chief Executive Officer Dominique Stumpf looks to this study as a comprehensive tool that fits within the core pillars of education and professional development that are part of NPMA's mission. It's meant to benefit both startup and long-term established companies in a variety of ways.

For startups, Stumpf said, it provides a roadmap: New op-

© ISTOCK | KHANCHIT KHIRISUTCHALUAL

THE PROFESSIONAL CHOICE.

Built for Responsible Monitoring.



Glue boards designed to support intentional monitoring within IPM and APM programs.

Pro-Trap™ delivers consistent performance in real-world service environments. Water-resistant construction supports stable placement throughout the service interval, helping professionals gather meaningful insight into activity and conditions.

Developed through decades of glue board manufacturing expertise, Pro-Trap supports a disciplined, documented approach to pest management.

Learn more at web-cote.com/pro-trap

Manufactured by

WEB-COTE INDUSTRIES™

WOMEN OWNED

MADE IN THE USA

erators can build business plans around proven benchmarks rather than pivoting as-needed and guessing for years on end.

"For established companies, it's a diagnostic tool," said Stumpf. "If you've been in business for 20 years, you might think you know your numbers, but comparing yourself to industry averages can reveal blind spots. Maybe your material costs are running higher than they should, or perhaps you're underinvesting in marketing compared to your competitors. The study helps you identify those opportunities for improvement."

Plus, the Cost Study is designed to work hand-in-hand with NPMA's workforce development program and sustainability initiatives. Data shows that direct labor typically represents 26% of revenue. But what it doesn't show is the hidden costs of turnover.

Download the Report



The executive summary of the 2025 Pest Control Industry Cost Study is available for download at www.npmapestworld.org/coststudy or www.pcobookkeepers.com. PCO Bookkeepers' clients receive access to the complete detailed dataset, including comprehensive profit and loss breakdowns, team member activity ratios, debt and liquidity benchmarks, and detailed expense category comparisons.

The study complements NPMA's member resources, including the Workforce Development Program, which addresses the industry's largest cost category through improved recruitment and retention strategies, and the sustainability initiative, which helps companies capitalize on growing demand for environmentally responsible pest management services.

WORKFORCE REALITY. When you lose a technician, you're not just replacing a salary, said Stumpf. "You're losing productivity during the vacancy, spending time and money on recruitment, investing in training for the replacement and often seeing service quality dip during the transition. Some estimates put the cost of replacing a technician at 50-150% of their annual salary," she said.

The Workforce Development Program provides a solution by helping members attract, train and retain quality technicians more effectively. Members can build stronger recruitment pipelines through partnerships with technical schools and community programs.

In response to an industry-wide increase in adopting sustainable practices within pest management firms, NPMA has developed a comprehensive checklist of sustainable practices that can be evaluated, adopted and tracked specific to a company's needs.

"The beauty is these aren't competing priorities," said Stumpf. "They're reinforcing."

RULE OF 23. New to the study is this year's PCOB Competitive Index, a composite performance metric inspired in part by Rollins' long-standing "Rule of 23." It measures performance by combining profit margin and growth rate to reach a score of 23 or more.

"The logic is that growth and profit are interdependent," said Gordon. "If you're investing heavily in marketing to grow, profit naturally comes down."

The Competitive Index adapts this concept but focuses specifically on recurring revenue — what COVID-19 proved to be the lifeblood of any pest control company. "Recurring revenue stabilizes the business," said Gordon. "Companies overly dependent on one-time services saw revenue dry up instantly, while recurring programs held steady."

Following this ideology, the Rule of 23 model helps operators judge whether their performance metrics are enough to "win" the game, with best-in-class companies typically scoring 19 to 20 under the formula.

"Whether evaluating labor costs, assessing gross margins, exploring new service lines or considering expansion, NPMA members now have industry-specific benchmarks to guide those decisions," said Stumpf. "It's about moving from gut feeling to data-driven strategy, which ultimately strengthens the entire industry."

EMERGING TRENDS. Even as costs continue to rise, other trends continue to emerge, highlighting the importance for companies to understand what works for their business model. For example, more than half of PCO Bookkeepers' clients now use a monthly billing model, even when service is performed quarterly or on another cadence.

"As for customer expectations, one trend we've seen, though it's not directly reflected in a P&L, is increased bundling of services, like pairing general pest with termite monitoring," said Gordon. "It makes customers 'stickier.'"

NPMA is already looking ahead at how they can expand the Industry Cost Study even more as the financial landscape continues to evolve and adapt. Technology adoption continues to accelerate and Stumpf is seeing increased investment in route optimization software, customer relationship management systems and even AI-powered solutions.

"These tools require upfront investment but can dramatically improve efficiency," said Stumpf. "Future studies might track technology spending as a distinct category and correlate it with performance metrics like revenue per technician." ●

The author is editor of PCT.

SPONSORED CONTENT

2026 STATE OF THE MOSQUITO CONTROL MARKET REPORT

- Gains sustained • Gearing up for growth
- New customer niche
- Weather impact • IPM for best results
- Why customers buy • Exclusive research



SPONSORED BY

MGK®

2026 STATE OF THE MOSQUITO CONTROL MARKET REPORT

Gains Sustained

Revenue from mosquito control continued to climb.



For many pest management professionals (PMPs), mosquito control has become a lucrative revenue stream.

And for 58%, revenue from this service increased year over year, according to the 2026 PCT State of the Mosquito Control Market survey.

Even drought conditions didn't dampen demand in south-central Michigan. "Our mosquito service grew 38% from last season. I'm not sure if more people are paying attention to mosquito diseases or customers are keeping up with the Joneses," said Brent Young, owner, Brent's Bugs in Stockbridge.

"It was our most requested service last season, and I already have 94% confirmed for next season," he reported in January.

Bohannan Services, Florence, Ala., also saw mosquito revenue increase. "It was a good year for growth," said COO Craig Keller. The company started offering the service about four years ago, initially just to existing customers. He's now aggressively selling it to the greater marketplace.

For Olympic Pest & Termite Control, Hoschton, Ga., the 2025 mosquito season "wasn't as good as it has been," said owner Glenn Fordham. Heavy competition from national pest management and mosquito-only companies is one reason for slower growth.

For sure, more companies have added on the service line. The PCT survey found 90% of service locations offered mosquito control in 2026, up from 54% 10 years ago.

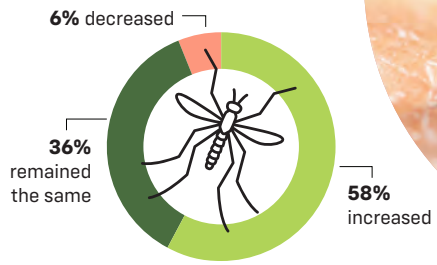
Another reason for slower growth, said Fordham, was the growing anti-mosquito spraying movement in his metro Atlanta market. "There's a big push against mosquito services," he said, adding that it's not uncommon to see yard signs in certain neighborhoods with the message "Don't spray for mosquitoes. It kills beneficials."

On average, mosquito control services accounted for 17.8% of overall revenue at pest management locations, an increase from 11.5% 10 years ago.



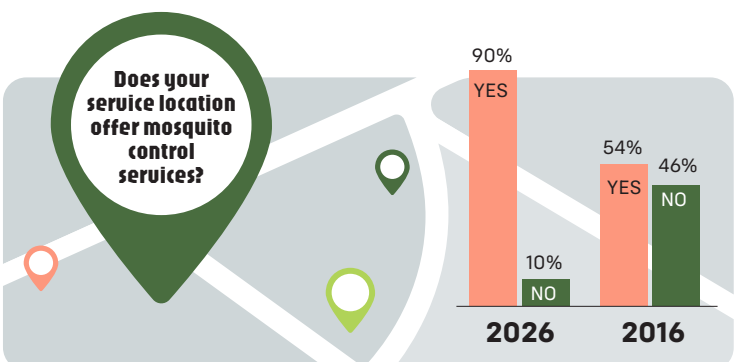
REVENUE ROSE

How did the revenue derived from your service location's mosquito control services change last year versus the year prior?



Source: Readex Research; Number of respondents involved in mosquito control before 2025: 144

GREATER COMPETITION



Source: Readex Research; Number of respondents: 175 in 2026, 428 in 2016

ABOUT THE SURUEY

Sponsored by MGK, the 2026 PCT State of the Mosquito Control Market survey was conducted by Readex Research, a privately held research firm based in Stillwater, Minn. A sample of 5,266 pest control company owners, executives, technical directors and managers was systematically selected from the PCT circulation file. Data was collected from 175 respondents — a 3% response rate — via online survey from Feb. 9-24, 2026. For the 157 respondents offering mosquito control services, the margin of error is plus or minus 7.8% at the 95% confidence level. Charts may not add up to 100% due to rounding.

Gearing Up for GROWTH

Mosquito services are expected to contribute more to the bottom line in the year ahead.

According to the 2026 PCT State of the Mosquito Control Market survey, 75% of PMPs expect mosquito revenue at their locations to increase in 2026.

Slow and steady growth is anticipated at Planet Pest Solutions, serving Kansas City, Mo. "The general populace is becoming less and less tolerant of any uncomfortable conditions, and mosquitoes definitely affect comfort," said Craig George, partner and general manager.

Mosquitoes also may carry disease. Being able to get rid of uncomfortable and potentially dangerous pests remains "a strong closing tool in mosquito program sales," said George.

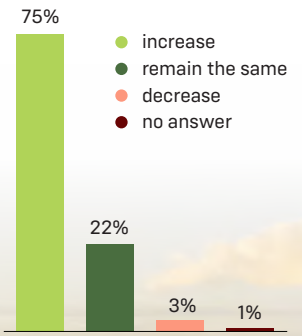
Some PMPs expect growth of mosquito services to be tempered by economic uncertainty.

That is why Glenn Fordham, Olympic Pest & Termite Control, is planning for modest growth of mosquito services this year.

"I think people have money, but there are a lot of folks who are not spending money," he said. "I think things are getting tight. So I think we probably grow it a little bit, but I don't think it's going to be crazy."

GREAT EXPECTATIONS

How do you anticipate revenue generated from your service location's mosquito control services to change this year compared with 2025?



Source: Readex Research; Number of respondents: 157



New Customer Niche

Mosquito-first customers opened the door to selling other services.



For many pest management locations, existing general pest customers traditionally became mosquito customers by adding on the service.

That's changing for companies like Hulett Environmental Services, West Palm Beach, Fla.

"Just in the last year or two years, we're getting more mosquito-specific leads, as opposed to just a pest control lead. People are reaching out with mosquito as the target, as opposed to needing control for ants and roaches," said Ben Gillenwaters, Hulett's chief entomologist and training director. He said mosquito is slowly becoming "its own strong category."

Mike Rogers agreed. The president of Kathleen's Lawn & Shrub Pest Control, Evans, Ga., said that while the majority of his customers sign up for both lawn care and mosquito control services, "we're starting to get more and more independent, stand-alone mosquito jobs."

The company, which has offered mosquito services for about five years, sees this as an opportunity. "We're pushing it hard this year," said Rogers. "We're trying to make it more of a stand-alone [service]."

Bohannan Services introduced a premier service this year that combines year-round mosquito and pest control services. In Alabama, mosquito season can run long or start early, with 75-degree Fahrenheit days possible in February.

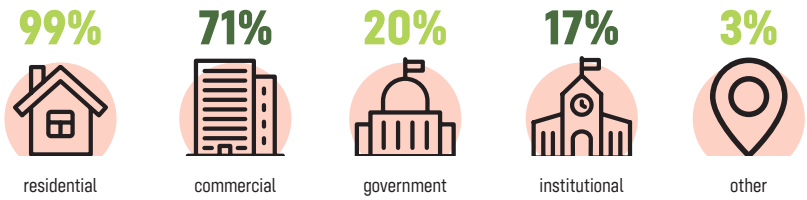
The combo service gives the company "a little more flexibility" to start and end mosquito service when needed, explained Craig Keller.

"When it's time to start mosquito, we start it. When mosquitoes are over, we end it," he said. He doesn't charge for extra services if the season runs longer than expected. And his technicians can get an early jump on reducing breeding sites, which makes for better results throughout the season.

"It's been a very good selling point," said Keller, who saw mosquito revenue increase last year.

ALL ACCOUNTED FOR

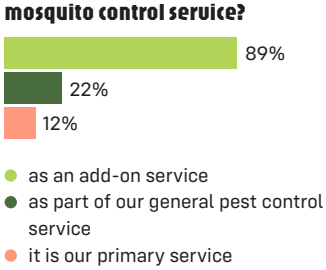
For which types of accounts does your service location offer mosquito control services?



Source: Readex Research; Number of respondents: 157; Respondents could choose more than one answer

MOSTLY AN ADD-ON

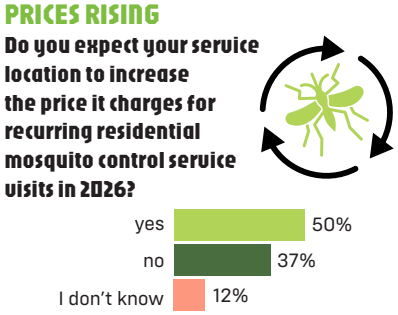
How does your service location offer mosquito control service?



Source: Readex Research; Number of respondents: 157; Respondents could choose more than one answer

PRICES RISING

Do you expect your service location to increase the price it charges for recurring residential mosquito control service visits in 2026?



Source: Readex Research; Number of respondents whose service location offers recurring residential mosquito control service visits: 153

Most service locations (89%) offered mosquito control as an add-on service, found the 2026 PCT State of the Mosquito Control Market survey. Nearly all service locations (99%) offered the service to residential accounts. Half (50%) of PMPs expected the price charged for residential services to increase in 2026.

EFFECTIVE SOLUTIONS FOR MOSQUITO CONTROL

As families and communities begin their migrations to more outside activities, Pest Management Professionals will have the opportunity to be the first line of defense in controlling mosquito populations. Beyond the nuisance of these biting pests, your customers have now also become more aware of the growing public health concerns that mosquitoes may transmit viruses and diseases.

For effective mosquito control solutions, experts recommend using an IPM approach that starts with surveillance and moves towards chemical treatments that target the mosquito at various life stages. This approach includes the use of an adulticide, synergist and insect growth regulator (IGR).



Effective Mosquito Control Throughout The Season

With an IPM approach, Pest Management Professionals proactively control mosquitoes over the long-term, so customers enjoy the outdoors and communities feel safe from vector-borne illnesses.

Surveillance and Exclusion

Inspect the entire area for harborage and breeding sites. Remove all sources of standing water and any other potential breeding sites. It is important to include the customer in this process and communicate the importance of correcting all conducive conditions.

Chemical Treatments

ADULTICIDE

Adulticides are important because they provide immediate relief from an adult population of biting mosquitoes. For best results, choose an adulticide with microcap technology. Microcaps provide controlled release of the active ingredient, thereby providing control for an extended period of time on difficult surfaces.

SYNERGIST

Synergists are not insecticides by themselves but they enhance insecticide efficacy. Synergist use combats insecticide resistance present in the mosquito population. Piperonyl butoxide, commonly referred to as PBO, is one of the most common synergists used in insect control today. It prevents the breakdown of the insecticide in the insect which leads to increased efficacy at lower concentrations.

Mosquitoes are capable of producing many generations in a short time. One female mosquito may produce between one thousand and three thousand eggs in her lifetime. Within a few weeks, thousands of eggs will have become adult females laying eggs. The high numbers of individual mosquitoes in field populations combined with rapid reproduction results in an increased potential for insecticide resistance making a synergist an important part of mosquito management.

INSECT GROWTH REGULATOR

Insect growth regulators (IGRs) have a very different mode of action than adulticides, affecting the hormonal system of the insects rather than killing them outright. One type of IGR is a juvenile hormone (JH) mimic. Pyriproxyfen is a JH mimic and can prevent the transition of larvae into adults, effectively ending their life cycle in the pupal stage. It remains bioavailable after applied. What does that mean for you? It means when you use an IGR to treat a potential breeding site surfaces like tires or ceramic pots, the IGR will still work to prevent emergence of the biting adults for an extended period of time. This is also true of areas that don't have standing water today, but will collect water after a rain event.

Choose The Right Mosquito Control Product

MGK is unique in the insect control industry. For over 100 years, we have been a leader in the lab and in the field, developing innovative and effective products, including a broad portfolio of mosquito control products for residential and commercial structures. Partner with us to get the results you need in the fight against mosquitoes.

Featured Product

OneGuard® Multi MoA Concentrate

OneGuard Multi MoA Concentrate combines the power of a knockdown agent, microcapped residual adulticide, synergist and NyGuard® IGR in one single product. This multi-mode action, all-in-one solution is effective against Aedes, Anopheles and Culex mosquitoes – those that may transmit or carry West Nile virus, Chikungunya virus and Zika virus. For highly effective knockdown and long-lasting control of mosquitoes, choose OneGuard Multi MoA Concentrate.



For more mosquito control solutions, visit MGK.com/mosquito-control

© 2026 MGK All Rights Reserved.

MGK



Weather Impact

Rain, wind and temperature affected mosquito pressure.

Demand for mosquito control services was high last year.

Most PMPs (60%) said the number of requests for these services increased significantly or somewhat at their locations, found the 2026 PCT State of the Mosquito Control Market survey.

In follow-up interviews, PMPs said weather played a role in the severity of mosquito outbreaks. Conducive conditions caused more customers to call for service. Mosquitoes need moisture and warm temperatures for eggs to hatch. And in many parts of the country, conditions were ideal for the pests to reproduce.

That included South Florida. "As hot and humid as it is, it is very good for mosquitoes. And then with the rainfall and all the inter-tidal areas we have being a peninsular state, we have a lot of [pest pressures] going against us," said Ben Gillenwaters, Hulett Environmental Services.

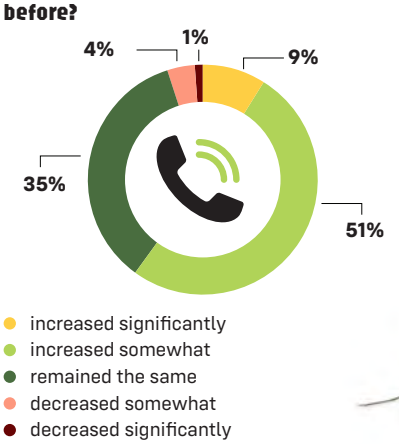
Big storms moving up the East Coast, including a hurricane last year, caused mosquito populations to grow in and around Augusta, Ga.

The pressure spikes after big storms, said Mike Rogers, Kathleen's Lawn & Shrub Pest Control.

"We had to deal with the white-footed mosquitoes that came in from Savannah," he said. "We normally don't have those in our area, but the hurricane blew them up here."

MORE REQUESTS FOR SERVICE

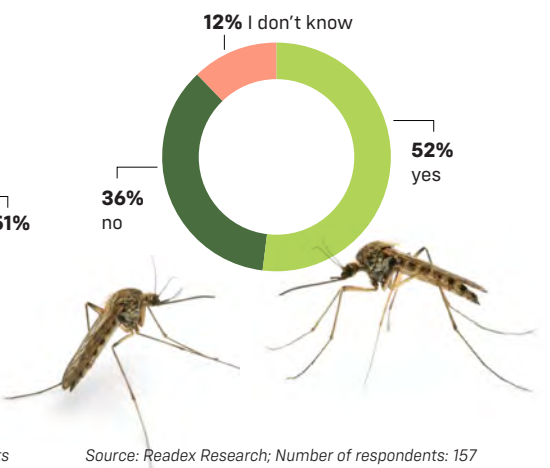
How did the number of requests for mosquito control services at your service location change last year versus the year before?



Source: Readex Research; Number of respondents involved in mosquito control before 2025: 145

INVASIVE CONCERNS

Are you concerned about different or invasive mosquito species becoming established in your market?



Source: Readex Research; Number of respondents: 157

Different or invasive mosquito species are a concern for 52% of PMPs, who worry about them becoming established in their markets.

Due to storms, Rogers had to reschedule and add service visits to some accounts. Still, the wetter-than-normal conditions made for "a good year overall" for mosquito revenue.

Wind affects mosquito pressure in Hawaii.

"We have a constant trade wind. It's pretty steady from the same direction and speed, and as long as those trade winds are blowing, you mostly don't notice the mosquitoes," unless you're in a swampy area or wooded valley, said Steve Russo, branch manager, Sandwich Isle Pest Solutions, a Rentokil Terminix company in Honolulu.

"But when you get the weather change, the different winds shove the mosquitoes up and towards your home," he said.

Mosquitoes are more noticeable in fall and winter when the trade winds are replaced by Kona conditions. This is when the wind switches direction and blows from the South, bringing warm, humid air, said Russo.

IPM for Best Results

A comprehensive approach was the best way to reduce mosquito populations.

Most service locations offered regular, targeted applications via mister-blower or sprayer (91%) to manage mosquitoes, reported PMPs in the 2026 PCT State of the Mosquito Control Market survey. Applications typically were liquid adulticide (76%), insect growth regulators (73%) and larvicide (71%).

Planet Pest Solutions relies on "a quality time-release residual with an IGR and the ability to locate breeding and resting sources," said Craig George.

Still, it can be a challenge to achieve success in residential settings.

"Mosquito activity can drift over from an adjoining property that we do not service," he said. (Though this does present an additional sales opportunity, he added.)

Commercial accounts typically have fewer variables. "It is more cut and dried usually for a commercial account like a hotel, since we can treat and affect most areas close by that have mosquito potential," said George.

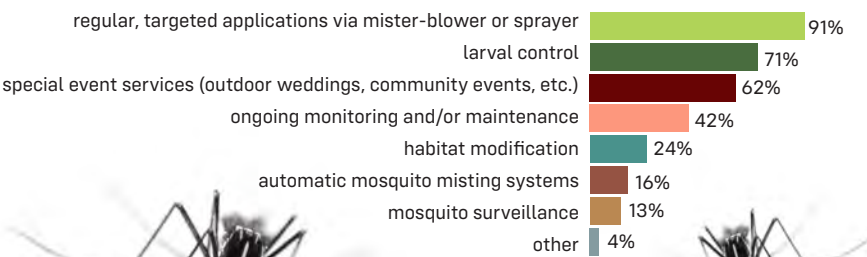
A growing number of service locations incorporated mosquito traps in their treatment regimens: 42%, up from 12% in 2014, when PCT first began asking PMPs about trap adoption.

Hulett Environmental Services combines traps with conventional mosquito treatment in a monthly service. It also offers traps as a stand-alone, environmentally friendly control program. This appeals to customers concerned about conventional pesticide applications.

"It's definitely a green service that's still getting considerable knockdown with no conventional spraying," said Hulett's Ben Gillenwaters. "There's a portion of customers, that's what they're looking for. But for the people most concerned with results, using an integrated approach where you're using all strategies is really your best bet."

SOLUTION FOR EVERY SITUATION

What types of mosquito control services does your service location offer?



Source: Readex Research; Number of respondents: 157; Respondents could choose more than one answer

Technicians at Kathleen's Lawn & Shrub Pest Control like using mosquito traps, said Mike Rogers.

"You knock down without having to be the guy spraying around the property," said Rogers.

His technicians typically install two traps per property: One in the front yard, one in back. They also apply adulticide and larvicide, depending on the program and outdoor conditions.

Bohannan Services offers multiple service options to reduce mosquito populations. After inspecting the property and graphing out areas of concern, the firm recommends a treatment based on what's going on in the yard and neighboring yards, as well as the customer's preference.

Adulticide applications using a mister blower are standard service, "but there are certain times of year you have to be careful," said Craig Keller. "You've got blooming plants and everything else. You've got to worry about the bees. So we're very careful with that."

Proximity to water bodies also may dictate a different control tactic.

When misting is not the best solution, Bohannan uses mosquito traps and essential oils, which Keller said have improved over the years. "Those products have gotten better and better," he said.

The PCT survey found 29% of service locations used botanical products to manage mosquitoes. For 58% of PMPs, chemical trespass and drift was a major or growing concern at their accounts.

The most effective mosquito control programs employ the full array of Integrated Pest Management (IPM) tactics, reminded PMPs.

"Really, we're there to do an inspection, look at the pressure areas, look at the breeding sites, interview the customer, and then from there, come to a mutual understanding of what program and budget is best for that specific person," said Gillenwaters.

Steve Russo, Sandwich Isle Pest Solutions, added: "The more comprehensive your approach is, the better effect you get. Better effect you get, the happier the customer."

The average callback rate for mosquito control services was 5.9%.



Why Customers Buy

Various factors motivated customers to sign up for mosquito service.

Mosquitoes are a nuisance. That is why most customers seek out mosquito management programs, said PMPs.

"Our typical customer is a young family with pets or middle-aged with water access," said Brent Young, Brent's Bugs. "Generally, we hear they tend to be outside later in the day for family events, bonfires or working outside in the evenings."

They don't want to be eaten alive while doing so.

"Customers just want to be able to lounge on their back patio and not be slapping something every five seconds," said Craig Keller, Bohannan Services. The company provides the service to mostly older customers who live on sloughs or marshes leading from creeks, rivers and lakes. The environment is ripe for mosquito breeding. "The backwater creates the issue," he said.

Other customers want to reduce the risk of illness spread by the blood suckers, such as West Nile virus, Eastern equine encephalitis, dengue and other serious diseases.

Customers understand the risk of mosquito-borne diseases, reported 56% of PMPs in the 2026 PCT State of the Mosquito Control Market survey.

The high pressure of pests in general in Hawaii motivates people to call Sandwich Isle Pest Solutions. "We get a lot of people coming from parts of the country where they just don't experience the pest pressure that we have. They come here and freak out, and they get every service under the sun," said Steve Russo. This includes mosquito control.

Depending where they live on Oahu, mosquitoes can be fierce or nearly nonexistent. If you live high on a ridge more exposed to wind, mosquitoes aren't much of a problem. If you live in a wooded valley, they are. "Some places, they experience mosquitoes constantly, and other places almost never," said Russo. "It's real location dependent."

This can make it difficult to market mosquito service to a broad area, said Russo. Instead, he relies on an individual approach where technicians offer solutions

if they notice mosquito breeding issues while performing other services on the property.

Planet Pest Solutions, which offers monthly mosquito control from April through November to upscale residential accounts in Kansas City, Mo., also relies on technicians to sell the service.

"We don't really advertise this program, but when we see evidence of mosquito presence or highly conducive conditions, we approach with a solution and a price," said Craig George.

Bohannan Services starts promoting mosquito control in February. Keller puts a banner outside the office, which is located on a high-traffic road. He supports local sports teams and advertises online, including social media. Service vehicle decals work well. "They're seen everywhere," said Keller.

In the PCT survey, PMPs said the most effective types of advertising were word of mouth (67%), online efforts (63%) and email marketing (39%). Most service locations (43%) began marketing mosquito control services in March.

Olympic Pest & Termite Control mainly targets existing customers to add on the service. The company reaches out to customers in late January before the season starts, reminding customers to sign up. "We get a tremendous response doing that," said Glenn Fordham.

Mosquito trap manufacturers have driven demand for mosquito service in South Florida, and that is prompting consumers to contact Hulett Environmental Services, said Ben Gillenwaters.

"The manufacturers of these new products have been educating the consumer, and so we're getting a lot of interest on the new types of control methods. It's really the consumer driving that, which is interesting," he said.

Hulett typically uses traps in combination with other control products. "Being able to add the mosquito traps has been another tool in the arsenal to further reduce the mosquito numbers," said Gillenwaters.

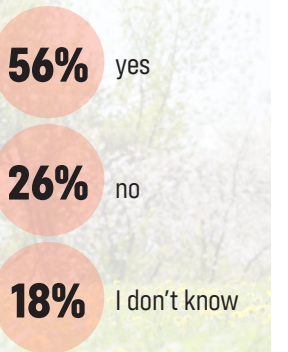
Olympic Pest & Termite Control saw customer interest jump when it incorporated mosquito traps into its control programs in 2024. "We've had pretty good success with them," said Fordham, who said he expects technology like this to become the norm for mosquito control given anti-mosquito spraying sentiment in his market.

"I think that type of control is going to get to be more and more popular," he said.



REGARDING RISK

In your opinion, do your customers understand the risks of mosquito-borne diseases?



Source: Readex Research; Number of respondents: 157

MARCH KICKOFF

What month does your service location begin marketing mosquito control services to its customers?

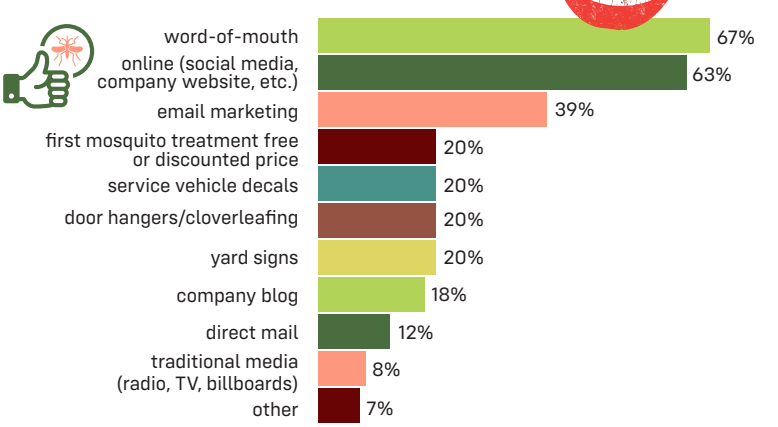
MARCH 43%	APRIL 16%	MAY 10%	JUNE 3%
JULY 1%	AUGUST 1%	ALL YEAR LONG 21%	we do not market our mosquito control services 6%

Source: Readex Research; Number of respondents: 157

CREATING BUZZ

What types of advertising have been most effective in marketing your service location's mosquito control services?





Source: Readex Research; Number of respondents whose service location markets their mosquito control services: 147; Respondents could choose more than one answer



MGK®

ONEGUARD®

Guard the Backyard

Get all-in-one protection from a broad spectrum of tough outdoor pests with OneGuard

OneGuard® Multi MoA Concentrate combines the power of a **knockdown agent, long-lasting insecticide, synergist and IGR in one single product with controlled-release technology**. The result is highly effective knockdown, kill and long-lasting control of mosquitoes, fleas, ticks, flies, cockroaches, spiders, scorpions and other flying and crawling pests*.

*See label for a complete list of pests controlled.



© 2023 MGK All Rights Reserved.

mgk.com/OneGuard

BUILD YOUR TEAM

WITH PROFESSIONAL DEVELOPMENT FROM NPMA

NEW!

VIRTUAL NORTH CAROLINA REGISTERED TECHNICIAN SCHOOL

Developed in partnership with NCDA&CS and NCPMA. Satisfies all state requirements for new employees performing structural pest control services in North Carolina.

INCLUDES: RT Workbook | Interactive Online Training | Final Exam

$75 Members / $100 Non-Members

TRAINING RESOURCES FOR EVERY EXPERIENCE LEVEL

NEW HIRE TRAINING FOR SERVICE TECHNICIANS

6 HRS

Comprehensive 6-hour course covering IPM, federal laws, pesticide application, equipment, and safey protocols.

$60 Members / $120 Non-Members

ACE EXAM PREP

8 HRS

Associate Certified Entomologist

8-hour prep course covering ants, cockroaches, flies, hypenoptera and termites.

$150 Members / $300 Non-Members

BACK TO BASICS

5 HRS

5-Hour Training Course

Ant control, cockroaches, stinging insects, public health principles, and wood destroying beetles.

$100 Members / $200 Non-Members

RODENTICIDE STEWARDSHIP

1 HR

Online Course

Rodent biology, behavior, integrated management, and safe handling practices.

FREE

NPMA PRO CERTIFIED

Elevate your credentials with the industry's recognized certification. Demonstrate expertise across technical knowledge, professionalism, and business acumen.

STRUCTURED TRAINING TRACKS

- General Pest Technician Track
- Commercial Pest Technician Track
- Termite Pest Technician Track

BROWSE THE FULL COURSE LIBRARY

www.NPMATraining.org

QUESTIONS: E-mail: Training@PestWorld.org

NPMA®
National Pest Management Association

Top 100

Excitement at Ecolab Over Pest Intelligence Rollout

Ecolab's newest technology is expected to become a cornerstone of its digital strategy. By Brad Harbison



Ecolab's Julie Marquardt gave a live demo of Pest Intelligence at the firm's 2025 Investor Day.

In 2026, Ecolab Global Pest Elimination (#3) is ramping up the rollout of its AI-powered Pest Intelligence platform, which company leaders expect to be a key driver of the division's growth.

Unveiled as a cornerstone of Ecolab's digital strategy during its Investor Day in Minneapolis last September, Ecolab said Pest Intelligence represents a shift from traditional service models toward a fully connected, data-driven approach. The platform combines remote monitoring devices, cloud-based analytics and on-site expertise to deliver continuous, outcome-based pest management.

#3

"We're focused on accelerating the global deployment of Pest Intelligence…with the goal of transforming our business into a fully digital, AI-enabled service over the next two to three years," said Soraya Hlila, executive vice president and general manager of Ecolab Global Pest Elimination.

FROM CONCEPT TO SCALE. The foundation for Pest Intelligence began taking shape around 2022, with early pilots and development work focused on testing and refining the technology. By 2025, Ecolab made a strategic decision to scale the platform across its entire pest elimination business.

Today, more than half a million connected devices, primarily remote monitoring rodent traps, have been installed globally. The company plans to surpass 1 million devices in 2026, part of a broader push to become fully digitally connected within two years. If achieved, pest elimination would become Ecolab's first fully digitized business unit.

Julie Marquardt, vice president, corporate technologies for global RD&E, Ecolab, said the platform is built through a combination of internal innovation and external integration.

"We're essentially agnostic in the sense that we will do whatever it takes to find the best solution," Marquardt said. "However, the integration itself is entirely Ecolab's, and the intelligence we apply — the AI layered on top — that is uniquely ours."

HOW IT WORKS. At its core, Pest Intelligence delivers continuous visibility into pest activity. Connected devices monitor rodent activity around the clock, transmitting data to cloud-based systems that analyze patterns, identify risks and trigger real-time alerts.

The platform's capabilities include 24/7 monitoring in hard-to-access areas, real-time alerts, root-cause analysis and prescriptive service recommendations. By layering artificial intelligence onto these data streams, Ecolab says it can pinpoint pressure points, identify high-risk zones and guide technicians toward faster, more targeted interventions.

The result is a shift from reactive service to proactive prevention. "Within Food Retail, we saw the perfect opportunity to prove that Pest Intelligence not only delivers an overall better customer experience and outcomes, but it truly transforms and elevates the partnership as a whole. We've helped our customers reach pest-free environments faster than traditional methods," said Deedee Smith, senior vice president and general manager of pest elimination, Ecolab North America.

SERVICE SPECIALIST EXPERIENCE. To bring the technology to life, Marquardt stepped into the role of "Service Specialist Julie" during a live demonstration at last year's Investor Day, walking attendees through how Pest Intelligence transforms a technician's daily workflow.

Marquardt noted that traditionally, a technician might spend the majority of a visit manually inspecting dozens of traps, bending down to check each one individually across a site that could include more than 30 monitoring points.

"With Pest Intelligence, I already know what I'm walking into before I even arrive," Marquardt said during the demo. "I know where the alerts are and where I need to focus my time."

Using a digital map and mobile application, technicians can see real-time activity across a facility and prioritize areas that require immediate attention. Instead of checking every device, they can bypass inactive monitors and concentrate on problem zones.

In one example, Marquardt highlighted a warehouse storing pet food, where rodent pressure can originate from incoming shipments. An alert tied to a snap trap allowed for same-day response, helping prevent a small issue from spreading.

The system also supports a more consultative approach. Rather than simply addressing the immediate problem, technicians can identify upstream causes, such as supply chain issues, and advise customers on corrective actions.

In a food service setting, the platform flagged cockroach activity near a beverage station, a common hot spot due to sugary residue. With early detection, technicians can follow targeted treatment protocols without shutting down operations, minimizing business disruptions.

Marquardt also demonstrated how Ecolab's fly monitoring systems incorporate vision AI technology. Devices capture images of flyboards at regular intervals, automatically counting insects. That data is then relayed to technicians, helping them determine when maintenance or further investigation is needed.

"All of this information is at our fingertips before we even step on site," she said. "That allows us to be more effective, more efficient and ultimately serve more customers in a day."

TRAINING AND ADOPTION. As the rollout scales, Ecolab is emphasizing technician readiness as a key component of success. Smith said that by the end of first quarter 2026, the business was fully at scale, with every member of the field team having completed at least one Pest Intelligence installation and many having





JOSEPH LATINO,
President,
Allergy Technologies

5 QUESTIONS WITH JOSEPH LATINO

Taking a comprehensive and forward-looking approach can greatly reduce reinfestations and callbacks in affordable housing communities. Here is some advice from Joseph Latino, president of Allergy Technologies, creator of ATAHC™, the only property-wide, prevention-based, sustainable Program for pest control in affordable housing environments.

1 Isn't ATAHC a program for bed bugs?

ATAHC started as a bed bug-specific program, but it worked so well, we expanded into a more comprehensive, proactive strategy to control not only bed bugs, but also roaches, rodents and other public health nuisance pests. Pest Management Professionals (PMPs) have a great opportunity to build their businesses with affordable housing clients by implementing this new, comprehensive program, ATAHC Complete.

2 Do I need to use specific products?

When implementing ATAHC Complete, you're not locked into a specific set of products. The program is built around principles, not brands. However, the comprehensive approach does include a protocol with specific classes of pesticides. After thermal treatment, PMPs use desiccant dust, bi-functional insecticides, gel baits, tamper-proof rodenticide bait stations, crack and crevice tools, and our active mattress liner, ActiveGuard®. This flexibility allows PMPs to use materials they are most confident will get the job done.

3 How do I make money?

A common question we get is, "If ATAHC is that effective, won't I lose re-treatment dollars?" In reality, it shifts the revenue model from reactive treatments to preventive, quarterly services with inherent, renewable income. PMPs benefit from providing a sustainable approach targeting the most challenging pests in this environment, while delivering results. In addition, ATAHC is building-wide, so the number of units alone increases revenue, as opposed to one-offs. And when you do what is in your clients' best interests, and you solve their problems, you have clients for life.

4 How can you ensure residents will open the door?

Access issues may be the most formidable challenge in affordable housing. Residents may refuse entry for inspections or treatments, which can derail control efforts. ATAHC addresses this by emphasizing education and partnership with property management. We put time, energy and thought into how we can facilitate entry, including hiring residents as liaisons to help facilitate dialogue with residents. Clear communication around needs and expectations, along with proper notification procedures, goes a long way. Most importantly, for PMPs, that onus is on us. We handle it.

5 What can I do to convince property managers to implement ATAHC?

Convincing property managers to adopt ATAHC requires a paradigm thinking shift. Reactive pest control may seem cheaper in the short term, but it often leads to higher long-term expenses, tenant dissatisfaction, and potential liability. I must again echo Ben Franklin, 'an ounce of prevention is worth a pound of cure.' Instead of playing whack-a-mole as pests travel from unit to unit, you execute a proven program that reduces infestations property-wide. You have to put yourself in management's shoes and help them consider the risk-benefit ratio. Property managers do care about pest control, but they are incredibly busy with all facets of building management. ATAHC Complete frees up their time to solve other non-pest problems and address other issues and resident concerns.

ATAHC
COMPLETE



What If...

Resident Entry Was No Longer an Issue in Affordable Housing?

ATAHC *Complete* Solves the Problem that Most Often Prevents Effective Pest Control in this Environment.

OVER THE PAST 5 YEARS, WE'VE LEARNED A FEW THINGS:

#1
Most property managers ARE concerned about infestations. They are simply too busy and don't understand the nature of pests, or how to sustainably control them.

#2
A preventive strategy like ATAHC means treating every unit in the building, not one-offs, presenting a significant revenue opportunity.

#3
Considering 1 and 2, implementing ATACH is an easy sell for PMPs, and an easy decision for property managers.

ATAHC *Complete* is an Effective and Profitable Way to Treat Bed Bugs, Roaches, Rodents and ALL Public Health Nuisance Pests in Affordable Housing.

Become an ATAHC Certified Provider.
Call 866.978.6288

atahcnow.com • info@allergytechnologies.com • 866.978.6288

completed significantly more. That hands-on experience is helping build technical confidence across the workforce while accelerating adoption in the field.

At the same time, the technology is reshaping how the role of technician is perceived. With dozens of traps on a typical account, technicians historically spent much of their time on repetitive physical checks. Pest Intelligence replaces that manual workload with targeted, insight-driven service. Instead of bending down to inspect 30 or more devices, technicians now arrive with a clear understanding of where to go and what actions to take. The shift places greater emphasis on problem-solving and decision-making.

Ecolab leaders say that evolution not only improves efficiency but also makes the job safer and more attractive to current and prospective employees.

"It's a more informed job," Hlila said. "Our teams have information at their fingertips, and they can use their brainpower to solve problems rather than spending time on repetitive tasks."

MEASURABLE OUTCOMES. Ecolab says Pest Intelligence is designed to deliver up to 99% pest-free outcomes, a notable increase over industry averages near 90% and the company's current baseline of about 94%, Ecolab reports.

In one global retail pilot, Hlila said the technology reduced remaining pest risk by half. Customers are also reporting significant cost savings tied to reduced labor, fewer disruptions and improved operational efficiency, according to the firm.

"The strongest feedback comes from measurable results," Hlila said. "Beyond cost savings, we help protect brand reputation and ensure operational continuity."

The shift to outcome-based service is also a key differentiator. Rather than charging based on visits or equipment, Ecolab is positioning Pest Intelligence as a value-driven solution centered on performance and results.

A SCALABLE GROWTH ENGINE. Looking ahead, Ecolab plans to expand Pest Intelligence across additional geographies, including Europe and China, while continuing to enhance its AI capabilities and broaden coverage to more pest types.

The company sees the platform not just as a technology upgrade, but as a scalable growth engine. By combining its global customer base with a differentiated, data-driven service model, Ecolab aims to strengthen its competitive position and unlock new revenue opportunities.

"The difference isn't just connected devices; those have existed for years," Hlila said. "It's how we use data to deliver outcomes."

As deployment accelerates and adoption grows, Pest Intelligence is expected to play an instrumental role in the division's performance in the coming years. •

The author is editor of PCT.

Pest Elimination a Key Business for Ecolab, *CEO Says*

Pest control is a core part of Ecolab's business, not a niche offering, according to CEO Christophe Beck. In an exclusive interview with PCT, Beck emphasized that Ecolab Global Pest Elimination stands alongside the company's Institutional, Global Water and Life Sciences segments as one of four global strategic businesses.

"All four are global strategic businesses," Beck said. "They're on equal footing."

While Ecolab is widely known for its work with water, hygiene and infection prevention, including life sciences, pest elimination plays a critical role in its broader mission of protecting public health. The Institutional division serves industries including hospitality, while the Global Water segment remains the company's largest business. Within this structure, Pest Elimination has emerged as a strong performer and strategic growth engine, Beck said.

Beck noted that the division delivers solid margins and returns while requiring relatively low capital investment compared to other segments. "It's one of the most fantastic businesses we have," he said.



Christophe Beck

Pest elimination also aligns closely with Ecolab's focus on safety and prevention. Pests, like pathogens, pose risks to people and operations. "We're dealing with all sorts of bugs, from viruses to pests and everything in between, because all of them can harm people," Beck said.

Ecolab's Pest Elimination business focuses exclusively on commercial clients, including restaurant chains, hotels, food processors and data centers, particularly those operating multiple locations. These customers value consistency, Beck said, and Ecolab's goal is to ensure every site meets the standard of the best-performing location. Continuing investment in advanced technology, including the recent Pest Intelligence rollout, will be critical to the division's future success, Beck said.

Looking ahead, growth is expected to come mainly from organic expansion, supplemented by acquisitions.

Beck also noted the company has become more engaged with the pest control industry in recent years. "We are in the pest elimination industry, and we want to be part of it now and in the future," he said.

— Brad Harbison

GET MORE DONE, FAST



A WINNING COMBINATION

FASTRAC®
ALL-WEATHER BLOX™

- Active ingredient: Bromethalin
- Available in blox or soft bait
- An acute bait, FASTRAC knocks the rodent population down to a manageable level*
- Less bait required versus anticoagulants**

EXPRESS™ iQ

- Bluetooth-integrated rodent stations with no subscription required
- Instantly know which stations have experienced rodent activity with the FREE Bell Sensing app
- Seamlessly gather rodent activity data and track trends with the FREE Bell Sensing portal

Bell LABORATORIES, INC. www.belllabs.com

POWERED BY Bell SENSING TECHNOLOGIES

*Rodents may consume a lethal dose in a single feeding, which may result in population knockdown
**Rodents may consume a lethal dose and cease feeding on bait in a single night, resulting in less bait used in comparison to anticoagulant rodenticides

Top 100

Arrow Exterminators Acquires Hoffman's Exterminating

Arrow expands to the Northeast with Hoffman's acquisition. By Brad Harbison and Jodi Dorsch

#6

In March, Arrow Exterminators (#6) announced it was expanding its footprint into the Northeast with the acquisition of Mantua, N.J.-based Hoffman's Exterminating (#66), a move that brings together two family-owned pest control companies with a shared history and complementary strengths.

The Atlanta-based company announced it will retain the Hoffman's brand, along with its more than 100 employees, as part of its growing family of regional operations. Hoffman's serves customers across Delaware, Maryland, New Jersey and Pennsylvania.

"The acquisition of Hoffman's allows us to expand our geography into the Northeast U.S., and join with team members who understand and appreciate the value of a family culture and the advantage it brings to servicing and retaining our customers," said Arrow Exterminators CEO Emily Thomas Kendrick.

TIMING WAS RIGHT. For Hoffman's leadership, the decision to sell was all about continuity.

After 36 years building the company, CEO Bill Hoffman and co-owner Bob Schwenker began considering their long-term exit as they entered their mid-60s. Schwenker turning 65 helped crystallize the need for a succession plan that was right for their employees and customers.

"We kept saying the same thing through the whole process — it's about the people," Hoffman said. "We won't be here forever,

PCO SUPPLY INC. *Serving pest control companies since* 1970

(931) 425-6200
www.pcosupplyinc.com

Easy To Install CRAWL SPACE SOLUTIONS



THE PCO SUPPLY **Access Door**

OUR ACCESS DOORS FAR EXCEED ANY OTHER DOOR ON THE MARKET TODAY

- Made from heavy-duty 1/4-inch plastic
- May be trimmed to fit openings from 20" X 26" to 30" X 48" (18"x24" access)
- The door is easily modified to install a vent.
- Available in two colors: black or white
- Patent ID #374,486



THE PCO SUPPLY **Adjustable Floor Support**

- Made from heavy duty concrete
- Easily adjusted to required heights
- Available in sizes: 6", 9", 12", 17", and 21"
- Specifically designed to stand securely and to remain stationary after installation



THE PCO SUPPLY **Spikes**

Five inch vapo spikes one piece sheet metal head that will not separate from shank. This spike does an excellent job of holding down the vapor barrier in the crawl space.



Left to right: Tim Pollard, Kevin Burns, Bill Hoffman and Emily Thomas Kendrick.

so we had to do right by the Arrow people and the Hoffman people."

With no family successors involved in the business, Hoffman said the company faced a challenge familiar among independent owner/operators: how to ensure stability beyond its founders. The search for a partner centered on cultural compatibility rather than financial return, Hoffman said.

PREVIOUS PARTNERS. The Arrow-Hoffman's relationship dates to early 2022, when leaders from both organizations began spending time together to evaluate potential alignment. This was followed by a four-year period of increasing cooperation, including shared work on large commercial accounts that neither company could fully service alone.

Arrow Chief Development Officer Kevin Burns said the companies effectively built a joint operating rhythm during that time. Hoffman's handled accounts in the Northeast that Arrow could not reach, while Arrow supported Hoffman's customers in the Southeast.

Operations teams worked together, leadership visited each other's offices and both sides observed how the other approached customer service and employee engagement. That experience created a level of familiarity uncommon in many





#66

acquisition processes. "It was a process of making sure that the fit was really, really good," Burns told PCT.

The partnership also revealed strategic advantages for both sides, particularly in how their service models complement each other. Hoffman's generates roughly half of its revenue from commercial pest control, including hospitals, food manufacturing and large facilities. Arrow, by contrast, has historically been more heavily weighted toward residential services. By bringing Hoffman's into the organization, Arrow gains not only a foothold in the Northeast but also deeper expertise in a segment that offers steady, year-round revenue. Bill Hoffman will remain with the company in a leadership role focused on expanding commercial services across Arrow's footprint.

Hoffman's employees also will gain access to Arrow's broader infrastructure, including training programs, operational support and more defined career paths.

NEW HORIZONS. The acquisition fills a geographic gap for Arrow, which already has a presence in Virginia. Adding Hoffman's operations creates a contiguous corridor into Mid-Atlantic and Northeastern markets. Areas north of Virginia will continue operating under the Hoffman's name as part of Arrow's family of brands.

Burns said Arrow sees the region as a significant growth opportunity, especially with a trusted local brand already in place.

"We're super excited to be in the Northeast," he said. "There are just not as many family-owned companies in that region."

The decision to preserve the Hoffman brand reflects a broader emphasis on maintaining the culture that made the company attractive in the first place.

Both organizations have highlighted their shared focus on family values, community involvement and long-term employee development as central to the deal. Hoffman said maintaining that identity was a non-negotiable condition of the sale.

"We've always said we want people to hire here and retire here," he said. "Pest control is what we do, but giving back to the community is part of who we are."

Arrow leaders echoed that sentiment, noting that cultural continuity is essential to retaining both employees and customers during a transition.

It will be interesting to see how this combination of cultural alignment, commercial expertise and geographic reach translates for these Top 100 companies. •

The authors are editor and publisher of PCT.



The "No Spill, No Mess" Bait with PATENTED "Rigid Hydro-Gel" Technology

Gelanimo InTice®

ant bait

- **Rigid Gel Formula is Similar to Gelatin and Has a High Moisture Content Like Liquid Baits**
- **Gel Bait Remains Stable at Temperatures up to 130°F**
- **Kills Common Household Ants***
- **The Proven Performance of Borates**



SCAN HERE For More Product Information!

*except carpenter, fire and harvester ants

US Patent No. 10,398,141

Rockwell Labs Ltd
creating the future of pest control™

www.rockwelllabs.com

Always read and follow label directions.

InTice®, Gelanimo™, Green Zone™, Unfair Advantage™ and Creating the Future of Pest Control™ are trademarks of Rockwell Labs Ltd. ©2026 Rockwell Labs Ltd

UNFAIR ADVANTAGE™

Top 100

Top 100 News & Notes

Recent news about PCT Top 100 firms.

Go-Forth Announces Largest Acquisition in Company History

#33

Go-Forth Home Services, High Point, N.C., recently completed the largest acquisition in its history, which the company said further strengthens its presence in North Carolina and advances its regional growth strategy.

Go-Forth acquired a local pest control provider located between its existing service areas, allowing the company to establish a more contiguous footprint in the region.

"This acquisition fills a key gap in our service territory and positions us to better serve customers across the region," COO Thomas Morton told PCT. "It also supports our ongoing commitment to strategic regional expansion."

Due to a non-disclosure agreement, the name of the acquired company and its specific location are not being disclosed. — *Brad Harbison*

Mike Duffy Takes the Reins at Rentokil Initial

#2

Rentokil Initial announced the appointment of Mike Duffy as chief executive and executive director, effective March 16. Duffy succeeded Andy Ransom, who stepped down the same day.

Duffy, who is from the U.S. and will be based here, brings more than 25 years of leadership experience across large B2B and B2C businesses. Rentokil shared in a press release that Duffy has led major transformations focused on improving customer experience, employee engagement and financial performance and his approach includes strengthening commercial strategy, leveraging technology and building effective processes and culture.

He most recently served as CEO of OnTrac, a U.S. logistics company specializing in last-mile e-commerce deliveries. Previously, he was CEO of FleetPride, where he oversaw expansion across more than 350 locations in North America.

Chair Richard Solomons praised Duffy's track record in driving profitable growth and transforming multi-site, route-based operations. He also thanked Ransom for his 18 years of leadership, during which Rentokil Initial became a global leader in services.



Mike Duffy

Duffy said it is an honor to be appointed as chief executive of Rentokil Initial. "I admire Rentokil Initial's commitment to its customers, its focus on innovation and the dedication of its people," he said. "There is an exciting opportunity ahead to build upon the strong foundations in place to drive operational excellence, improved financial performance and incremental value for shareholders."

Ransom expressed pride in the company's achievements and confidence in Duffy's leadership.

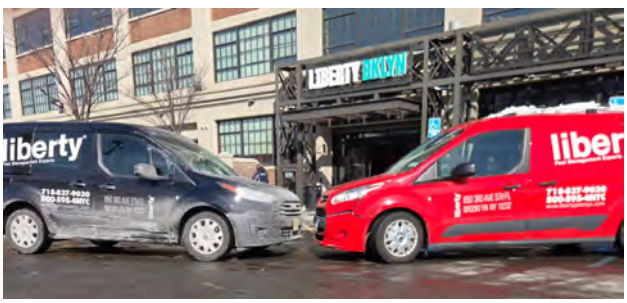
Liberty Pest Control Celebrates 30 Years

#60

Liberty Pest Control of Brooklyn, N.Y., is celebrating its 30th anniversary, marking three decades of growth since its founding in 1996 by Richard "Rich" Cappa. What began as a one-man operation run out of Cappa's vehicle has evolved into a company now performing more than 15,000 services each month across commercial, institutional and hospitality sectors.

Reflecting on the milestone, Cappa said the company was built on a simple philosophy: take care of customers and do honest work. While he did not anticipate the scale Liberty would eventually reach, he emphasized that belief in people and company culture has remained constant.

That culture has been central to Liberty's expansion, alongside key leadership contributions and partnerships. Cappa's collaboration with partner Joe Temperino marked an important phase



Liberty Pest Control is celebrating 30 years all throughout 2026.

in the company's development. Temperino said Liberty focuses on accountability, disciplined growth and a commitment to preserving the values established early on.

The company also points to its employees as the foundation of its achievements. From technicians in the field to office staff and administrative teams, Liberty credits its workforce for delivering consistent service and maintaining strong client relationships.

In recent years, Liberty Pest Control has focused on innovation, particularly through the integration of artificial intelligence (AI) into its operations. Technology and operations leader Alex Dallas has overseen the adoption of AI-driven tools designed to improve efficiency, streamline workflows and support technicians in real time. The company emphasizes that these tools are intended to enhance employee performance rather than replace it.

Beyond business growth, Liberty has prioritized community involvement, including supporting local initiatives, mentoring individuals and creating career opportunities. Cappa noted that providing stability and second chances has been one of the most meaningful aspects of the company's journey.

Moxie Continues Support for Suicide Prevention

Earlier this year, Moxie Pest Control announced it will award $100,000 annually for the next two years to the American Foundation for Suicide Prevention (AFSP) — a $200,000 total commitment — to support suicide prevention awareness, education and community engagement nationwide.

AFSP is a leading organization dedicated to saving lives and bringing hope to those affected by suicide through research, education, advocacy and support for individuals and families impacted by suicide. This partnership reflects Moxie Pest Control's continued commitment to raising suicide prevention awareness and encouraging open, compassionate conversations around mental health.

#8

The two-year partnership builds on a five-year relationship between Moxie Pest Control and AFSP, including employee participation in local Out of the Darkness Walks, where Moxie team members have gathered with families, friends and community members to honor lives lost, share stories and walk together in solidarity. Since 2022, Moxie Pest Control has raised over $250,000 for AFSP's mission.

MASSEY SERVICES INC.®

Massey Services invites you to explore the rewards of entrusting your legacy to us — where your people, your customers, and your peace of mind come first. We approach every acquisition with care, honoring relationships and ensuring your success continues for years to come.

Why Partner with Massey Services:

- One of the nation's leading pest management companies
- Family owned and operated since 1985
- 41 years of consecutive, profitable growth
- More than 3,000 team members delivering residential and commercial pest prevention, termite protection and landscape services
- Trusted by more than 1 million customers
- 195 Service Centers located throughout the South and Southeast U.S.

Let's start the conversation.

Contact Massey Services today to explore a future built on trust, stability and long-term growth.

Ian D. Robinson • 407-571-6278
irobinson@masseyservices.com



"The work of AFSP is personally meaningful to me," said Jason Walton, founder of Moxie Pest Control. "Five years ago, my daughter Jessica died by suicide and left a hole in our hearts and in our lives. I'm thankful for all the work that AFSP does to raise awareness, strengthen community and support resources essential to suicide prevention. Together, we are committed to reducing stigma and expanding our understanding and compassion."



From left to right: Joshua Walton, Jason Walton, Kristen Walton, Laura Walton and Grant Balls.

Over the next two years, Moxie will collaborate with AFSP on awareness initiatives, storytelling, and community participation efforts designed to help ensure individuals and families know they are not alone and that support is available.

Peachtree Pest Control Marks 50 Years with Community Initiative

#4

Peachtree Pest Control, an Anticimex company based in Suwanee, Ga., is celebrating 50 years in business with "50 for 50," a year-long initiative dedicated to giving back through 50 acts of community service, one for each year of support from its customers and neighbors.

The first initiative kicked off in March when Peachtree Pest Con-



Peachtree Pest Control partnered with Bikes for Goodness Sakes to build 10 bicycles.

Keep Birds and Squirrels Out of Venting Systems



Get Serious Pest Protection

The DEFENDER Access+

The Perp!

A warm vent is inviting for pesky critters.

Attempts to make a home inside is not *just* a nuisance. It can be a serious fire hazard.

The Solution!



Model DFRP80W

Pests are no match for the zinc and powder-coated steel Defender.

Easy-open vertical bars minimize lint buildup and make it easy to clean.

Installation is a breeze and provides serious protection.

INOVATE

800-803-2537
DefenderHood.com

Oldham

chemicals company, inc

CELEBRATING
60 YEARS
IN BUSINESS







www.OldhamChem.com

1 800-888-5502

trol partnered with Bikes for Goodness Sakes to build 10 bicycles that were donated to Nicholas House, an Atlanta organization dedicated to supporting families experiencing homelessness.

Peachtree President Bryan Cummings said this 50-year milestone would not have been possible "without the support of our customers and community. '50 for 50' is our way of saying thank you, by giving back and making a tangible difference in the lives of those around us."



Rollins Acquires American Pest (Ill.)

Rollins expanded throughout Central Illinois with acquisition of American Pest Control, based in Hanna City, Ill. The deal closed in summer 2025 and terms were not disclosed.

American Pest Control was most recently owned and operated the third generation of the Haggerty family, including Chuck's children, Andrea Mooberry and Chris Haggerty, and Jim's children, Lynette Hillman and Rod Haggerty.

"We are thrilled to partner with their family to continue their legacy in Illinois," Matthew Whiting, vice president, corporate development, Rollins, told PCT.

Whiting said post-acquisition, Doug Hillman, husband of Lynette Hillman, has remained with the business as its primary leader. American Pest Control was founded in 1951 by Ira Haggerty and his wife Lael. The family-run business initially involved the couple and their two sons, Jim and Chuck, who later took over leadership of the company.

American Pest Control shared on its website that it sold to Rollins because "the brands that Rollins acquires keep their name, keep their family feel and keep providing the top-notch service their customers have come to expect from them. So, teaming up with Rollins seemed to be the right thing for American Pest Control to do. The partnership has been seamless so far and has only enhanced the services and offerings. We're all excited for the future of American Pest Control, which looks very bright." — *Brad Harbison*

Sprague Pest Solutions Marks 100 Years

Sprague Pest Solutions, Tacoma, Wash., recently hosted its Super Meeting alongside its 11th Annual Awards Gala, welcom-



Members of Sprague's Spokane, Wash., branch celebrate their Branch of the Year Award at the company's 2026 Super Meeting and 11th Annual Awards Gala.

ing nearly 400 team members from across its expanding footprint. The event marked a significant milestone as Sprague celebrated 100 years in business.

Over two days, Sprague brought together employees, alumni and local business leaders to honor its legacy while looking ahead to the future.

"For 100 years, Sprague has grown by staying true to who we are," said President and CEO Ross Treleven. "This milestone reflects the generations of team members committed to quality, service and doing the right thing."

Attendees also heard from Scott Welle, international best-selling author of "Outperform the Norm," who shared insights on building a high-performance mindset.

#22

The event culminated in the Awards Gala, celebrating both the centennial and standout achievements across the organization. A tribute video by the Treleven family honored the company's history and the people behind its success.

Two new milestones were introduced this year. Lawrence (Larry) Treleven received the first-ever Lifetime Achievement Award, and Tyler McCullough (Boise, Idaho) was honored as Technician of the Year, receiving a special-edition Sprague service truck.

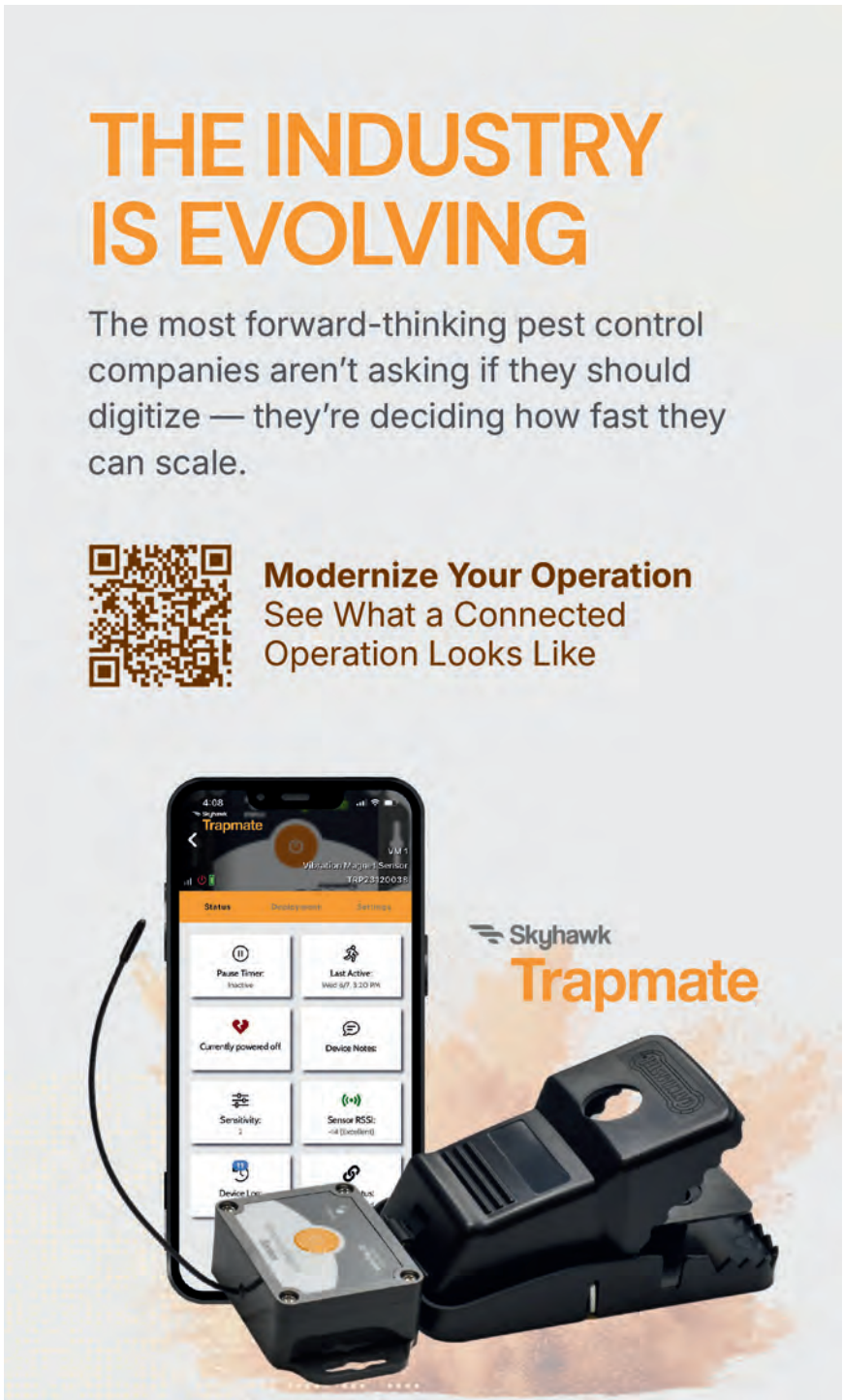
Additional honors included Branch of the Year (Spokane, Wash.) and multiple leadership and sales awards.

The gala highlighted both individual excellence and the collective effort driving Sprague forward into its next century.

Norway-Based Company Makes First Top 100 Appearance

#79

Another Europe-based pest control provider joined the PCT Top 100 list in November 2025 when Tyro Group, based in Elverum, Norway, announced the acquisition of Houston, Texas-based Envirosmart.



Top 100

Founded in 2009, Envirosmart is known for servicing multifamily property customers across Texas.

"We are thrilled to welcome Envirosmart into the Tyro Group family," said Svein Olav Stolen, CEO of Tyro Group. "Expanding into the U.S. is a major milestone for us, and partnering with Envirosmart makes this step even more exciting. Their professionalism, culture and outstanding customer service mirror our own values and make them the perfect partner as we grow our international presence."

According to Tyro Group, the partnership will allow Envirosmart to leverage Tyro's network-wide support, operational expertise and investment capabilities to enhance its growth and service offerings throughout the U.S.

"Joining Tyro Group provides an incredible opportunity for Envirosmart to continue growing while maintaining our focus on delivering high-quality pest management," said John Weigel, founder of Envirosmart. "We're excited to be part of a global group that shares our passion for service excellence."



#66

Bill Hoffman (right) accepting the Jimmy Murray Community Leadership Award.

Bill Hoffman Recognized with Jimmy Murray Community Leadership Award

At the 2025 Champions of Hope event on Oct. 22, 2025, hosted by the Ronald McDonald House Charities of the Philadelphia Region, Bill Hoffman of Hoffman's Exterminating, Mantua, N.J., was recognized with the Jimmy Murray Community Leadership Award.

For over 20 years, Hoffman's has provided the Ronald McDonald Houses in Philadelphia, greater Delaware and southern New Jersey areas with free pest control services.

The 2025 Champions of Hope event benefited the Ronald McDonald House Charities' Food Services program, which provides three daily meals and grab-n-go food items to families free of charge.

National Insurance Program for Pest Control Operators

PBC

As a provider of pest control insurance solutions for over eight decades, the experts at Program Brokerage Corporation truly understand your business and exposures ensuring you're properly protected without any exclusion traps or gaps in coverage!

- ✓ General Liability
- ✓ Professional Liability
- ✓ Property
- ✓ Inland Marine
- ✓ Auto
- ✓ Data Compromise
- ✓ Crime
- ✓ Chemical Exposure

Alexia Mosca
401-468-3448
amosca@programbrokerage.com
200 Crossings Blvd, Suite 110
Warwick, RI 02886
programbrokerage.com

Officially Endorsed by:
NPMA®
National Pest Management Association

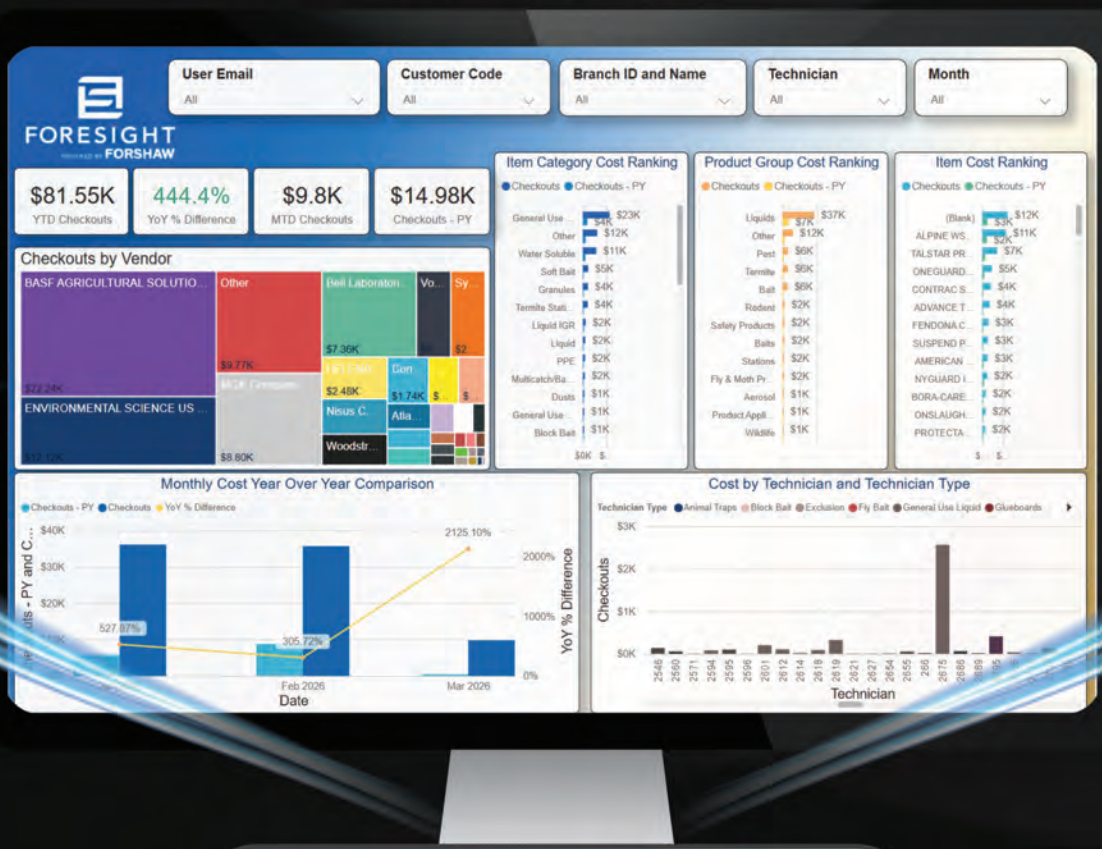


FORSHAW

YOU DON'T HAVE AN INVENTORY PROBLEM.

YOU HAVE A VISIBILITY PROBLEM.

ForeSight gives you real-time visibility into every branch, every truck, every dollar.



Because if you can't see it, you can't scale it.

Visit www.FORSHAW.com/ForeSight

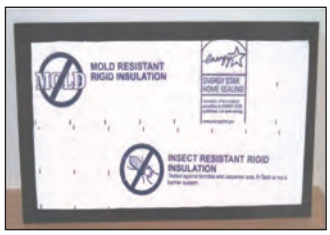
Learn More

Crawlspace Products

For the Pest Management Professional
From Diversified Plastics

Cover-Up FVC Foundation Vent Cover

- Great for encapsulation projects - closes and insulates vents.



E-Z Access® Insulated Crawlspace Door



- 3/4" foam board insulation on door and frame.
- Insect & mold/mildew resistant.

E-Z Access® Crawlspace Door



- Keyed lock and weather-strip.
- Small frame version also available.



DPI
DIVERSIFIED PLASTICS INDUSTRIES, LLC

918-245-0770
WWW.DIVPLASTICS.COM

Top 100

PestMaster Names New President


Bryan Shamhart

PestMaster, Reno, Nev., announced in November 2025 the appointment of Bryan Shamhart as brand president. Shamhart succeeds Brett Shraiar. In this role, he oversees franchisee support, brand growth and operational performance.

Shamhart brings 16 years of pest control industry experience to the role. He began his career in 2009 with Orkin in Cleveland, where he held multiple leadership positions overseeing people and office management, profit growth, staffing expansion, employee development and customer service initiatives.

Shamhart joined PestMaster in 2024 as director of corporate systems and franchisee support, initially tasked with developing systems to better serve franchise owners. His responsibilities soon expanded to include oversight of the company's five corporate store locations and support of pest control initiatives at the brand level.

#57

"As brand president, my focus is on building strong relationships with franchisees, maintaining a high-performing support team and helping owners grow profitable, sustainable businesses," Shamhart said. "Our goal is to provide the tools, expertise and guidance franchisees need to succeed." — *Brad Harbison*

Scherzinger Expands in Kentucky

#78

Scherzinger Pest Control, Cincinnati, acquired Lexington, Ky.-based Guarantee Pest Control in September 2025. The addition of Guarantee's operations will add Central Kentucky to Scherzinger's service area. The company currently has operations in Northern Kentucky, Cincinnati, Dayton and Columbus, Ohio.

Guarantee currently has eight employees serving business and residential customers within a 40-mile radius of Lexington.

"Our experience working in the region and knowing the pest challenges that area families and companies face made coming to Lexington very attractive to us," said Scherzinger President Kurt Scherzinger. "And when it came to Guarantee, our families have known and respected each other for at least three generations, so we knew this was the right fit for both of us."

The company will continue to operate under the Guarantee brand in the near term and maintain its offices in Lexington.

THE AUST GROUP

Mergers & Acquisitions

Thinking of selling your business?

Find out why owners choose us.

#79

ENVIROCARE PEST CONTROL LLC
HAS BEEN ACQUIRED BY
AN ANTICIMEX COMPANY Modern PEST SERVICES
TAG

Smith's PEST MANAGEMENT
HAS BEEN ACQUIRED BY
CERTUS
TAG

EnviroSMART Multifamily Pest Solutions
HAS BEEN ACQUIRED BY
TYRO GROUP
PCT Top 100 2025

GUARDIAN Pest Control — HAS BEEN ACQUIRED BY Modern PEST SERVICES — TAG

schopen PEST SOLUTIONS — HAS BEEN ACQUIRED BY OPC PEST SERVICES — TAG

MASTERS TOUCH PEST SOLUTIONS — HAS BEEN ACQUIRED BY VIKING PEST CONTROL — TAG

ATLAS PEST AND WILDLIFE CONTROL LTD — HAS BEEN ACQUIRED BY ORKIN CANADA — TAG

Reliable pest solutions.com — HAS BEEN ACQUIRED BY PestCo — TAG

ECO CHOICE — HAS BEEN ACQUIRED BY Modern PEST SERVICES — TAG

Pest solutions — HAS BEEN ACQUIRED BY TERMINIX — TAG

CONNECTICUT PEST ELIMINATION Inc. — HAS BEEN ACQUIRED BY ORKIN — TAG

eco-CARE pest management, inc. — HAS BEEN ACQUIRED BY AmericanPest AN ANTICIMEX COMPANY — TAG

VENOM Pest Control — HAS BEEN ACQUIRED BY Turner Pest Control AN ANTICIMEX COMPANY — TAG

SOUTHERN PEST CONTROL Inc. — HAS BEEN ACQUIRED BY Rentokil — TAG

cimex CONTROL — HAS BEEN ACQUIRED BY ACTION TERMITE & PEST CONTROL — TAG

Pest Shield PEST ELIMINATION AND PREVENTION — HAS BEEN ACQUIRED BY JPMcHale Pest Management, LLC — TAG

HOMEPRO PEST CONTROL — HAS BEEN ACQUIRED BY ORKIN — TAG






Congratulations to the 2026 PCT Top 100 List!

+1 772 299 8534 | info@theaustgroup.com | theaustgroup.com

Top 100

New HQ for Meerkat

#61

Meerkat Pest Control purchased a new headquarters in Colonie, N.Y., in January. The decision was centered on expansion, the company said.

"We purchased in January 2026 to expand operations," said Nick Brooks, owner and founder, Meerkat. "We needed more room for sales and customer service, and the location is ideal with quick access to the major interstates."

Brooks said the location has a large and private fenced-in area for trucks and equipment. — *McKenna Christy* •



The new Meerkat headquarters building.

More Top 100 Coverage

Visit online extras at bit.ly/4vsT7tV or click on the QR code for additional Top 100 coverage, including:

- A video montage of all PCT Top 100 covers from the last 25 years
- An interactive map showing the locations of each of the headquarters of PCT's Top 100 firms, all of the demographic data included on the list and live links to each of the companies' websites
- A sponsored video interview in which PCT Editor Brad Harbison sat down with Kemp Anderson of Kemp Anderson Consulting for a deeper dive into the data behind this year's list
- More stories about regional news developments and how they have impacted Top 100 pest control companies
- A racing bar chart video showing how the Top 15 pest control companies have changed position during the last 25 years.

BIRD-X

TARGET BIRDS WITH LASER PRECISION

NEW HANDHELD BIRD LASERS | LASER SAFETY GLASSES | LASER SAFETY TRAINING



Built for professionals who need reliability, safety, and compliance in the field.

The Bird-X HH-100 and HH-400 Handheld Lasers provide immediate, on-demand bird dispersal that lets technicians clear active sites before cleaning or installation begins — helping to deter birds from landing, roosting, or congregating so crews can proceed with work-ready conditions.

Contact Bird-X to learn about New Handheld Lasers and laser safety tools, including laser safety glasses matched to the wavelength of these devices and OSHA-aligned online training for Laser Safety Technicians and Laser Safety Officers.

800-662-5021 | solutions@bird-x.com | www.bird-x.com

Crawlspace DEPOT LLC

Contact us directly to receive contractor pricing: **888-331-9991**

www.crawlspacedepot.com

Close it right.



Foundation Vent Covers from Crawlspace Depot are specially designed for crawl space encapsulation and provide a durable and professional way to permanently seal foundation vent openings.

SHOP VENT COVERS

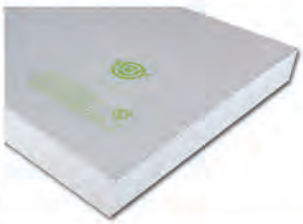
- Low-profile design for standard 16x8" foundation vent openings
- Installs quickly with included Christmas tree fasteners
- Available individually or in 15-packs that include a 1/4" masonry drill bit
- Now available in black and brown

Your Distributor of Crawl Space Encapsulation Products.

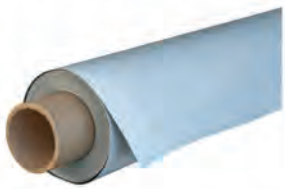
Dehumidifiers



Insulation



Vapor Barriers



Fasteners & Nails



EVERYTHING YOU NEED. FAST SHIPPING, GREAT PRICES

CALL OR ORDER ONLINE

Most current pricing can be found on www.crawlspacedepot.com. All product names, service marks and trademarks mentioned herein are trademarks of their respective owners. Crawlspace Depot is a registered trademark of Crawlspace Depot, LLC. ©2026 Crawlspace Depot, LLC. #PMPCSD-0426



In Terminix's new ads, service technicians aim to provide peace of mind through song.

'Ahhh' Campaign Strikes a Chord

#2

A new cross-channel campaign from Terminix uses song and service to shift the industry conversation toward long-term, preventive pest management. By Patrick Rhonemus

Terminix's new musical "Ahhh" campaign shifts the pest control conversation from reactive control to proactive prevention through the use of singing technicians.

The ad campaign was created in collaboration with BBDO Chicago. John Skinner, chief marketing officer, Rentokil Terminix (No. 2), said the key for the company was



Double your defense. Reduce your callbacks.



Suspend® PolyZone® insecticide and Suspend® Contact & Residual Aerosol help PMPs protect the perimeter and control cracks and crevices.

Hang this poster to help your team reduce callbacks.

to reframe and move toward preventive pest control as the central focus.

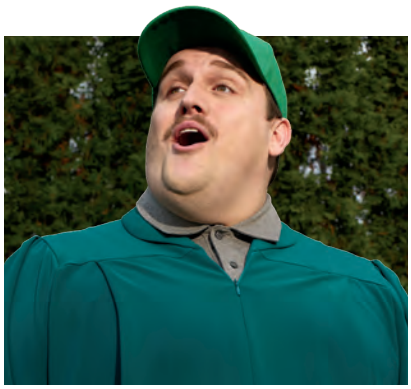
"For us, that peace of mind is so important," he said. "We really wanted to shift the mindset towards long-term investment in a home or business to ensure its sustained protection."

Putting people first is central to the company, and Skinner said the ad offers a chance to bring technicians to life through the new campaign. He said it also was important to think about bringing the right talent into the business by "really making sure we've got people who are excited and passionate about delivering great service for our customers, both at home and in the workplace."

The new ad, which, through the use of singing technicians, renews and revitalizes the brand's "ahhh" sound it has previously used, aims to bring to life that peace-of-mind moment Skinner said. "[It] brings together the emotional experience of what it feels like when you've got that peace of mind in your life," he said. "It was very much a way to create something that's memorable for people and to push home the psychological and functional benefits of taking an approach to pest control, which is preventative rather than reactive."

The ad is designed to appear on Connected TV (CTV) and social channels. Skinner said when working across multiple channels, it is important to keep any ad authentic to each channel.

"What we did is actually take the concepts behind the 'Peace of Mind' campaign and brought it to life differently for each of the channels we were working in," he said. "I think for smaller teams, and smaller media budgets, all of those things can still be true. Delivering on authenticity is where to really focus. Many of the tools and platforms out there these days allow you to do it in a much more cost-effective way than has been available in the past. I think everyone can really succeed in their space."



Benjamin Doncom performs as a singing Terminix technician.

Skinner said ad campaigns, like its new

EXECUTIVE
PEST CONTROL PRODUCTS
The Leader in Termite Treatment Repair Plugs
Since 1998
execpcp.com
877.892.8112

SUPER PLUGS™
• Flush top design, can use with or without concrete finishing
• 5 sealing rings
• Sizes: 1/4, 3/8, 1/2, 9/16, 5/8
• 250 or 1,000 count
New ¼" size

BAIT SYRINGE REPLACEMENT PLUNGERS AND TIPS
Now Available in bulk quantities
• perfect fit for pre-filled bait syringes
Available in retail ready packaging
• 12 plungers and 12 tips per bag
Inexpensive solution for lost, expensive bait guns



PCT TOP 100

"There are aspects to achieving a successful outcome when selling your business. Kemp Anderson has a thorough understanding of each of these aspects. He has a deep understanding of the market place across the country. He takes the time upfront to review and prepare your business for sale. It is a lot of work but once the process begins most of the questions buyers have are already answered. He also takes the time to prepare you for the sales process. Kemp is always available, always present and did a great job representing our best interests at every step. If you are considering selling your business you should speak with Kemp Anderson." — ***Joe Pestana,* Co-owner JP Pest Services**

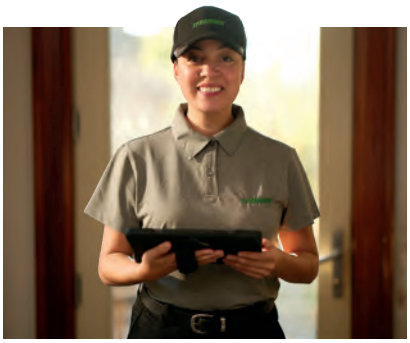
Ready to Retire?

Choose the strongest and most experienced team to represent you, your family and your business.

*Call for a **free** consultation today!*

(407) 466-5859
KempAnderson.com
Kemp@KempAnderson.com

KEMP ANDERSON CONSULTING



Terminix's new ad campaign highlights its service professionals.

"Ahhh" campaign, are an important investment in a company's brand.

"We take great care to understand consumer sentiment before, during and after our campaigns," Skinner said. "That's something all businesses investing in marketing should prioritize — closely tracking the metrics that drive performance and ensuring they're moving in the right direction. It's something that we take very seriously."

He said the ad's goal of driving pest control into a preventive mindset is going to be beneficial to the entire pest control industry.

"We see our role as a major national player backed by a global business with deep expertise," Skinner said. "That puts us in a strong position to help grow the category, raise awareness of pest control and create opportunities for others to succeed. Ultimately, the best outcome is a growing industry and market where everyone can share in that success."

Throughout the creative process, Skinner said that Terminix considered a variety of concepts for how the company could really bring that peace-of-mind feeling to life.

"The element that really stood out to us was this 'ahhh' moment that's been a part of our campaigns for several years," Skinner said. "It felt like the perfect way to bring everything together in a cohesive and meaningful way. Selecting the voices and choosing the technicians who would represent that idea was not only important, but also a genuinely fun and rewarding process."

The creative process was collaborative, Skinner said. Together, the teams worked to bring to life the different pest types that can infiltrate a home, and they made sure to demonstrate that there are multiple ways to prevent those pests.

"No matter where you look, there's a technician there in spirit looking after the pest control for you," Skinner said. •

The author is digital editor of PCT.





Learn more



WHILE OTHERS CRAWL, YOU'LL SPRINT.

Pest management is all about speed. If you aren't prepared to move quickly, you risk supply shortages, product delays and frustrated customers. Stock up with SiteOne and take advantage of pest management resources like location-based product searches, order status notifications, and inventory when you need it most.

YOUR PARTNERS IN PEST MANAGEMENT

SiteOne Pest Management



850+
Branch Locations
Nation Wide

Explore next-level pest management at **SiteOne.com/PestManagement**

Time to Talk MOSQUITO

Engaging your customers — online or in person — leads to more effective mosquito management.

By Anne Nagro

EXPECTATIONS. EDUCATION. COOPERATION. In conversations with pest management professionals (PMPs), these were cited as some of the biggest challenges to managing mosquitoes.

Without them, service can fail, technicians can grow frustrated and customers can become upset. A successful service requires more than excelling at the technical aspects of the job, PMPs say. It requires a commitment to communication.

CUSTOMER MISCONCEPTIONS. PMPs shared common customer misconceptions about mosquito control services and how they overcome them:

I only want service when it suits me. Successful mosquito control requires sticking to a service schedule; don't assume this is something customers understand.



© ADOBESTOCK

"We will get customers that don't stay up on the treatments or skip or reschedule weeks since last treatment and wonder why it's not working that well," said Brent Young, owner, Brent's Bugs, Stockbridge, Mich.

A typical mosquito service for Young includes inspection to identify mosquito breeding sites, larvicide application as needed and application of adulticide every 21 to 25 days. It's also important to "go over expectations with the customer," he said.

That includes stressing the importance of service consistency and not skipping a month because the customer doesn't see mosquitoes.

"If you're going to do mosquito, put together a program and stick to it. Don't let your customers dictate how you do it," said Glenn Fordham, owner, Olympic Pest & Termite Control, Hoschton, Ga. He offers a comprehensive mosquito management program mostly for residential accounts.

Likewise, make sure it's a schedule your company can maintain or don't offer mosquito service.

"If you can't put it on a consistent schedule, I'd avoid it. Build a program around it, treating on a schedule and treating the right areas," said Mike Rogers, president, Kathleen's Lawn & Shrub Pest Control, Evans, Ga. His technicians apply adulticide with a mister blower monthly and larvicide as needed. Customers can add on mosquito traps or use them as a standalone program.

Being inconsistent with treatments causes a break in your control, he reminded. Re-services are costly and can damage your reputation.

I know as much about mosquitoes as you. This may or may not be true, depending on where your customer gets their information.

Regardless, it's important to be a knowledgeable professional who can provide science-based guidance to reduce mosquito populations.

"Make sure your crew, both in the field and in the office, have an increasing working knowledge of mosquito biology and the options they have in fighting mosquito activity," said Craig George, general manager and partner, Planet Pest Solutions, Kansas City, Mo.



Ben Gillenwaters



Craig George

"Take time to explain to customers how products and active ingredients work."

"Make sure your crew understands mosquito biology and management options."

"Prospects are always doing their research, and a certain level of expertise is expected at our professional level to recommend solutions that will be effective before a prospect will become a paying customer," he said. Planet Pest Solutions offers monthly conventional mosquito treatments April through November.

Educating customers helps improve program effectiveness. Sharing your knowledge face-to-face or via email, text or blog elevates your company and the profession.

In Hawaii, for instance, many customers don't know that windfall avocados laying on the ground can be the source of Asian tiger mosquito breeding. The fruit is eaten by foraging critters; the indentations left in the fruit hold just enough water for the mosquitoes to breed, said Steve Russo, branch manager, Sandwich Isle Pest Solutions, a Rentokil Terminix company in Honolulu. Explaining that helps customers understand why they need to clean up fallen fruit.

"It establishes you as a knowledgeable professional," said Russo of sharing knowledge. That's what you want to be, he reminded, not just the guy who shows up and sprays things.

"If you're a knowledgeable professional, you show up and you give advice, and people listen your advice, and when they have another problem, they're going to trust you to solve that problem too. Share your knowledge, and that will help build your business, whatever service you're providing," Russo said.

The service isn't working because I still see mosquitoes. It can take time for your mosquito program to become effective at its highest level. That's especially true if it uses mosquito traps that rely on mosquitoes spreading active ingredient to nearby breeding areas.

"It can take some weeks for the product to spread and get that transfer effect," said Ben Gillenwaters, chief entomologist and training director, Hulett Environmental Services, West Palm Beach, Fla. Consumer demand for the traps helped mosquito control revenue increase at the company last year.

It's essential to set proper expectations

TOP 10 THINGS TO KNOW

Mosquito larviciding can build your business while helping customers better enjoy their yards and outdoor spaces by reducing nuisance mosquitoes and mosquito-borne diseases like West Nile virus.



1 Larviciding Stops Mosquitoes Before They Bite: Mosquitoes lay their eggs in standing water, and most yards and green spaces have multiple sites where water collects during the warm season. Larvicides like Natular® attack mosquitoes while in the larval stage — before they emerge as flying, biting adults.

2 Natular is Naturally Derived Control for Mosquitoes: Natular's active ingredient, spinosad, is derived from a naturally occurring soil organism and formulated to control the larvae of 20 mosquito species, including *Aedes*, *Anopheles* and *Culex*, and is registered under the EPA's Reduced Risk program.

3 Quick Impact, Long Lasting: Unlike IGRs, the top effervescent layer of Natular DT kills more than 95 percent of larvae present in water containers within 24 hours, then its second layer maintains that control for 60 days.

4 Organic Material Review Institute (OMRI) Listed®: Natular G30 can be used in and around organic farms and gardens and in sensitive backyard environments, giving peace of mind to customers.

5 Two Formulations for PCOs: Dual-layer Natular DT tablets and Natular G30 granules provide consistent control in containers, standing water and other mosquito breeding areas. Plus, the DT tablets pair well with MosquitoCon™ receptacles.

6 Minimal PPE to Apply: Natular products require minimal PPE to apply, making it easy for PMPs to add to their mosquito control offerings.

7 Made in the USA: American-sourced spinosad is used to formulate and manufacture the Natular® products in the United States.

8 The Gold Standard of Larviciding: Used by government agencies around the world, Natular has been tested in virtually every climate, terrain and environment with proven, reliable efficacy for more than 15 years.

9 Winner of the U.S. EPA Presidential Green Chemistry Award: Clarke was recognized by the EPA for developing Natular as "the first new, chemical larvicide for mosquito control in decades; it meets the highest standards for environmental stewardship and offers a new choice for Integrated Mosquito Management."

10 A Reputation for Sustainable Solutions: For more than 75 years, Clarke has earned its reputation as a global leader in mosquito control. The family-owned business has grown to serve customers around the world, with a core focus on innovative mosquito control solutions that are environmentally responsible and sustainable.

Visit Clarke.com to learn more about our company, impacts and products.

Natular is a trademark of Clarke. OMRI Listed is a trademark of The Organic Materials Review Institute. MosquitoCon is a trademark of VM Products.

Natular®

Complete portfolio of larvicides with a naturally derived, Reduced Risk active ingredient, Qalcova™ brand Spinosad

Clarke is leading the global fight against mosquitoes through innovative, sustainable solutions – **advancing mosquito control** from **product development** to **in-field results.**

Check out the Natular portfolio of larvicide solutions, preferred by Public Health professionals and now available for PCO's, at Clarke.com.

Convenient, Easy to Use

Natular® DT is a mosquito larvicide tablet that kills mosquito larvae in standing water within 24 hours. Its patented bi-layer design provides continuous protection for 60 days when placed in artificial containers with standing water around residential properties.





Proven, Reliable Efficacy

For over 15 years, this unique mode of action and novel class of chemistry has delivered quick kill and residual control of mosquito larvae in all four feeding instar stages.



Sustainable Solution

Natular® G30 is a multi-brood, extended-release granule larvicide that is OMRI Listed®, for use in and around organic agriculture and sensitive backyard environments.



AquaBac® Bti larvicides offer flexible granule, liquid, and water dispersible formulations powered by a naturally occurring bacterium—available exclusively through Clarke.

Making communities around the world more livable, safe and comfortable.

© 2026 Clarke. All rights reserved. Always read and follow all label directions, precautions and restrictions for use. Some products may not be registered for sale or use in all states. Clarke, the Clarke logo, Natularand AquaBac are trademarks of Clarke and its affiliate companies. OMRI Listed is a trademark of The Organic Materials Review Institute. Qalcova is a trademark of Corteva Agriscience.

OE2004

with the customer about when they should notice a reduction in the mosquito population. It's also important to emphasize mosquito reduction not elimination, PMPs advised.

"We call it our mosquito reduction program, because that's what it is. These are flying insects, and you can treat all of the breeding areas on that property but there's always going to be populations outside of your property," said Gillenwaters. It's impossible to keep mosquitoes from entering the treated space.

Hulett customers who clearly understand what to expect from the service are happy with their mosquito management program, said Gillenwaters. "They end up being customers for a long time. If someone has the understanding that it is mosquito reduction, not mosquito elimination, those customers are very content."

You're going to take care of all my mosquito issues. Not really. Customers have a role to play, too, in effective mosquito management. Again, setting expectations is essential.

"It's clear expectations of what you're expecting a homeowner to do, and clear expectations as a service company what you're going to do, and between the two of them, you'll have great results. If not, somebody's going to be unhappy," said Rogers.

Effective mosquito management requires partnership. Both customers and company have roles to play. Technicians need to identify mosquito breeding sources and employ the best treatment for the property; customers need to help prevent and eliminate mosquito breeding sources.

This includes eliminating standing water in containers, fixing gutters, cleaning up leaf litter, and generally being aware of what mosquitoes need to breed so they can prevent those conditions.

PMPs say technicians do their part. They dump small containers of water. But they need the customer's help to address structural issues and large items holding water, like pool covers.

Without partnership and cooperation, no one is happy. Customers will continue to have mosquito problems. So will the service provider.



Brent Young

"Our techs like mosquito treatments because they spend more time with customers."

"You're going to be unhappy as a contractor," spending more time to retreat properties and fix problems, said Rogers.

"It's hard sometimes to get technicians and salespeople to understand that if you don't set it up right, you're just setting the company up for failure."

THREE COMMUNICATION TIPS. Mosquito control service offers unique opportunities to build relationships with customers. PMPs shared how:

Use the service to get to know your customers. Mosquito service requires two-way communication to be effective. Take advantage of that opportunity to engage customers.

"Mosquito season is by far the favorite season for our techs," said Young. "Every season we do very well with mosquito service. Most of the time, our customers request larger areas to service, and we generally get new customers while servicing neighbors. I think our techs like mosquito treatments because they spend more time with customers and get to know them," he said.

Setting expectations, sharing your knowledge and partnering with customers on mosquito source reduction help build a relationship that benefits the business long term.

More communication is better. Customers rarely complain that you're overcommunicating, PMPs said.

And when big weather events cause service interruptions, they appreciate being in-the-know.

"You've got to be flexible and communicate. If you get behind because of storms and weather and stuff, pick up the phone, call them, text them. Say, 'Hey, we're running a little bit behind. We got you on the schedule and communicate huge on that," said Rogers.

Customers don't mind educational reminders. Encourage them to dump containers of standing water — like plant saucers — that make ideal breeding locations for mosquitoes. And explain why this is important.

Internal communication among employees is just as important. That's why Bohannan Services graphs out a customer's property during the initial inspection. The graph points out areas of concern for mosquito breeding, and this helps any technician who visits that account. "He has a good mental picture of what he's been walking into," said Craig Keller, COO, Bohannan Services.

Expect changes at each service visit, and explain. A lot can happen between service visits. Gutters get clogged. Pets get added to a family. The neighbor takes up beekeeping or installs a koi pond.

That's why technicians at Bohannan Services always do a pre-walk of the property before starting any kind of treatment. "Things change from visit to visit so you've got to do that every time," said Keller. Otherwise, mistakes can happen.

His technicians make sure dog bowls and toys for pets and children haven't been left outside. They ask the customer to pull the car into the garage, if possible.

Not only does this ensure a safe and effective treatment, but it's also an opportunity to educate customers what a professional service involves. **PCT**

The author is a frequent PCT contributor.

BIG BAD BUCKET

CATCHMASTER®



OVI-CATCH™

AGO MOSQUITO TRAP

Effective Mosquito Management backed by peer-reviewed science

- EASY TO USE
- ECONOMICAL
- PESTICIDE FREE

#OVI-1

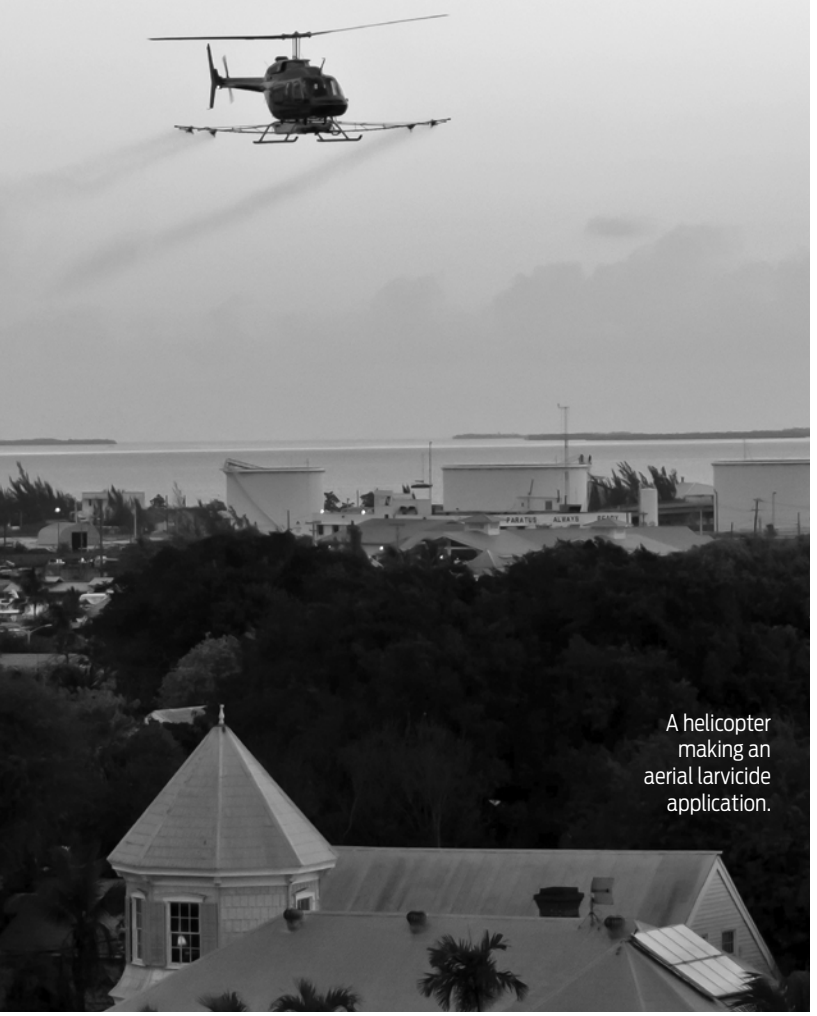
Federal Lab Consortium Award for Excellence in Technology Transfer. A successful partnership between AP&G and the Centers for Disease Control and Prevention (CDC)

CATCHMASTERPRO.COM | INFO@CATCHMASTERPRO.COM | 1.800.458.7454

Curbing Zika, CONTINUING the fight

How Florida's quick response to the 2016 Zika outbreak helped stop it from spreading and how the state is preparing to combat future mosquito-borne diseases.

By McKenna Christy



A helicopter making an aerial larvicide application.

© ISTOCK | DA-KUK

In July 2016, the first locally transmitted outbreak of the Zika virus in the continental United States was confirmed in the Wynwood neighborhood of Miami-Dade County, Fla. As of 2018, according to the U.S. Centers for Disease Control and Prevention (CDC), there is no current local transmission of Zika in the continental U.S.[1] — a credit to the preparedness of the Sunshine State and its mosquito control professionals.

However, the damage from the initial Zika outbreak from 2015 to 2016 in Latin America and U.S. territories, such as Puerto Rico and the U.S. Virgin Islands, has had lasting impacts on individuals and communities from those areas, providing important lessons on the devastation that can be caused by mosquito-borne diseases.

ZIKA'S GLOBAL IMPACT. On the very last day of 2015, the first Zika case was reported in Puerto Rico and by April 2017, 41,807 cases of Zika in the U.S. (including the 50 states, District of Columbia and the territories of American Samoa, U.S. Virgin Islands and Puerto Rico) were reported to the CDC, according to an article published in the National Library of Medicine[2]. Puerto Rico was hit the hardest, with 35,418 of those cases being reported on the island alone.

Zika virus, which is primarily caused by a bite from infected *Aedes aegypti* or *Aedes albopictus* mosquitoes, causes mild symptoms in about the one in five people who show symptoms, the Cleveland Clinic reported[3]. More seriously, the disease also can cause infants to be born with congenital conditions such as microcephaly if a pregnant woman becomes infected. The disease has also been known to cause Guillain-Barré syndrome, leading to weakness, numbness or paralysis. Additionally, Zika can be sexually transmitted.

According to an article from the National Library of Medicine, an estimated 5,900 to 10,300 pregnant women were infected during the initial Zika outbreak in Puerto Rico[4]. Microcephaly causes infants' heads to be smaller than average and can lead to other neurological complications.

REACTING TO THE DISEASE IN FLORIDA. When Greg Pettis, vice president of business development, Nature-Cide, and owner of Dominion Pest Control, Lancaster, Pa., saw Zika virus cases being confirmed in



Greg Pettis with a newspaper highlighting Zika concerns in Florida following a 2016 outbreak.

Florida, he was nervous, especially after observing the detrimental impact the disease, specifically microcephaly, was having on infants in Puerto Rico.

"I had been very concerned about what I was seeing in Florida because I knew that if Zika had taken root, the types of mosquitoes that it was transmitted by, we have up North as well," Pettis said. "It really disturbs me to think that [microcephaly] could've happened in the [continental] United States because it was already happening in Puerto Rico at the time."

At the time of Zika's initial confirmation in Florida, Pettis said mosquito control companies in Miami-Dade County were receiving phone calls from residential customers left and right who wanted their yards treated for mosquitoes.

Pettis, who also is an educator in the pest control industry, then went down to Florida to provide support and advice on mosquito control and subsequent products, acknowledging the rapid response the state took to address Zika.

STATE-LEVEL INTERVENTION. Florida's state government at the time of the Zika outbreak in 2016, led by former Gov. Rick Scott, acted quickly to curb the spread of the disease with the help of mosquito control experts and programs, Pettis said.

In total, the state recorded more than 300 locally acquired cases and 1,471 cases overall from 2016 to 2018, according to the Florida Department of Health[5] and National Library of Medicine[6], respectively.

The state's efforts against Zika were multifaceted: receiving federal funds; identifying red zones; spreading education and awareness; and applying larvicides and adulticides. According to the CDC,[7] the Miami-Dade County Mosquito Control District, for the first time in its history, used a combination of area-wide ultralow-volume (ULV) adulticide and low-volume larvicide spraying to effectively control *Aedes aegypti* mosquitoes during the outbreak.

Adriane Rogers, current executive director of Florida's Pasco County Mosquito Control District, served as the medical entomologist for the Florida Department of Agriculture and Consumer Services during the Zika outbreak. Rogers has been working in mosquito control capacities for 18 years and started her career in the field working for the Florida Keys Mosquito Control District.

In 2009-2010, dengue had been locally acquired in Key West, Fla., and was the first such case in the U.S. in 40 years, Rogers said. She credited the district with effectively controlling *Aedes aegypti* and the virus and her understanding of how to halt the spread of mosquito-borne diseases.

As medical entomologist during the virus' outbreak, Rogers and others ensured every county in Florida was equipped to handle the spread of Zika; shared educational resources across the state; conducted door-to-door inspections; helped pest control companies with outreach; set up a Zika task force; communicated with state officials; and used funding to secure traps and resources for counties to track mosquitoes.

"I think a key thing that Zika showed us was that we didn't really understand the true geographic distribution of *Aedes aegypti*," Rogers said. "[Zika] really opened our eyes."

As of 2025, there remain zero cases of locally acquired Zika virus in the continental U.S. and only one case of the disease that has been locally acquired in a U.S. territory, according to CDC.

FURTHERING THE MISSION. Phil Goodman, chairman, District 2, Florida Keys Mosquito Control District, was appointed to his position by Gov. Scott in 2011. For Goodman, whose background is in chemistry and business, mosquito control is about protecting public health, the

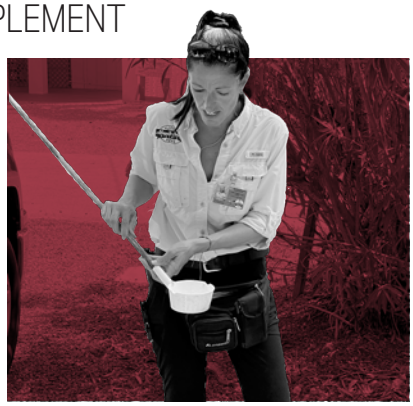


environment and local economy. Tourism in the Keys is a large driver of the local economy, and mosquitoes pose a danger to that economic sector, Goodman said.

"There really wouldn't be a tourist industry in Florida without mosquito control," Goodman said. "Florida went from [a place] nobody wanted to visit to really an economic powerhouse. And mosquito control is really one of the main catalysts driving that."

Goodman also has been on the board of the Florida Mosquito Control Association (FMCA) for the past five years and said one of the benefits of the association is how it connects professionals and leaders from different mosquito districts around the state. Each district is able to learn from one another and share their experiences and lessons learned while continuing the fight against mosquitoes that carry threats to public health.

"Mosquito-borne diseases are certainly the No. 1 issue for us," Goodman said. "All the work we do is to try to prevent those diseases. We also really are concerned with the comfort of the people and the quality of life. That technology has also greatly improved. So overall, we've been controlling the mosquitoes. It's not perfect, but it's the best it's ever been."



A mosquito control district worker making a larval collection.

As professionals in Florida and around the U.S. continue to protect public health from mosquito-borne illnesses, being proactive remains as important as ever along with being able to properly fund those programs, Rogers said — an ongoing issue facing mosquito control districts.

"I think [Zika] reinforced that mosquito control is not an optional structure in Florida," Rogers said. "It's a core component of public preparedness. … We really have to do our due diligence and continue to be proactive and as forward thinking as possible so that we can continue to win this fight." **PCT**

The author is assistant editor of PCT magazine.

References:

[1] https://www.cdc.gov/zika/zika-cases-us/index.html

[2] https://pmc.ncbi.nlm.nih.gov/articles/PMC5725246/

[3] https://my.clevelandclinic.org/health/diseases/16077-zika-virus

[4] https://pubmed.ncbi.nlm.nih.gov/27544075/

[5] https://www.floridahealth.gov/wp-content/uploads/2025/07/guidebook-chapter-six.pdf

[6] https://pmc.ncbi.nlm.nih.gov/articles/PMC7314660/

[7] https://wwwnc.cdc.gov/eid/article/26/5/19-1606_article

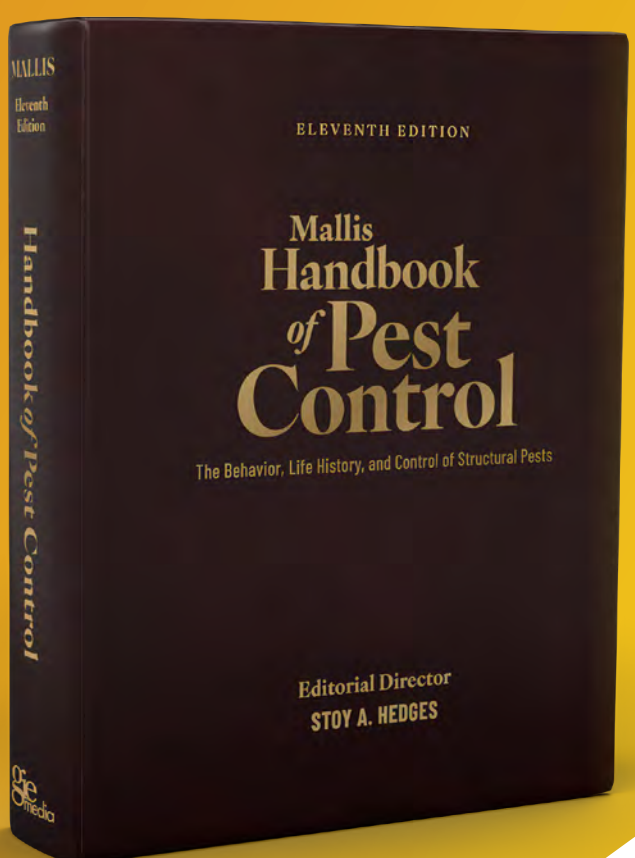


Now Available:

The Mallis Handbook of Pest Control

11th Edition

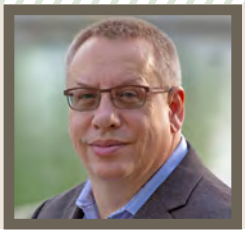
The wait is over! No pest management professional can afford to be without this essential reference book, which has been revised and updated for the first time in more than a decade. Order your copy of the 11th Edition of the Mallis Handbook of Pest Control today.



Completely Revised and Updated

Order Today
Only
$199.99

Place Your Order:
store.pctonline.com
800-456-0707



The Power of Uniformity

When a company first starts out, they may have only a couple to a few field people. It's easy at this stage for everyone to be on the same page about how things are done. As the company grows, leadership relies increasingly on others to train and perform tasks. To uphold the high standards the company was originally created under, a written set of guidelines or Standard Operating Procedures (SOPs) become critical. SOPs are designed to give structure and uniformity so quality control becomes easier and liability is minimized. The good news is it's never too late to add these tools to your company's repertoire.

CREATION. When a member of the technical staff begins a new SOP, they should be familiar with the company's procedures and have seen/performed the service in question themselves. It's helpful to follow the same format as other company SOPs so everything matches. We start with a good, factual title (e.g., Blue Sky's Standard Conventional Service) followed by a brief introduction stating the purpose and overall approach to the service discussed.

The next section entails statements of importance and benefits of following the written protocol. This section should reinforce the idea that this is a general SOP, and some deviations may be required to combat specific pests or situations the technician may encounter. However, the label is the law, and the technician must read and follow each product's label.

The actual step-by-step procedure must be outlined and described in detail in the order steps should be performed. This is usually the longest section and requires experience in these procedures. This should look like a recipe of sorts and spell out each in an easy-to-digest way for any technician.

Finally, a Frequently Asked Questions section is added to address common questions or situations the technician may encounter. This should include questions customers may ask that could be tricky or difficult to answer for a newer employee. It could include safety points, re-entry times or specific customer requests for additional services.

Once the document is written and proofed, it's time to get others' input. The newly crafted SOP is sent to service managers for comment. These individuals are the ones in the field performing, auditing and training these SOPs, and their expert insight and support is critical during rollout. Incorporate meaningful edits and ideas into the updated manuscript and roll the edited edition upward for final review. Once incorporated, the new SOP is complete.

> SOPs are designed to give structure and uniformity so quality control becomes easier and liability is minimized. The good news is it's never too late to add these tools to your company's repertoire.

ROLL OUT. A new SOP outlining the company's policies and procedures is a great thing, but is worthless without buy-in from company personnel. Luckily the service managers have had a chance to become involved in the process. Rollout then involves service managers presenting the SOP in detail at their next team meeting. Managers go through the SOP point by point, explaining importance of each step and how they impact the service being performed. Once presented, the SOP is the new standard to be performed.

Managers and supervisors will then reinforce the new standards during ride-along visits and spot checks. Any needed modifications to the SOP learned in the field should be submitted by the management team to the technical staff for review. All SOPs are living documents that may change over time.

Rollout and training should also include the office team, as this training will allow for proper Q&A during phone calls and lead to better understanding of the tasks performed. Customer expectations can then be aligned with the services provided before the technician even arrives at the account, leading to greater customer satisfaction.

APPLICATION AND REINFORCEMENT. Service managers will roll out the new SOP to their supervisors and technicians. The new SOP must also be taught going forward. If it's a basic skill, incorporation into the new hire orientation or training schedule is a must. Otherwise, the new SOP will not be learned. For more advanced skills such as bed bug or German cockroach services, the SOP can be required learning material before field training is started or an advanced skill is earned. Either way, there must be a process for the SOP to be taught in the future or the new procedures will not be followed.

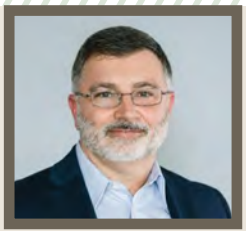
Reinforcement can take many forms, and all can be useful. Supervisor ride-alongs and spot checks are great. These one-on-one coaching opportunities are excellent ways to train people in the skills required to perform their jobs. There should also be higher level checks in place. One useful tool is to incorporate a couple of well-crafted questions on customer surveys directed at the new SOP. Are the technicians performing the required procedures?

CONCLUSION. The creation of a set of SOPs can be a great first step in maintaining a high-performance team and quality service. SOPs should be well-crafted with input from multiple levels of the company. Each SOP must encompass the company's methodology and philosophy of the topic being discussed with simple step-by-step procedures for all to follow. Each SOP needs to be taught to all those responsible for its performance and needs to be detailed enough to ensure successful completion.

Uniformity of tasks and procedures is a great way to start ensuring the quality of each service or task remains true to the company's standards. A well-honed, properly followed SOP solves problems and ensures a quality service every time, leading to happy customers and a successful company loyal to its vision and goals. Uniformity of great service equals success. Ultimately, everybody wins. **PCT**

Bob Gilbert, B.C.E., is a staff entomologist and technical trainer with Phoenix, Ariz.-based Blue Sky Pest Control (blueskypest.com) and president-elect of the Urban Pest Management Technical Committee (UPMTC.com).


25
YEARS OF PEST CONTROL INNOVATION
We started with a simple idea: Energy and Pest protection for every home. Then we kept pushing the limits—expanding with specialized equipment sales and service, sales and installation training, a Turnkey start-up program, experienced industry reps, broader distribution, and 12 manufacturing facilities, supporting thousands of PMPs in launching successful programs.
Learn more at TAPinsulation.com
T·A·P
PEST CONTROL INSULATION
EPA Reg. #103652-1
CLASSIFIED
Seal and Insulate with ENERGY STAR
LEARN MORE AT energystar.gov
LEARN MORE



Strategic Spring Readiness

In this industry, spring isn't just a change in weather, it's a shift in operational risk. As temperatures get warmer, biological activity within pest populations accelerates, turning minor vulnerabilities into potential health and safety liabilities.

For businesses, the transition to spring requires moving beyond reactive treatments. A robust Integrated Pest Management (IPM) strategy is essential to help protect facility integrity, ensure occupant safety and maintain the operational continuity that clients expect.

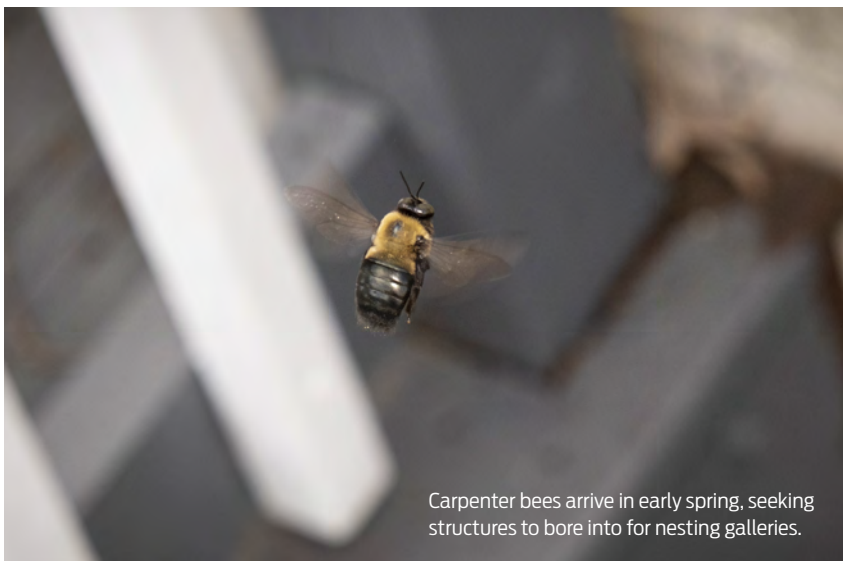
SPRING'S PRIMARY INVADERS. While a wide variety of species emerge in the spring, three primary groups tend to pose the most significant risk to facility operations:

Subterranean Termites. In the spring, humid soil acts as a catalyst for swarming and structural foraging. These pests can enter spaces through mud tubes and build on foundations and walls.

Ant Colonies. Warmer weather gets the ants out of their winter stage and moving to find food, looking to expand the colonies and reproducing to expand their population. Foraging trails often lead directly to food processing areas or break rooms, posing a high risk of food contamination.

Stinging Insects. Warming trends signal a biological "restart" for high-risk species. Carpenter bees tend to arrive first, sometimes boring nesting galleries in wooden eaves and fascia on roofs, which can cause potential structural damage. Simultaneously, solitary paper wasp and yellowjacket queens emerge from winter dormancy seeking protected voids (HVAC vents, utility boxes, roof overhangs, etc.) to build small "founder nests." Removing these early nests is crucial to prevent the large, defensive colonies that create high-traffic safety hazards by midsummer.

PROACTIVE MITIGATION. In order to effectively safeguard a facility, it is crucial to address the environmental triggers that can invite these pests in. A successful spring IPM program should focus on three core pillars:



Carpenter bees arrive in early spring, seeking structures to bore into for nesting galleries.

1. **Moisture Management.** Water is one of the primary drivers for spring pest pressures. Clogged gutters, poor grading or leaky exterior faucets can create the high-moisture environments termites and ants tend to seek. Ensuring that water is diverted at least 5 to 10 feet away from the foundation is a crucial step in pest-proofing a facility.
2. **Exclusion and Structural Integrity.** The exterior serves as the facility's first line of defense. Spring provides the opportunity to conduct a comprehensive walk-through of the premises to identify breaches, cracks and compromised seals. Concentrate on sealing these cracks, repairing the screens, addressing areas where utility lines enter the structure and verifying that door sweeps make solid contact with the threshold.
3. **Landscape Awareness.** Pest management often starts at the perimeter. Effective perimeter control involves clearing clutter, trimming vegetation and eliminating all outdoor harborage areas adjacent to buildings. Ensure plants are trimmed back at least 18 inches from the structure to prevent pests from using vegetation as "bridges" to bypass ground-level treatments.

CULTIVATING RESILIENCE. In today's commercial climate, spring pest pressures represent more than a seasonal nuisance; they can be a direct threat to a facility's health standards, structural integrity and reputation. From the silent expansion of subterranean termite colonies to the rapid establishment of stinging insect "founder nests," the risks of operational shutdowns or regulatory scrutiny are heightened during this time.

By moving beyond reactive treatments and embracing a rigorous IPM framework, organizations can transform a period of high vulnerability into a demonstration of operational excellence.

Facilities that prioritize proactive exclusion, diligent moisture control and early-season monitoring don't just manage pests — they help safeguard their reputation and ensure a safe, productive environment for their employees and customers alike. By grounding spring preparations in a preventive mindset, commercial leaders can sustain healthy, disruption-free operations through the spring and into the high-pressure summer months ahead. **PCT**

The author is technical services manager and termite subject matter expert for Rentokil Terminix.

ISTOCK | TODDKUHNS

Learn how the technology being utilized in the landscape industry can improve efficiency and processes in pest management businesses as well. Everyone in the pest control and lawn service industries are welcome!

Lawn&Landscape®

technology conference

JULY 22-24, 2026 • SCOTTSDALE, ARIZONA



THIS EVENT IS YOUR ACCESS TO ...

- ✓ NETWORKING RECEPTIONS
- ✓ 2½ DAYS OF FOCUSED EDUCATION
- ✓ 36,600+ SQ. FT. OF THE LATEST TECHNOLOGY AND SOLUTIONS

REGISTER TODAY!

Visit **LLTechConference.com** for more details and to register!

Biofuture HK

https://masterclean.hk



Biofuture HK recently introduced its first-generation Biofuture Rodent Trapper (BRT).

The BRT uses smart sensors for instant capture and a sealed system with BioHit deodorizing solution, ensuring hygiene and pet safety without the risk of secondary poisoning, the company said.

Biofuture also previewed its upcoming AI suite, including RaticTron for real-time data tracking and RaticTron Omni for GDPR-compliant AI video surveillance. Both systems are expected to launch in the coming months.

Linxup

www.linxup.com

Linxup announced an AI-powered chatbot designed as an intelligent copilot for fleet managers, delivering real-time guidance to accelerate workflows and support faster decision-making, the company says.

The chatbot provides instant responses to fleet questions, flags anomalies such as excessive idle time or declining safety scores and converts complex data into clear insights, freeing teams to focus on safety, efficiency and growth, Linxup said.

Linxup tells users what to do next, not just what's wrong, the company said. The chatbot identifies issues and guides users through solutions with ROI projections and budget estimates based on potential savings. Users can ask questions in plain language and model cost-saving scenarios, such as reducing idle time to estimate fuel savings.



PestControlBusinesses.com

www.pestcontrolbusinesses.com

PestControlBusinesses.com announced a platform that it says is designed to support pest control owners at every stage of their business lifecycle, from startup to exit. The company said the platform offers a combination of industry-specific tools, a marketplace and a professional community.

PestControlBusinesses.com said it aims to give pest control business owners a dedicated platform tailored to the needs of their industry.

The platform includes resources for those starting a business, such as research, guides and market analysis. Buyers can access listings, valuation tools and due diligence support. Owners looking to grow can build profiles, use growth tools and connect with peers. Sellers can list businesses, connect with qualified buyers and access guidance, PestControlBusinesses.com reports. **PCT**

Stay connected.

PCT PEST CONTROL TECHNOLOGY

IN TODAY'S FAST-PACED WORLD,
there's a reason industry professionals turn to PCT's social media channels to keep them informed throughout the day.



See what all the fuss is about:

@pctmagazine @pctmagazine

@pctmagazine @pctmagazine



GOURMET® ANT BAIT GEL SERVES UP SAVINGS.

THE RECIPE PROFESSIONALS HAVE COUNTED ON FOR OVER 20 YEARS.

ONE BAIT. TWO TARGETS. COST-EFFECTIVE.
Highly attractive to both sweet- & protein-feeding ants and hard-to-kill roaches. With six 1.5 oz syringes per box—more bait, more targets, more value.

NO RESISTANCE. IDEAL FOR ROTATION.
Our 6% disodium octaborate tetrahydrate (DOT) formula delivers quick knockdown with no known resistance—ideal for bait rotation. Its low toxicity makes it a strong fit for sensitive accounts.

HEAT-TOLERANT FORMULA.
Tested stable up to 150°F—won't run, even after long hours in hot service vehicles and warm accounts.

KEEP BAITS EFFECTIVE LONGER.
Use **Ant Café®** & **Bug Bar®** refillable bait stations to reduce evaporation and contamination.





SMART FOR ROTATION. STRONG ON VALUE. ASK YOUR DISTRIBUTOR ABOUT GOURMET®

Innovative Pest Control Products
web: www.antcafe.com
email: orders@antcafe.com
phone: (561) 483-4997

SCAN QR CODE FOR FULL PRODUCT CATALOG!

MADE IN USA

PLACE YOUR PCT CLASSIFIED TODAY. Michael Kelly • 216-393-0259 • mkelly@gie.net

PEST CONTROL COMPANIES FOR SALE

Over 30 Years of Pest Industry Support and Closed Deals

Central FL	SOLD	~~Gross $1.7 million~~
South Carolina	SOLD	~~Gross $400,000~~
GA Coast	SOLD	~~Gross $1.7 million~~
South Florida		Gross $225,000
Midwest	SOLD	~~Gross $2.6 million~~
Florida		Gross $900,000
South Florida	SOLD	~~Gross $5.6 million~~
FL West Coast	SOLD	~~Gross $3.1 million~~
FL East Coast		Gross $760,000

Contact us for information about selling your Business or to find opportunities in your area.

◄ *All Conversations are Confidential* ►

Call 800-633-5153 or visit us at
preferredbusinessbrokers.com
rand@preferredbusinessbrokers.com

Rand Hollon, Licensed Broker
Preferred Business Brokers PBB
Brokers ◆ Intermediaries ◆ Consultants

PEST CONTROL COMPANIES FOR SALE

1994 • 30 YEARS • 2024

SELLING YOUR BUSINESS?

FREE APPRAISAL | NO BROKER FEES

Professional Business Consultants

Professional Business Consultants PBC Merger & Acquisition Specialists

Professional Business Consultants can obtain purchase offers from qualified buyers without disclosing your identity. Consultants' fees are paid by the buyer.
CALL:

708-744-6715

FAX: 508-252-4447
pbcmello1@aol.com • www.PBCbroker.com

LAWN SIGNS



THINKING OF SELLING IN FLORIDA
We have buyers
Contact John Brogan
772-284-4127
Acquisition Experts, LLC
AEx ACQUISITION EXPERTS LLC

INTEGRATED PEST MANAGEMENT

STUF-FIT (permanently)
Allen Special Products, Inc. • 800.848.6805

www.pctonline.com/polls



THE AUST GROUP
Mergers & Acquisitions

Thinking of selling your business?
Let our family take care of your family.



772-299-8534 | info@theaustgroup.com | theaustgroup.com



Completely Revised and Updated!

The Mallis Handbook of Pest Control
11th Edition

Order Today! Only $199.99

PCT PEST CONTROL TECHNOLOGY

store.pctonline.com
800-456-0707

MAY /// Ad Index

Company Name	Pg#
Allergy Technologies www.allergytechnologies.com	9, 78-79
AP&G Co. www.catchmasterpro.com	43,109
Arizona Chemical Group www.fipronil-plus-c.com	59
Arrow Exterminators www.arrowexterminators.com	36-37
The Aust Group www.theaustgroup.com	95
BASF www.pestcontrol.basf.us	2-3
Bell Laboratories www.belllabs.com	7,81, BELLYBAND
Bird-X www.bird-x.com/pco-select	96
Brownyard Group www.pcopro.com	84
Central Life Sciences www.zoecon.com	29,31
Certus Pest www.certuspest.com	55
Cetane Associates www.cetane.net	90
CFVI www.cfvi.com	54
Clarke www.clarke.com	106-107
Control Solutions www.csi-pest.com	18-19
Coxreels www.coxreels.com	102
Crawlspace Depot www.crawlspacedepot.com	97
DoMyOwn.com www.domyown.com	41
Diversified Sales & Marketing www.divsales.com	94
Earth Care Products www.cleartheair.com	83
EcoVenger www.ecovengerpro.com	112
Ensystex www.ensystex.com	124
Envu www.us.envu.com	99, POSTER
Executive Pest Control www.execpcp.com	100
Evolve Software www.evolveone.com	33
Forshaw www.forshaw.com	93
Global Material Tech www.buyxcluder.com	44-45
Innolytics www.ovocontrol.com	98
Innovative Pest Control Products www.antcafe.com	119
Inovate Dryer Products www.defenderhood.com	88
Insects Limited www.insectslimited.com	35
JF Oakes Sales & Marketing www.jfoakes.com	102
Kemp Anderson www.kempanderson.com	101
Kness Mfg Co www.kness.com	35
Koenigs Prosource www.kprosourcebydeluxe.com	83
Liphatech www.liphatech.com	23
Massey Services www.masseyservices.com	87
Mattress Safe www.mattresssafe.com	32
MGK www.mgk.com	63-74
Nature-Cide www.nature-cide.com	58
Nisus Corp www.nisuscorp.com	21,77
NPMA www.npmapestworld.org	75
Oldham Chemicals www.oldhamchem.com	89
PCO Supply www.pcosupplyinc.com	82
Pest Control Insulation Systems www.tapinsulation.com	115
PestSure www.pestsure.com	47
Pesty Marketing www.pestymarketing.com	53
Program Brokerage Corporation www.programbrokerage.com	92
Rockwell Labs www.rockwelllabs.com	25,85,111
Rollins www.rollins.com	50
SiteOne www.siteone.com/pestmanagement	103
Skyhawk Trapmate www.skyhawk.ai	91
Syngenta www.syngentapmp.com	INSERT
Target Specialty Products www.target-specialty.com	49
Termatrac www.termatrac.com	51
Truce Software www.trucesoftware.com	26-27
Veseris www.veseris.com	123
Web-Cote www.web-cote.com	61
WorkWave www.pestpac.com	57





Unforgettable Encounters

As part of Rentokil's 100-year anniversary last year, the company shone a light on the people behind the work: its service professionals. To celebrate the milestone, Rentokil technicians from around the world shared stories from the front lines, revealing a job that is far more complex, unpredictable and, at times, dramatic than many expect.

When asked to describe their job in a single word, their answers reflected that diversity. Some chose "challenging" or "interesting," while others highlighted the mindset required, offering "curiosity," "innovation" and "expertise." A few responses captured the company's core purpose — "health" and "hygiene" — while one technician jokingly described the role as "Netflix," a nod to its constant drama and variety.

That variety is shaped by geography. Pest control is deeply influenced by climate and local conditions, meaning no two regions face the same challenges. In tropical environments, technicians contend with relentless cockroaches, rodents and seasonal insects. In Thailand, pest activity shifts throughout the year, with different species emerging depending on the season. In parts of the Middle East, even weather patterns can trigger unusual pest behavior, such as worms emerging in large numbers after brief rain.

Each region has its own "most wanted" pests. Bed bugs are a major concern in parts of Europe and the Middle East, while Norway's teams often deal with ants and wasps. In Israel, cockroaches and rats dominate, and in some parts of China, centipedes present a unique challenge. Beyond pests, technicians also must navigate obstacles like heavy traffic, regulatory limits and wider issues such as sanitation and waste management.

Some of the most striking stories come from large-scale pest infestations. One service technician recalled dealing with more than 200 rodents, while another described swarms of moths filling the air during treatment. Often hidden in confined spaces, these situations demand precision and persistence.

Other moments are defined by intensity. Technicians recalled tackling wasp nests in machinery and being chased by hornets. During a service visit, Israel's Tamir Luvaton watched as four rats fell from a ceiling. Acting fast, he caught the rats with his hands and a wide range of traps. In Kuwait, Arvind Patel encountered a full-blown cockroach infestation in a kitchen microwave, while Norway's Ole Kjartan Larsen unexpectedly crossed paths with "the biggest spider I've ever seen," which had been brought in with some equipment from the U.S. These encounters require quick thinking and a deep understanding of pest behavior.

Not all memorable experiences are dramatic. Many center on problem-solving and the satisfaction of making a tangible difference. From complex environments like cruise ships to cases that restore a client's peace of mind, these quieter successes are just as rewarding. One technician recalled helping a resident troubled by birds nesting in solar panels; once resolved, her gratitude was overwhelming.

Some stories also highlight the resilience of pests. In one case, a captured animal returned within a week of being released far away. In another, rodents ignored bait in favor of more appealing food sources, forcing a complete rethink of strategy. Together, these stories demonstrate how pest control is as much about people as pests, Rentokil said, and that success often relies on collaboration, adapting environments and addressing root causes. — *Source: Rentokil* **PCT**



WINSLOW DUMAINE

TECHNICIAN VIDEOS
Visit **bit.ly/4tfaHQd** to watch videos of Rentokil service professionals sharing their unforgettable pest encounters.

VESERIS®

Dedicated to being your PREFERRED CHOICE.

CONQUER ANTS WITH CONFIDENCE!

EXCLUSIVELY AT VESERIS



SKU 886215

DOMINANT®

THE CLEAR CHOICE FOR ANT CONTROL.



Conveniently packaged as 30 clear liquid ant bait stations per box.

When ant pressure peaks, Veseris experts have you covered. Dominant Liquid Ant Bait Stations are exclusively available to Veseris customers — so you're ready when your clients need it most.

FEATURES AND BENEFITS:

- **Versatile Application:** Suitable for both indoor and outdoor use, including residential, commercial, and industrial sites, as well as food processing and handling establishments.
- **Innovative Design:** An interior ramp and a "tasting pool" that provide ample feeding surfaces, plus two entry openings, make it accessible for even large colonies.
- **Clean and Easy:** Prefilled, with clear, odorless, and non-staining liquid for seamless application in any environment. Easy break-open design.

STOCK UP NOW AT VESERIS.COM

VESERIS®

(800) 888-4897 | VESERIS.COM

© 2026 ES OpCo USA LLC. All Rights Reserved. The Veseris mark, logo, and other identified trademarks are the property of ES OpCo USA LLC or its affiliates. All other trademarks not owned by ES OpCo USA LLC or its affiliates are the property of their respective owners.

BITHOR

BOOST IS BACK FOR 2026

APRIL 1 - AUGUST 31



BITHOR SC

Imidacloprid + Bifenthrin

- Indoor / Outdoor
- Dual-active formulation
- Long-term residual protection
- Low-odor, high performance
- Labeled for 100+ pests

FREE ACCUTHOR SPRAYER

With purchase of

5 CASES

BITHOR SC during promotion*

(8" wand)

2026 Bithor SC Case Purchase Rewards*

3 CASES



ACCUTHOR Tactical Gel Gun

6 CASES



DUAL II POWERLIGHT (LED + UV)

7 CASES



YETI Tundra 35 Cooler

Unlock 15+ Items

Scan for complete rewards tier list

*Offers valid April 1 – August 31, 2026. Quantities limited. While supplies last.

888-398-3772 ENSYSTEX® ensystex.com