

WHY *I CHOSE*

Pest management professionals share why they partner with various (and valuable!) industry suppliers in this first-ever “Why I Chose” supplement. Turn the page to read your peers’ five-star reviews.

**Applause • Bird-X • Kemp Anderson Consulting • Nisus
Skyhawk Trapmate • Vesperis • WorkWave**

A Round of 'Applause' for Reviews

Fifth-generation American Pest Solutions integrated Applause's customer engagement solution and more than doubled client reviews.

Within a year of implementing Applause to boost customer reviews, reward team members and jumpstart sales for add-on services, American Pest Solutions (APS) in Agawam, Mass., has more than doubled its Google reviews.

In May 2024, the century-old, five-generation family business — founded in 1913 — had collected about 600 reviews. In June 2025, General Manager Jordan Russell counted 1,228 reviews and a Google rating uptick from 4.8 to 4.9 stars. ("No one has 5," he quips of this reality.)

Even more important, technicians who work hard daily are getting recognized in these reviews. Every time a client posts feedback with a star rating, American Pest Solutions tips the team member \$5. Plus, customers have an option to add a tip, too.

Russell and his father, Bob, CEO, learned about Applause at a conference and soon had a call with Senior Account Executive Bear Duplisea. "Don't you want to boost your reviews?" he asked the Russells.

"Of course I want to," Jordan Russell told him, though he admits some healthy skepticism at first. There are many review companies in the market that promise results.

The Applause platform and partnership lives up to its claims. "No other service provider like this has been able to replicate these results, at least in the pest control industry," Russell says. "Onboarding was flawless. Applause integrates with our CRM,

PestPac, so within a week or two, we were up and running — seamless."

Piloting Programs, Generating Leads

Applause reached out to Russell to see if APS would pilot a lead-gen solution it wanted to test. He said yes, and in May, after customers received their review/ratings text following service, a message offered \$25 off the first mosquito and tick service if they sign up for the program.

"When customers press, 'I'm interested,' the lead is sent to our office. Then we can call them with a warm lead: 'We saw you're interested in \$25 off the service,'" he says.

While the weather in May wasn't luring in mosquitoes, Russell expects this tool to gain traction now that the weather has warmed up. "Every experience I've had with Applause, they want to work with me to make their product better," Russell says. The platform has already exceeded his expectations. "We shoot off ideas to each other, and the next thing you know, I'm trying something new and they're trying something new. And since onboarding the software, our reviews and customer engagement has skyrocketed." ●



Jordan Russell

About Applause

Applause helps pest control companies retain great technicians and turn satisfied customers into 5-star reviews. Applause makes it easy to automatically request reviews after each job, match them to the right technician, and reward top performers with cash bonuses, tips and recognition.

Founded in 2021, Applause is trusted by more than 25,000 service professionals across North America. Applause integrates seamlessly with your existing tools to deliver a consistent post-service follow-up, helping you stand out online and keep technicians motivated during even the busiest seasons.

Applause is committed to advancing the pest management industry by helping businesses build stronger teams and deliver standout customer experiences. Pest control companies use Applause to boost online visibility, improve technician retention, and grow revenue — all without adding more to their plate.

Contact

www.applausehq.com



WHY I CHOSE / BIRD CONTROL

Bird's the Word

Bird-X backs Raptor Pest Solutions with solutions and support they can count on.

Humans don't hear the high-frequency siren call, but the birds do, and they flee. Jake Keane is owner of Raptor Pest Solutions in Mesa, Ariz., a family-owned business specializing in pigeon and rodent exclusions, bee and bat removal, "and all the pests that general pest control services might stray from."

Lately, about 75% of his clients are commercial properties, but Raptor's customer mix ebbs and flows. What they all have in common: Going batty over birds.

The nuisance goes beyond noise. "It's a health concern," Keane says. "You finally meet a threshold of putting up with birds and the constant cleanup. Clients tell us, 'Every morning we're cleaning off the front porch or hosing down the patio furniture.' It's a sanitation issue."

Keane has seen clients go to extremes before they realize they need a truly effective solution. "Customers have hung CDs and tin foil to deter the birds, but at the end of the day, the products that exist on the market, especially from Bird-X, are going to work...and work first."

Just Ask

Keane regularly attends and sponsors booths at industry trade shows and is continuously information-gathering and adapting the latest practices to help his clients. What he looks for in a bird control solution provider is responsiveness.

"Bird-X has a culture of responsiveness," Keane says. "They're on top of it."

Keane can contact his sales and support Bird-X partner by text, phone or email and ask questions, explain a challenging bird control scenario and troubleshoot.

Collaboration is key, Keane emphasizes.

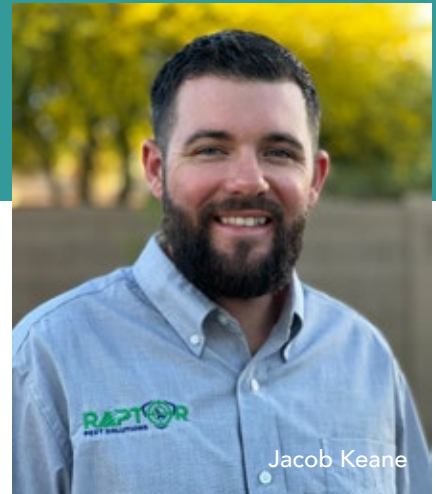
"When I run into a case I've never seen before, I just call and ask, 'Do you offer a product that will help? Do we need a sensory deterrent or is physical exclusion a better strategy?'"

Backing Your Play

Birds, bats and other flying pests present an opportunity for pest control firms that are up to the challenge. "We consider ourselves the handymen of pest control," Keane says. "If you go this route, you need a team that will back you up, and Bird-X is the one."

On rare occasions during his time in the industry, Keane has experienced encounters when a system did not work. "And with Bird-X, they want to know what's going on. We get on FaceTime, no matter the time of day, and then they will expedite another solution to the door. This has only happened two times in the last 12 years."

A roster of satisfied customers tells the story best when Keane's team performs follow-ups and the issue is gone. Keane says, "Our success rate is phenomenal and our partnership with Bird-X is invaluable." ●



Jacob Keane

About Bird-X

Bird-X is a global leader in humane bird control solutions. Founded in 1964, Bird-X provides bird control solutions designed to protect offices, retail, commercial, industrial, mixed-use spaces, and residential properties from costly damage and health risks caused by nuisance birds.

From ultrasonic and sonic deterrents to lasers and visual, physical, and sensory solutions, Bird-X offers a comprehensive line of bird control tools tailored to each site's unique challenges.

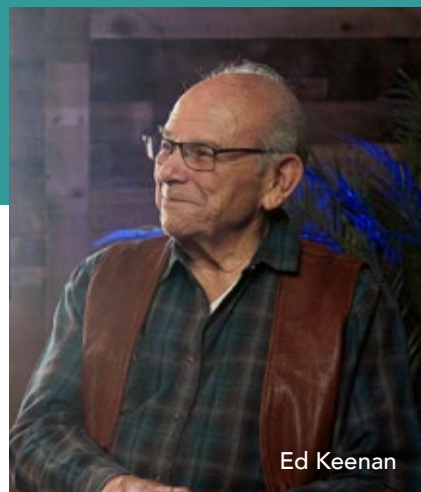
Bird-X is committed to advancing the industry through excellent service, customized training, and reliable, high-quality products. The company's exclusive PCO Select™ program — designed specifically for pest control operators — offers added value through three essential pillars: the right product, same-day shipping, and trusted quality and performance. PCO Select™ empowers professionals with the tools, support, and confidence to deliver effective, humane bird control solutions.

Contact

www.bird-x.com
800-662-5021



Kemp Anderson Consulting



Ed Keenan

Ed Keenan said founding his pest control company, Pestgon, in Oceanside, Calif., came out of a necessity to support his family. “It started, as everything else in life, because of need,” said Ed. “Six kids, up to our nose in debt, and a wife who said, ‘I know you can do better.’ That moment changed everything.”

Ed built his pest control company from a \$1,000 route he bought from a “one-armed sprayer” in Vista into a dominant commercial operation across Southern California. “I didn’t know what I was doing, but I just got lucky — and worked hard. Country clubs, property managers, golf greens — we earned every account.”

When the time came to sell his business, Ed knew the stakes were high. “Being a pest control man doesn’t make you a businessman. You can’t do it all. That’s why we called Kemp Anderson Consulting.”

Kemp Anderson Consulting performed, Ed said. “Step by step. We had attorneys, accountants, bankers — but not like the

help Kemp’s team gave. Without them, we wouldn’t have done it.”

Kemp Anderson guided Ed and his family through every stage of the transaction. From building the business case to managing final buyer meetings, they led with integrity, humor, and experience.

“Kemp introduced us to the right people, rehearsed with us, made sure we were ready. We’re grateful.”

Today, Ed is 91. His legacy is intact. His family is secure. And the business he built from grit and grit alone has been passed on with purpose. “If you’re thinking about selling,” Ed says, “call Kemp. They’ve done a wonderful job.” ●

About Kemp Anderson Consulting

Kemp Anderson Consulting provides expert guidance to business owners and executive leaders across a range of strategic initiatives. The firm specializes in mergers and acquisitions — from initial planning and due diligence to transaction negotiation and post-integration execution. Whether buying, selling, or investing in a business, Kemp Anderson Consulting brings deep experience, strategic insight, and a strong personal presence to every engagement. The firm is especially trusted by pest management company owners to help them negotiate from a position of strength and maximize value.

Contact

Kemp Anderson
407-466-5859
kempanderson.com
Kemp@KempAnderson.com



Scan the QR here to watch the full interview



“Six Kids and a Spray Truck. Legacy Secured.”

ED KEENAN'S KAC JOURNEY



WHY I CHOSE / COCKROACHES

Lasting Control, Lighter Impact

Pestline chose Nisus Corp. products to manage the toughest infestations.

As a single operator with experience at a top-five national corporation, Kurt Moroski launched Plano, Texas-based PestLine LLC knowing he needed a strong distributor relationship with a vendor supplying a variety of products so he could access high-quality control solutions.

A high-volume discount would not apply to his business. But this turned out to be a good thing, turning Moroski onto different products that have changed the trajectory of how he manages even the worst infestations.

At his local distributor, he was lured in by a Nisus Corp. display and promotion. "I took a gallon of DominAnt and fed it into bait stations," says Moroski. "It worked great!"

The property of a personal friend suffered from a major odorous house ant problem. "We would watch hundreds of ants line up after applying DominAnt," he says. "This was the start of eliminating a really complex ant infestation that occurred every time mulch was delivered to his house."

Ants Marching

Moroski transferred this highly effective ant control solution to other properties he services and realized the same knock-out and resistance for long-term efficacy.

Then he added another Nisus Corp. product to the arsenal: Niban Granular Bait for controlling ants, cockroaches and more. The weather-resistant formula can be used indoors and outdoors, and the weatherized bait will not degrade in sunlight and heat. This is key in his Texas climate.

"When we tested it, we sprinkled it on the ground and watched the ants immediately

start picking it up and carrying it away," Moroski says. "Between Niban and DominAnt, I have completely eliminated odorous ant house infestations."

Expanding the Toolkit

Now, Moroski also uses Bora-Care for termite protection, which is critical in northern Texas, where city ordinances require contractors who are building wood structures to protect the structure. With Bora-Care, Moroski says properly treated wood is backed by Nisus Corp.'s 30-year warranty against termites and wood-destroying insects.

At restaurants, Moroski uses Nisus' Nibor-D for managing cockroaches and filth flies. He couples this with Bac-Azap odor eliminator and ready-to-use bio-sanitizer. Dual-Strike is a win for dealing with cockroaches.

To deposit pest products in hard-to-reach deep drain wells, Moroski deploys a mix of Nibor-D with ProFoam Platinum non-ionic and non-repellent foaming agent that will not cause oxidation or rust in metals.

And Web Out is a game-changer for getting rid of spiders. "It's a natural, essential oil product you apply to the cobweb head," he says, relating that customers appreciate the environmentally friendly solutions.

"When I use Nisus products, it makes me very successful in the field," he says. ●



Kurt Moroski

About Nisus Corp.

For over 30 years, Nisus Corp. has pursued a singular mission: to create products that work better and are better for the environment than the ones they are designed to replace. Nisus manufactures pest control, wood protection and agricultural solutions that marry uncompromising standards and cutting-edge research.

Sustainability has been at the core of Nisus' operations since its earliest days. Bora-Care, the company's flagship product, was originally developed to protect log homes from heavy moisture and intense insect pressure with borates, a naturally occurring mineral salt. Dual Strike, one of their most recent products, combines dual actives (fipronil and boric acid) with an all new, highly attractive bait matrix to help combat bait aversion and pesticide resistance.

Nisus is proud to manufacture all of their products in the United States and to be an award-winning Responsible Care™ Member of the American Chemistry Council.

Contact

www.nisuscorp.com



24/7 Rodent Monitoring

Northwest Exterminating's staff now has time for purposeful service visits after integrating Skyhawk's Trapmate system.

Every time a remote rodent trap is triggered on a site, Northwest Exterminating receives a real-time push notification. “No more checking empty traps,” says Curt Lockhart, the company’s QA technical field trainer and inspector. “With Skyhawk Trapmate installed, every visit is a *removal* not a *trap check*, and the result is an efficient solution to customers’ problems.”

Rather than sending team members into the field to perform the rote task of checking every single rodent trap, the company wins back this time for proactive services while offering customers around-the-clock eyes.

“I tell customers, ‘We are with you 24/7. We will know when these traps go off, and we’ll be there to remove the catch,’” he says. “There’s huge value in eliminating odor from a trap that snapped last week.”

Plus, even with weekly trap checks, how many other rodents might the company have captured if full traps were emptied the same day, freeing up a trap? “This has been just one of the many benefits of using Skyhawk Trapmate traps,” he says.

Cost-Effective Rodent Control

The labor hours and windshield time involved in unnecessary trips to check traps vs. trips with a purpose pays dividends. “When you calculate this time and money, the return on investment in Trapmate remote monitoring happens in no time,” he says.

This frees up resources for managing more sites that require rodent monitoring, and it’s a QA bonus for audited facilities that can provide real-time rodent activity reports

for inspections and track the progress of their rodent and pest control programs.

“We can focus on more critical tasks, expand our business and improve operations by providing innovative, best-in-class rodent monitoring,” Lockhart says.

Easy to Install and Intuitive

Simple setup involves attaching remote monitoring devices to traps or bait stations. A user-friendly interface integrates seamlessly into existing workflow software.

“Our team members are always learning something new, and every one of our teammates have been excited about this technology,” Lockhart says.

Lockhart likes to provide on-site education for staff, if possible, and twice Trapmate offered this opportunity. “They have excellent support, and I can’t stress that enough,” he says, adding that he felt “wowed” after extra effort to ensure the system integrated smoothly with overall business operations.

Northwest Exterminating has been operating in the Atlanta area since 1951. Adopting innovations like Trapmate helps Lockhart’s team tell customers concerned about rodents this: “We’re with you 24/7.” ●



Curt Lockhart

About Skyhawk Trapmate

Skyhawk Trapmate, leaders in remote monitoring, offer cutting-edge solutions built specifically for pest and wildlife control professionals. Their self-powered, IoT-enabled hubs and sensors detect trap activity in real time — without relying on Wi-Fi or external power. By reducing the need for routine trap checks, Trapmate helps save time, cut costs, and enable faster, more effective responses to pest activity.

Engineered for durability and simplicity, Trapmate devices are ideal for residential, commercial, urban and wildlife environments. With their enterprise dashboard and mobile app, technicians gain a clear, centralized view of trap activity across all sites — streamlining operations and improving field efficiency.

Trusted by professionals in the field, Trapmate delivers the reliability, precision, and results PCOs need to succeed. And with support from a knowledgeable and experienced team, they are available to help every step of the way.

Contact

www.Trapmate.AI



WHY I CHOSE / DISTRIBUTION

Supplying Solutions

Veseris is a 'partner with a capital P' to ever-expanding Moxie Pest Control.

Moxie Pest Control in Irving, Texas, is a fast-growing business that has expanded to 44 branches and values a distributor that takes time to understand the operation, scale as Moxie's territory spreads, and deliver value far beyond product.

"We need a partner who can be flexible and dynamic and treat our requests with a sense of urgency, and Veseris checks all the boxes," says Daniel Headrick, COO of Moxie Pest Control.

Moxie has been working with Veseris for 20 years, and though it has tried other distributors in the past, Headrick says the company "really doubled down on our relationship" during the last five years, recognizing Veseris's commitment to ensuring Moxie's success during some particularly challenging times.

Veseris supplies all Moxie Pest Control locations with products, bait boxes, termite stations and more. "They are a one-stop shop for whatever we need, including continuing education and resources," Headrick emphasizes.

An Advocate for My Business

As Moxie Pest Control has focused more effort on becoming an active steward in the community and voice in pest control legislation, Headrick reached out to Veseris for suggestions on ways the company could get involved.

"They went out of their way to help us get more deeply connected in participating in NPMA and PPMA initiatives, even pointing to industry events we should

attend," Headrick says. "We have been taking a closer look at how we can do more good and maintain positive relationships with our government counterparts, in some cases helping them understand our business and the pest control industry as a whole. Veseris has been a real advocacy partner."

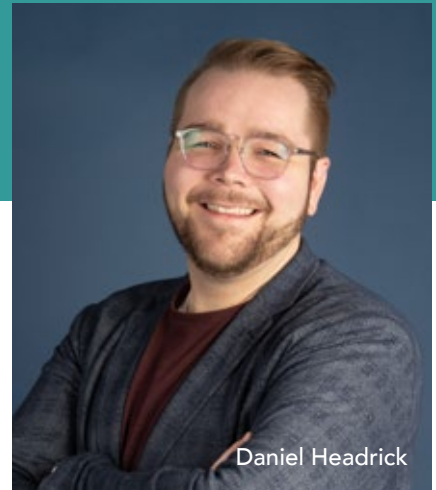
The Wheels Are Always Turning

"I came up with this idea for you," is often how conversations start between Headrick and Veseris Director, National Accounts Christy Davie, who spends time and actively listens to Moxie's pest management and business operations challenges.

"In a true partnership, both parties want each other to succeed, and Christy always gets in touch when she thinks of something helpful and solutions that will benefit Moxie Pest Control, whether we asked about a specific issue or something helpful comes to mind," Headrick says. "The wheels are always turning."

Veseris makes regular visits to Moxie Pest Control branches to provide training and resources such as educational posters for how to use new products or updated protocols.

Headrick says, "They add value beyond just supplying products." ●



Daniel Headrick

About Veseris

Veseris is a leading distributor headquartered in Austin, Texas, serving structural pest, turf & ornamental, pool supply, public health, wildlife, and vegetation management professionals across the U.S., Canada, and Mexico through 250+ sales and service experts at 82 locations, and in Latin America and the Caribbean through a network of authorized dealers. Through its Tessman and Lynde companies, Veseris is uniquely positioned to support customer growth in the turf & ornamental and pool supply markets. With unparalleled product access, expert support, trusted training, and digital tools like Veseris.com and Veseris Inventory Manager, Veseris empowers professionals with the resources they need to succeed.

Contact

www.veseris.com or
www.veseris.ca (Canada)



On the 'Lookout' for Growth

PestPac aligns with Lookout Pest Control's rapid M&A scaling strategy.

A high-velocity growth plan at Lookout Pest Control demands a robust, top-tier software solution that aligns with the PE-backed organization's buy-and-build strategy. So when industry veteran Mike St. Clair partnered with Percheron Capital and acquired its first business, Lookout Pest based in Rossville, Ga., the team simultaneously vetted software providers.

"We needed a provider that was willing to partner with us in the early days based on a story and strategy," says St. Clair, a former CEO and current board member at Lookout.

After submitting several RFPs, Lookout Pest landed on WorkWave's PestPac, an all-in-one solution designed to streamline service and elevate operational efficiency. "We needed a partner that was forward-looking and had plans in place to constantly enhance their capabilities," St. Clair says. "We shared the key value drivers in Lookout Pest's thesis and wanted to be sure they understood where we were headed as an organization and that we were aligned on how their system would support the business."

Providing granular and defined processes and timelines to WorkWave ensured that the Lookout and PestPac teams were on the same page. They agreed on deliverables, migration processes and deadlines. "With this, we knew PestPac could support our data and systems migrations at the pace we needed with no margin for error," St. Clair says.

CRM, Route Optimization & More

"The user experience is streamlined and intuitive," St. Clair says of employees in the field who have embraced the PestPac mo-

bile app, and back-office admin staff, who can rely on Lookout's administrator, Brenda Garcia, and PestPac's integrations team.

Some of the software solution's star qualities include robust route optimization and a CRM system that unlocks valuable customer data for enhancing the service experience Lookout Pest delivers.

"Route optimization is a key value driver for us," St. Clair says. "As we acquire businesses, we can design routes to maximize stops per day per technician," and the firm can make those stops in the most efficient way. "PestPac stands out in their route optimization and scheduling capabilities."

The same is true for the system's CRM functions. "It helps inform our customer profiles for new customer acquisition, and it helps with how we penetrate the existing customer base by offering them new services," St. Clair said. "You need a system that simplifies how you extract customer data."

As Lookout Pest continues to expand (it's acquired 25 companies in 26 months), PestPac is meeting its pace and exceeding expectations. St. Clair says, "They are investing in their solution and have talented experts on their team. Their forward-looking vision and our growth strategy are right in step." ●



Mike St. Clair

About PestPac

PestPac by WorkWave is the software solution chosen by leading pest control operators (PCOs), empowering the best in pest to deliver top tier service to their customers and grow their businesses successfully, scaling to meet their needs at every stage.

A true all-in-one solution, PestPac's features and functionality are driven by customers' needs, with integrated features designed to eliminate common pain points — whether in the office or in the field — to streamline service and make processes as efficient as possible. With features that help budding businesses service more customers with the same staff, as well as powerful tools to make managing multiple branches or expanding into new territories easier, PestPac enables both vertical and horizontal scaling to empower more PCOs to meet their unique goals.

Contact

www.pestpac.com
+1 (866) 475-2932
pestpacsales@workwave.com

