



Put mosquitoes to work

You can't work around the clock. But mosquitoes can. The In2Care® Mosquito Station turns their constant movement into your advantage, creating control that's always on so you're always earning. By using their own instincts, mosquitoes spread control — even when you're not around — helping you earn more with less effort.

- Mosquitoes spread control through auto-dissemination
- Recurring visits help boost revenue
- Stations are easy to install and maintain

 See how to turn continuous control into recurring revenue
us.envu.com/in2care

 **IN2CARE®**
Mosquito Station

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Bye-bye mosquitoes

One LCO explains how he grew his business with the use of the **In2Care® Mosquito Station** from Envu.

As regional manager of King GREEN Lawn care Carolina, Jason Bishop has had his fair share of challenges with keeping mosquitoes off his customers properties. Bishop is the regional manager at the company which services Georgia, North Carolina and South Carolina and provides lawn care, mosquito and three and shrub services, along with other. Those challenges became less and less of a problem now that he uses the In2Care Mosquito Station. Bishop explains in this Q&A, how the station has helped him fight the pesky pest.



Jason Bishop
regional manager, King GREEN
Lawn care Carolina

How did you begin to offer mosquito control services?

We started our program back in 2011. We knew it was a natural fit to expand our available services to our customers. Being in the southeast, everyone deals with and dislikes having mosquito issues.

How has Envu helped you grow into this business offering?

They have consistently offered competitive pricing, great representatives to work with and education in the mosquito field.

What is the range of incremental income that the In2Care Mosquito Station brings to King GREEN?

Up to \$700,000 in mosquito services alone

How did you come to learn about the In2Care Mosquito Station?

Tim Mcelroy from SiteOne gave us a call and said he had something he wanted to share with us.

How does the In2Care Mosquito Station work?

It is placed in the mosquito natural habitation area. Hidden under vegetation or near a breeding area. We put water in the station along with the sachet. The mosquito flies into the station to lay eggs in the water. As it lands on the sachet, it contracts a fungus that slowly starts to kill the mosquito. The water is also contaminated with this fungus, and the eggs are neutralized as well.

The mosquito then flies off after laying the eggs and looks for another breeding area. As she lands, she then

spreads the fungus into that area. This cycle continues until she dies. Everywhere she lands, she spreads the fungus. One of the best parts is that it is totally safe for pollinators, pets, wild animals, et. al.



How did you fit it into your service plan?

We were able to expand our services to fit many different needs of our customer base. We now offer fogging, fogging and the In2Care station, and In2Care stations only.

What kind of reoccurring business revenue has the In2Care Mosquito Station offered?

By expanding to the In2Care stations, we have increased our visits, offered a program people want and trust and have a happier customer base which helps with retention. That alone has increased our revenue stream.

What range are you charging your customers?

\$65.00- \$125.00 per service visit.

What are a few tangible tips that you would give other lawn care operators to grow into offering mosquito control services?

It is not a huge leap. If you are holding back, don't. It will pay off in the near future. If pollinators are your worry, the In2Care station solves that right away. Lastly, if you want to be a true service provider, mosquito control should be in your offerings.

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— Jason Bishop,
Regional Manager,
King GREEN Lawn care

