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# State of the **OUTDOORS** MARKET Report

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# Pest Control STARTS ON THE OUTSIDE

**P**est control is a comprehensive approach that combines inspections, treatment methods, specialized products and an understanding of insect behavior. At its core, however, effective pest control is about preventing pests from gaining access in the first place.

Outdoors before indoors. Prevention vs. reaction. That's where control truly starts. From fire ants to spiders to outdoor roaches, the battle for outdoor control of pests is a busy and never-ending one.

"You need to catch a pest before it gets in and do that on a consistent basis," said Craig Keller, COO of Alabama's Bohannon Services. "We have a huge number of customers who call for perimeter [services] — insects come from the outside unless you bring them in. It's extremely effective catching them outside. If pests come inside, then customers have to schedule appointments."

In addition to exploring the many opportunities outdoor pest control services offer, this first-ever PCT State of the Outdoors Market report discusses challenges, including weather, customers (expectations and communication) and the environment surrounding a home or building. And these challenges differ depending on location, from a residential subdivision to rural farms (with livestock) to lakefront housing and boat docks.

**TAKING IT OUTDOORS.** Pest management professionals (PMPs) are committed to providing comprehensive service, with 93% of survey respondents offering both indoor and outdoor pest control. Only 1% reported providing indoor-only services.

Weather may play a role in regional service patterns — PMPs in western



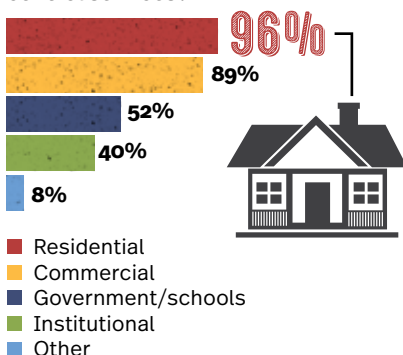
Angel Ramos of Seek Pest Solutions making a perimeter spray application.

states had the highest percentage offering exterior-only treatments, while those in the South, Midwest and Northeast were far less likely to do so.

Outdoor pest control serves a wide range of clients. While 96% of PMPs serve residential customers and 89%

## HOMES AND MORE

**For which types of accounts does your service location provide outdoor/perimeter/exterior pest control services?**



Source: Readex Research; Number of respondents: 149  
(Respondents could choose more than one answer)

handle commercial accounts, many also support other sectors. More than half surveyed provide services to government and school facilities and 40% serve institutional clients on a regular basis.

**REVENUE INSIGHTS.** A strong indicator of the outdoor pest control market's vitality is revenue breakdown by company. Survey participants offered insights into how much of their business is focused on outdoor services.

Only 4% of respondents reported earning 100% of their revenue from outdoor work. However, a significant portion — 36% — said that between 50% and 99% of their company's billings are tied to outdoor pest control.

Not surprisingly, the South and West regions led in outdoor revenues, with more than 20% to 24% of companies in each region reporting that at least three-quarters or more of their income comes from outdoor services. Climate likely plays a major role in these figures.

By contrast, outdoor services are less emphasized in the Midwest. In fact, 28% of respondents there said that 4% or less of their revenue came from outdoor work — possibly due to colder winters that limit year-round outdoor activity, especially in cities like Chicago, Detroit and Cleveland, where indoor pests such as bed bugs may be a greater focus.

One company seeing rapid growth in the outdoor space is Seek Pest Solutions, based in Camden, N.J. Co-founder Angel Ramos launched the business just a year ago with his partners. Seek is already generating six-figure annual revenues, with most of it coming from outdoor work — albeit the company handles indoor treatments as well.

Ramos credits the company's success to a focus on quality over quantity. "We take our time doing it — our service takes 30 to 45 minutes," he said. Comparing it to his previous job, Ramos said, "They had a great model, but they stacked appointments. You had 30 minutes to do a house and be at the next one, doing 14-15 houses per day. [At Seek], maybe we won't make as much profit initially, but we'll provide a service that people will recommend. So far, so good — we've done pretty well with that."

**OUTDOOR ONLY.** While pest control firms often provide indoor services when needed or requested, 39% of accounts are outdoor-only, according to the survey. The western U.S. stands out, with 64% of companies in that region reporting that at least 30% of their accounts are outdoor-only — the highest percentage by region.

Jason Miller, training, fleet and project manager, Nozzle Nolen Pest Solutions, West Palm Beach, Fla., said his company thrives on outdoor pest control services, ranging from lawn and ornamental treatments to general household pests (GHP), termites, mosquitoes and rodents.

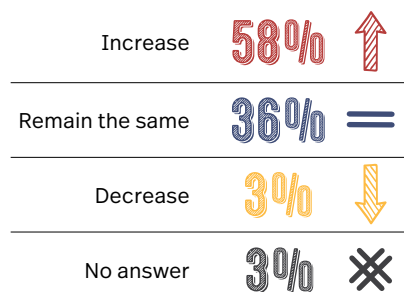
"Outdoor work is our primary source of revenue, and outdoor-only pest control is our most profitable service type," Miller

said. "We're projecting 7.5% growth over the next year."

In Texas, Dallas-based Gecko Pest Control is seeing steady growth, in line with industry averages of 8% to 10%. Owner Daren Horton, A.C.E., expects this momentum to continue as demand for outdoor services rises and operational efficiencies improve through the use of technology and online billing.

### BIG EXPECTATIONS

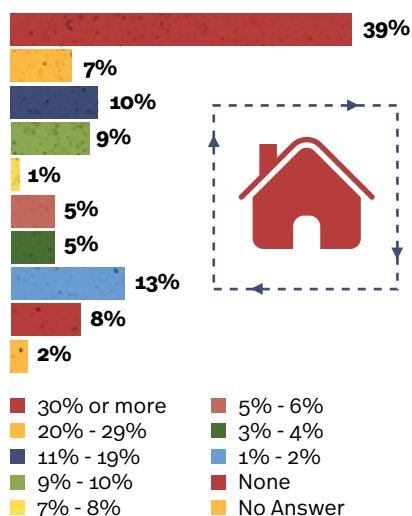
**Compared with last year, how do you anticipate revenue generated from your service location's outdoor-only pest control services to change in 2025?**



Source: Readex Research; Number of respondents: 149

### NO ENTRANCE

**What percentage of residential accounts are 100% exterior, meaning service technicians have never entered the interior of the property?**



Source: Readex Research; Number of respondents: 143

"We want to be the McDonald's of pest control," Horton said. "When I moved out here, our service was monthly. I transitioned it to a quarterly program."

He emphasized that customers increasingly prefer the predictability of automated payments: "Our customers want something like a Netflix bill, so now 86% of our revenue is recurring."

Horton added that switching from monthly to quarterly services has reduced overhead significantly.

"Going from 12 visits a year to four saves on vehicles, gas and other top-line costs. It's a major shift that saves our customers money, too. They were paying \$50 a month, and now we charge \$90 per quarter."

### CAUTIOUSLY OPTIMISTIC.

Doug Foster, owner of Columbus, Ind.-based Burt's Termite and Pest Control, said he is optimistic about 2025. He is with the other 62% of Midwest respondents who say they will generate more revenue performing outdoor work in 2025. Only the Northeast, with 64%, had a more positive response.

"I'm really optimistic," said Foster. "Some base everything on who's in the White House and stuff like that but I don't. I'm very optimistic. I've done this a long time and I won't call it recession-proof but it's the most recession-resistant [business] I've ever seen. People won't go very long without heat and you won't live with bugs for very long either. We've been very blessed."

Others throughout the country share Foster's sentiment. More than one-third of respondents (36%) expect outdoor-only revenue to remain steady. Only 3% forecast a decrease.

"The outdoors is basically the first line of defense," Foster said. "We want to set up a barrier. You can seal up entries with exclusion and protect a garage door seal, but we want to do things that will help with rodents but also roaches and ants and other things that would like to get inside." ●

# THE USUAL OUTDOOR *Suspects*

**W**hile most pest control professionals are familiar with the common outdoor pests, ranking the top three proves difficult due to regional variation. Pest pressure and types differ significantly by location, making it nearly impossible to create a universal list.

The State of the Outdoors Market Report highlights this inconsistency. When surveyed, 52% of respondents identified nuisance ants (excluding fire ants) as the top pest based on customer calls — indicating that just over half agree on the leading concern. This lack of consensus is largely due to geographic differences.

For example, Aaron Veal, owner/operator of Phoenix Pest Control, Maryville, Tenn., listed his top three pests as spiders, ants and boxelder bugs. He said that effective pest control involves both action and education.

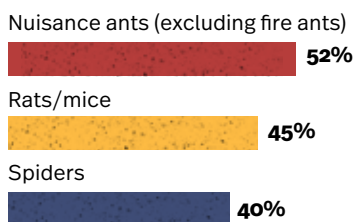
“We’re half ‘killers’ and half educators,” Veal said. “Many companies overload technicians with 13-14 stops a day, leaving no time for thorough service. We take the time to investigate conditions, seal gaps and educate clients — even sending follow-up videos to reinforce the information.”

Veal stressed the importance of outdoor treatments. “That’s where the bugs are coming from. Services should focus on the exterior. Why treat the inside if you don’t have to?”

## TOP OFFENDERS.

Survey results revealed that, following nuisance ants, rats/mice and spiders round out the top three most-reported pests. Interestingly, rodents were a top concern for 77% of professionals in the western U.S., while only 27% in the South considered them a priority. In the South, mosquitoes and fire ants were cited as frequently — or more often — than rodents,

### What are the top three outdoor pests that generate the most service calls in your market area?

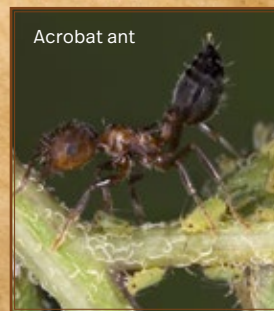


Source: Readex Research; Number of respondents: 149  
(Respondents could choose up to three responses)

## WANTED



Silverfish



Acrobat ant



Brown  
recluse  
spider

reflecting distinct regional pest pressures. Rounding out the top five pests were hornets/wasps and mosquitoes, each selected by 30% of respondents. Again, regional differences were significant: 59% of pest management professionals in the Northeast ranked hornets as a major issue, compared to just 17% in the West. Mosquitoes were considered more problematic in the Midwest and South than in the Northeast or West.

Andy Nieves, vice president of BHB Pest Elimination, New York, N.Y., listed ants, yellowjackets and crickets as his top three pests. He stressed the importance of a thorough inspection before any treatment begins.

“We walk around the home first, checking for toys or anything leaning against the structure,” Nieves said. “That’s often when we find crickets, ants or wasp nests. We also check outdoor bait stations. If there are rodent stations, we’ll clean and refill them.”



## PEST PROBLEMS VARY BY REGION.

PCO Billy Blasingame  
of Griffin, Ga., ranked  
*fire ants*  
as his firm's second  
most significant pest.



Billy Blasingame

BHB service professionals also focus on areas where spiders may be active. “We look for webs, check trash bins and treat up to three feet around doorways and about a foot out from the structure,” Nieves said. “Sometimes we’ll treat the trash can itself. The goal is to stop pests before they get inside. Once they’re in, it’s harder. Outside, you can seal gaps with caulk to keep ants and rodents out in the first place.”

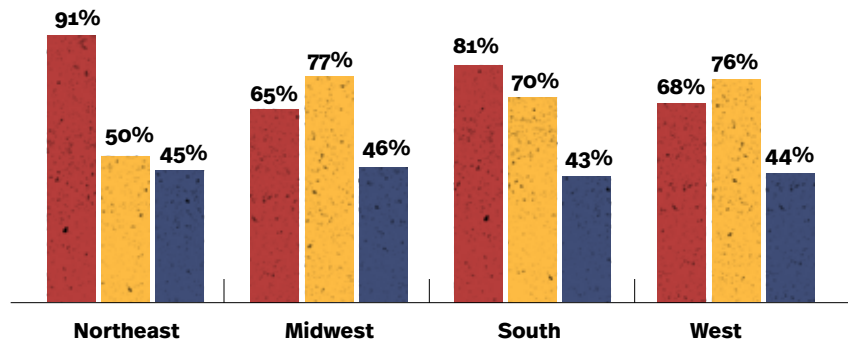
## OTHER PROBLEM PESTS.

Survey respondents identified several other pests as top concerns: termites and occasional invaders (such as silverfish, centipedes, Asian lady beetles and scorpions) each were cited by 20%. Peridomestic cockroaches were cited by 16%. Fire ants followed at 13%, fleas at 11% and ticks and flies at less than 10%.

Fire ants illustrate the strong regional differences in pest pressure — 27% of pest management professionals in the South ranked them as a top pest, while they received no mention in other regions. Billy Blasingame, owner of Blasingame Pest Management, Griffin, Ga., is one such Southern PMP who ranked fire ants as his second most significant pest. “With fire ants, customers want immediate results so they don’t see mounds popping up in their yards,” he said. ●

## REGIONAL TOP THREE

For residential accounts, what are the top three pests managed by your service location's outside-the-home/perimeter treatment program?



Nuisance ants



Spiders



Occasional invaders

Source: Readex Research; Number of respondents: 149  
(Respondents could choose up to three responses)



Aaron Veal  
with a hornet  
nest. Hornets  
are a common  
outdoor pest.



# On the Road Again

## YOUR 2025 MAP FOR OUTDOOR PEST CONTROL

With the arrival of spring, pest management professionals (PMPs) are on the road again, quite literally – taking more outdoor calls and revving up for another active season. But this year won't necessarily be business as usual. Evolving regulations and shifting market dynamics are challenging professionals to adapt their treatment approaches.

With changes on how pyrethroids are used, increasing insect pressures, and erratic weather patterns, staying ahead requires flexibility, precision, and strategic adjustments. Consider this a map to help route your road to success with botanical and Insect Growth Regulator (IGR) solution insights, new regulation takeaways, and more. Buckle up, it's time to hit the road!

### NAVIGATING EPA RESTRICTIONS

EPA restrictions on pyrethroids are changing the way PMPs operate. Treatment volumes and application areas are now more targeted, especially on impervious surfaces. Revised labels are reflecting these new guidelines limiting perimeter treatments around homes and structures. For PMPs with an established routine for outdoor treatment services, these new guidelines present an opportunity for precision treatments and/or a new approach.

### TARGETED BAND APPLICATIONS

Impervious areas around a building or home openings require targeted band applications. Shifting to botanical solutions offers an alternative strategy. Botanical solutions provide greater flexibility without regulatory limitations, helping maintain compliance while ensuring effective treatments in restricted areas.

### WEATHER CONSIDERATIONS

Traditional pyrethroid liquid treatments face limitations if rain is expected within four hours after treatment. Granular formulations offer an alternative solution in these conditions.

### NEW TREATMENT STRATEGY INSIGHTS

- Liquid bait stations are making a comeback as an effective, targeted approach.
- Increased use of IGRs enhances long-term pest control.
- Microencapsulated products provide extended efficacy.
- Technicians are incorporating moisture management and habitat modification into their strategies.
- Entry points, gutters, drainage, and irrigation systems are key areas of focus to reduce pest harborage.

### ADJUSTING ROUTES AND ROUTINES

Spring brings increased activity for outdoor pests, requiring a focus on microclimates like mulch, tree bark, and perimeter areas. Wasps begin emerging from overwintering sites in attics and exhaust vents. Cluster flies, Asian lady beetles, and other attic insects become active as temperatures rise. Mosquitoes overwinter in culvert pipes and cryptic habitats, making early-season inspections essential.

### EVOLVING PROTOCOLS

Many PMPs are adopting a strategy of quarterly exterior treatments with interior visits only as needed. Interior inspections focused on entry points such as doors, windows, vents, crawl spaces, and pipe chases are gaining importance. Monitoring tools help track pest activity and optimize treatment plans.

### PRECISION AND FORETHOUGHT IN TECHNICIAN TRAINING

Technicians are encouraged to adjust strategies based on seasonal pest pressure. When pressure is low, inspections and preventative exclusion should take priority as part of an IPM approach. Training of both new and seasoned technicians should emphasize a thorough approach. **After all, you get paid to look where no one else will.**



## WELL-MAPPED AND WELL-TESTED PRODUCT SOLUTIONS

Zoëcon Professional Products pioneered IGR technology over 50 years ago, and we have been providing innovative solutions ever since. Our products are designed to enable broad-spectrum, long-term residual control. Check out just a few of the tools we offer professionals to manage insect populations, prevent future infestations, and reduce callbacks:



### FORMITROL® ANT BAIT GEL & ANTACK™ LIQUID ANT BAIT

- Part of a suite of outdoor applicable products targeting nuisance ant species.
- Formitrol® Ant Bait Gel delivers dual-action control with an adulticide and an IGR to disrupt ants' life cycles.
- Antack™ Liquid Ant Bait disrupts ants' nervous systems for comprehensive management.

### ESSENTRIA® FAMILY OF PRODUCTS - BOTANICALLY BASED, NON-PYRETHROID ALTERNATIVES WITH FEWER REGULATORY LIMITATIONS

- Essentria® IC Pro features a water-based, essential-oil derived formulation that kills and repels a wide range of labeled insects.
- Essentria® Mosquito & Tick Concentrate kills ticks, repels mosquitoes for up to 14 days.
- Essentria® G Granular Insecticide uses botanical insect control power to provide lasting, eco-friendly results.

### EXTINGUISH® PLUS FIRE ANT BAIT

- A critical solution for fire ant control, especially in the Southern US where fire ants are prevalent.
- Provides a two-way killing action to eliminate existing colonies and prevent new infestations.

### ALTOSID® PROFESSIONAL MOSQUITO CONTROL PRODUCTS

- Pretreat potential mosquito breeding sites with Altosid® Liquid Larvicide Mosquito Growth Regulator.
- Prevent adult mosquito emergence for up to 30 days in standing water with Altosid® Pro-G granular formulation or Altosid® Briquets.

### LAMBDA 9.7 CS

An ideal backyard insect control solution, Lambda 9.7 CS features an encapsulated insecticide that will not break down in heat and UV exposure.

### NOW INTRODUCING PRECOR® OUTDOOR F-T-M EXPANDING TRUSTED PROTECTION OUTDOORS

- Precor® products have provided reliable indoor flea control for decades. Now, that protection is available outdoors with Precor® Outdoor F-T-M.
- Specifically formulated for fleas, ticks, and mosquitoes, with over 50 insects on label.
- Combines a proven pyrethroid with an IGR to control flea larvae up to 8 weeks.



## THE KEYS TO YOUR NEW APPROACH

Seasonality, moisture conditions, and regulatory shifts demand a more precise, refined approach to pest control. By staying informed and adapting to these changes, PMPs can navigate the evolving outdoor market and continue delivering effective solutions.

### Visit [zoecon.com](http://zoecon.com)

for more information on treatment solutions that can help you stay ahead on the road to outdoor insect control success.



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# FORTIFYING THE PERIMETER: *Tools & Treatments*

**O**utdoor pest control includes a wide range of services and the State of the Outdoors Market Report aimed to better understand what treatments PMPs are providing and how these vary by region.

According to the survey, 93% of professionals offer rodent control — a consistent figure nationwide, with the Western U.S. slightly lower at 88%.

Dennis Mastrolia, owner of Arthropod, Inc., Lynn, Mass., described his approach: “We assess the property, check for entry points, bait around the perimeter and follow up to ensure activity is under control. Then we continue with exclusion work to prevent re-entry.”

## CRAWLING/FLYING INSECTS.

Perimeter treatments are offered by 92% of PMPs to control crawling and flying insects, followed closely by hornet and wasp nest removal at 90%. According to the survey, these are the top three outdoor services provided.

Stan Frierson, owner, DAPS Services, Atlanta, offers quarterly treatments primarily for fire ants, mosquitoes, fleas and ticks, along with other pests. “We’ve

perfected our outdoor program,” he said. “We rotate products effectively and use high-quality materials to get it right the first time.”

More than 70% of PMPs provide treatments targeting spiders, termites, mosquitoes, ants and fleas/ticks.

Less common services include broadcast turf treatments (48%), shrub, tree and ornamental care (38%) and wildlife control (36%).

Timing also plays a key role: 71% of PMPs offer outdoor services year-round. Regional differences are notable, with only 36% doing so in the Northeast compared to more than 80% in the South and West.

## QUARTERLY TREATMENTS.

Quarterly seems to be the frequency



Seek Pest Solutions’ Angel Ramos applying a dust pesticide.

that most PMPs are providing outdoor pest control, at 65% of those surveyed. In the South, quarterly treatments jump to 83%, almost double what it is in other areas.

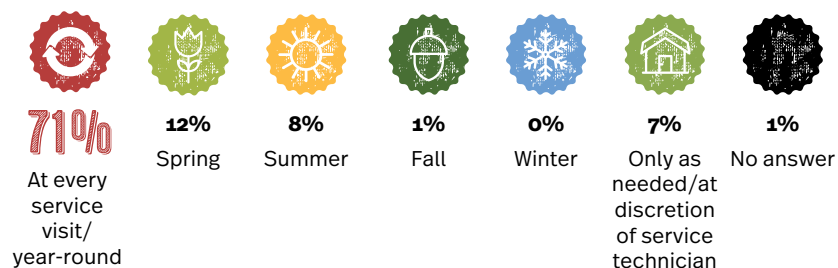
“Some people just aren’t comfortable with people coming into their house, some get embarrassed when we need to tell them how to clean up,” said Dan Lauderback, a former pilot who retired and started up his own firm, Contact Pest Control, in Cleveland.

The State of the Outdoors Market survey also showed the dramatic difference between outdoor and indoor pest control. Across the board, 23% of accounts require PMPs to enter the home, while 64% either only enter when requested or they don’t enter at all.

Mark Hayden, owner of Total Pest Control, Greater Hartford, Conn., said the mantra is simple. “Stop them before they get in,” he said. “Many pest issues can be resolved from the exterior. Customers do not need to be home, which makes scheduling easier.”

## YEAR-ROUND SERVICES

**For residential accounts, when is your service location’s outside-the-home/perimeter treatment program typically performed?**



Source: Readex Research; Number of respondents: 143



**PRODUCT TYPES.** The survey reveals that PMPs use a variety of products for effective outdoor pest control, with 95% relying on liquids or sprays. Granular baits are used by 78%, and granular pesticides by 64%. Regional differences are evident, with 77% of PMPs in the South using granular pesticides compared to just 40% in the West.

Exclusion was more common than many traditional services, being offered by 54% of surveyed PMPs. This approach reflects Integrated Pest Management (IPM), which combines proactive strategies and a variety of tools.

“As part of IPM, we focus on minimal product use and more exclusion services, like cleaning up the property and removing plants that attract insects,” said Eric McCool, Critter McCool Bee Extractions & Control, Summerville, S.C. “I recommend simplifying landscaping to reduce pest attractants. IPM is about long-term solutions, not just applying products for quick fixes.”

McCool also emphasized the need to focus on outdoor treatments. “Pest control should be exterior-focused unless there’s already an interior issue. Preventing problems before they start is key.”

**EQUIPMENT USE.** PMPs are using backpack mister/blowers, extension poles and hand-held sprayers two-thirds or more of the time in every area of the country, according to the survey.

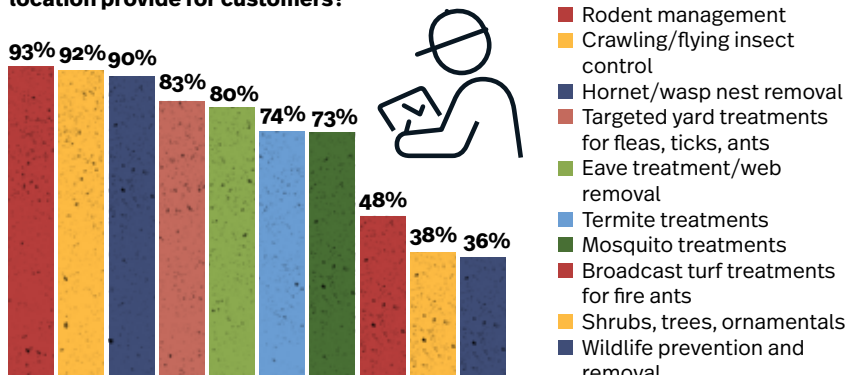
Product usage by region includes the following: 86% of the South uses backpack mister/blowers and 85% in that region led the way for the use of extension poles. Hand-held sprayers are most used in the Northeast by 73% surveyed.

Dusters and truck-mounted rigs are used by 49% and 42% of respondents. Other typical equipment needs like ladders, spreaders, ULVs and riding spreaders are used at lower numbers.

Drones have yet to make an impact on the day-to-day pest control business according to the survey. Only 3% utilized them and only in the South. ●

## OUTDOOR OPPONENTS

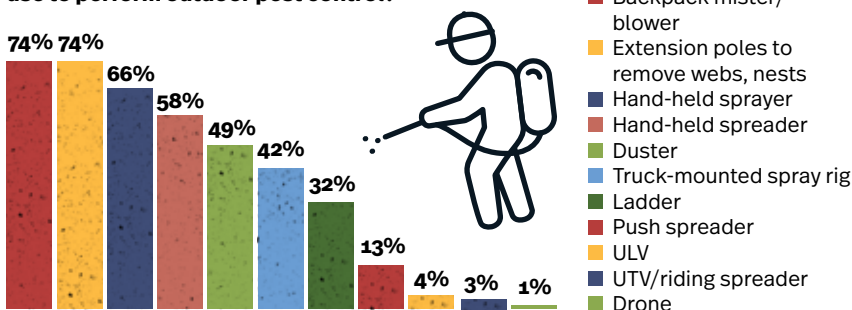
**For residential accounts, what types of outdoor pest control treatments does your service location provide for customers?**



Source: Readex Research; Number of respondents: 143  
(Respondents could choose more than one answer)

## EQUIPMENT ESSENTIALS

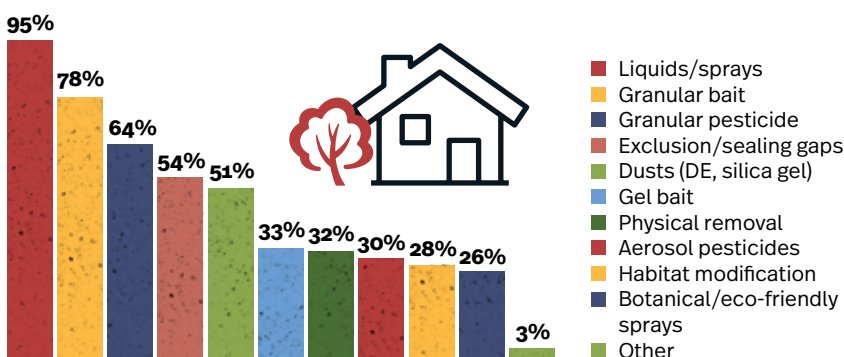
**What types of equipment does your service location use to perform outdoor pest control?**



Source: Readex Research; Number of respondents: 149  
(Respondents could choose more than one answer)

## TOOLS OF THE TRADE

**What types of products and tactics does your company use to control outdoor pests?**



Source: Readex Research; Number of respondents: 149  
(Respondents could choose more than one answer)

# WHEN MOTHER NATURE SAYS 'Not Today'

**M**other Nature is the top challenge for outdoor pest control, with weather conditions often halting work. This is especially true for an industry focused on preventing pests from entering, instead of reacting to them being inside.

Among Midwest PMPs, 54% cited weather as their top challenge, compared to just 17% in the West.

"Weather is a major obstacle," said Jeffrey Emerson, owner of Mosquito Enemy, Newburyport, Mass. "Wind over 12 mph prevents effective spraying, and rain stops us completely. On many days, we can't get much done due to weather conditions."

Other significant challenges include dense vegetation (15%), uncooperative customers (10%), ineffective products (7%) and tree limbs or bushes against buildings (7%).

Mark Sims, owner of Fikes, Federal Way, Wash., noted additional difficulties: "Challenges include customers not eliminating harborage, food and water sources, as well as urban environments with excessive litter. Nearby businesses or environments that can't be altered, like livestock feed or construction disrupting rodent burrows, also contribute to pest issues."

**RAINY DAY BLUES.** Among weather events that are preventing PMPs from getting outdoor pest control work completed, rainstorms (83%) and high winds (50%) are by far the most obtrusive forms of weather.

Snowstorms and freezing temperatures were both cited by more than 30% of pest management professionals as issues preventing them

40%

of respondents said weather events/temperatures are the most challenging issue their service location faces when performing outdoor pest control services.

Source: Readex Research; Number of respondents: 149

from performing a treatment. Flooding, tornadoes and hurricanes — i.e., atypical weather events — rounded out the lesser percentages of those surveyed as they don't affect people on a daily, weekly or even monthly basis.

"Weather is first and then customer co-operation and that means keeping things in order on the exterior, not letting things overgrow," said Blasingame Pest Management's Billy Blasingame, who added sanitation is necessary for effective pest

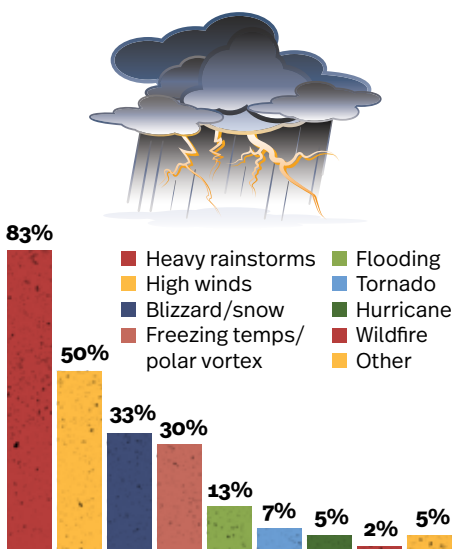
control, but so is remediating issues like standing water and debris that attracts outdoor pests.

Avoiding callbacks is a reason to stop when weather takes over, said Seek Pest Solutions' Ramos. The day he was interviewed for this story, his route was rained out.

"Today's a rainy day so we can move everything to another day but other larger companies, their schedules are packed. I need to get a good treatment when I go there. We don't have callbacks."

## WEATHER INTERRUPTERS

Which types of weather events caused the most interruptions of exterior pest control at your service location in the last year?



Source: Readex Research; Number of respondents: 149  
(Respondents could choose more than one answer.)

## MAN-MADE PROBLEMS.

While weather may affect treatments, Bohannon's Keller said the internet causes its own set of problems when it comes to customers.

"Ironically, today our biggest challenge is the internet because people can research things and that means people can research themselves stupid," Keller said. "You can find something that said grape jelly [moves] fire ants away from around your house. The availability of quick info is a hindrance sometimes."

Keller noted another challenge: customers often expect immediate results. Integrated Pest Management (IPM) strategies and baiting are approaches that typically require more time — something that customers might not tolerate. "(We) want to get to the root of the problem." ●



# Getting the OUTDOOR MESSAGE OUT

## ABOUT THIS SURVEY

The PCT 2025 State of the Outdoors Market survey was sponsored by Zoëcon/Central Life Sciences and compiled by Readex Research, a privately held research firm located in Stillwater, Minn. A sample of 4,989 owners, executives, technical directors, general and branch managers was systematically selected from the PCT database. Data was collected from 150 respondents — a 3% response rate — via online survey from March 5-20, 2025. To best represent the audience of interest, the majority of results are based on the 149 respondents whose service location provides outdoor pest control services. The margin of error for percentages based on these 149 usable responses is plus or minus 8.0 percentage points at the 95% confidence level. Charts may not add up to 100% due to rounding.



**R**eaching customers cost-effectively is a top priority for PMPs, especially for outdoor-only pest services. However, only 37% of survey respondents actively market these services. In the West, where warmer weather prevails, 53% promote outdoor services, but in other regions, the number drops to 35% or less.

Despite these figures, many PMPs contacted by PCT shared that they do actively promote their outdoor services.

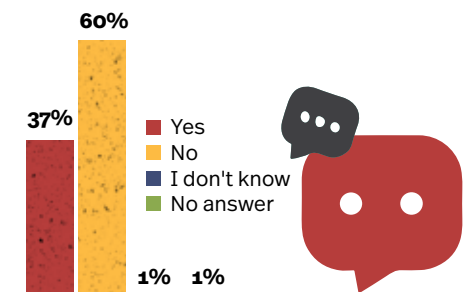
Phoenix Pest's Veal leverages YouTube. "I create videos, share them on social media and target neighborhood groups on platforms like Twitter and Facebook," he said.

BHB's Nieves takes a unique marketing approach to outdoor pest control. "We focus on driving organic traffic through Google and use an app to encourage technicians to collect five-star reviews, offering customers \$10 gift cards as incentives," Nieves said.

Gecko Pest's Horton emphasized the value of traditional methods. "We're active in local groups like Rotary and the chamber of commerce. Word of mouth is crucial, especially in smaller towns," he said. "Having a savvy marketing team that understands the seasons and targets the right services...is key."

## SHOUTING IT FROM THE ROOFTOPS

**Does your service location actively market its outdoor-only service?**



Source: Readex Research; Number of respondents: 149

Arthropod Inc.'s Mastrolia focuses on relationships. "We do some internet and social media marketing, but most of our business comes from word of mouth. We're highly recommended by local real estate agents," he said. "When customers call, they often mention a recommendation."

Tanner Bigler, owner, SafeChem Pest, Clearfield, Utah, said residential customers are most receptive to marketing.

"Clear communication is essential. Setting the right customer expectations is critical in our industry," he said. ●

# 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



Provides up to 8 weeks of protection against adult fleas and larvae



TARGET OUTDOOR INSECTS WITH PRECISION AT ZOECON.COM