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2026 *State of the*  
**TERMITES**  
**CONTROL MARKET**

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# Termites, FRONT AND CENTER

It was a good year to be a termite professional in 2025.

Besides providing a critical service to help home and business owners protect one of their biggest investments, termite activity kept many in the industry very busy last year.

**Revenue soared.** Pest management professionals (PMPs) interviewed for the PCT State of the Termite Control Market report, proudly sponsored by BASF, used words like “stupendous” and “record year” to describe termite revenue.

Doug Foster, owner of Burt’s Termite and Pest Control, Columbus, Ind., said termite work was “one of our most profitable offerings.” On top of that, about half of his termite customers add on recurring general pest control service, extending the revenue potential and relationship with his company. He wasn’t the only PMP to make this point.

In fact, 52% of PMPs report termite control work is growing, with revenue somewhat or significantly rising over the past three years.

**Swarms showed up.** Even termite swarms cooperated in some markets last year, with 62% of PMPs citing average and above average swarming activity. PMPs told us they don’t count on termite swarms to grow their business, but swarms certainly prompt customers to seek out termite solutions.

**Research to model your business after.** We hope you find these and other insights from the PCT survey useful as you plan for termite season in 2026. In the following pages, you’ll learn how peers run their termite operations, where they see growth opportunities and how they’re overcoming challenges.

Seasoned termite pros will pick up useful tips in this report. If you’re new to termite control, you’ll find respected market data to guide you on everything from pricing to treatment methods. Learn how to leverage termite work to grow other service lines and navigate a bumpy housing market.

With 62% of PMPs expecting termite revenue to increase this year, this report contains valuable intel you can put work.

**Innovating to help you succeed.** Many PMPs say they’re excited about the innovations coming to termite services.

We’re working hard for you on this front. BASF has been a leader in termite innovation for decades, from game-changing Termidor® termiticide/insecticide to the baiting system that’s yours to manage on your own, Treloña ATBS annual bait stations, you can trust our products and the team that stands behind them.

As a member of the BASF family, you get tremendous technical support and training from our team of professionals. Plus, resources to help educate your customers about termites. Listening to you and understanding your needs are key to BASF advancing termite management and support systems in the years ahead.

Thank you to everyone who took the time to complete the PCT State of the Termite Control Market survey. Your insights are invaluable and help the industry thrive.

## Barbara Aguiar

Director

BASF Professional & Specialty Solutions North America



*Barbara Aguiar*

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# Revenue: 'A STUPENDOUS YEAR'

Most PMPs saw termite revenue rise at their locations in 2025.

It was a heck of a good year for termite control services, which generated significant revenue for many pest management service locations.

"Our termite season has been pretty stupendous. It's been very busy. Our termite business has more than doubled year over year," said Brad Lawler, founder and CEO of Team Bug Out, Louisville, Ky.

Doing more wood-destroying insect (WDI) reports for real estate closings was one factor leading to growth, he said.

More termite inspections likewise boosted revenue at Burt's Termite & Pest Control, Columbus, Ind. According to owner Doug Foster, the company's termite revenue increased 7% to 8% from 2024. It accounts for more than a third of the company's revenue overall.

"I love termite work. And it is one of

our most profitable offerings, so that's a bonus," Foster said.

John Burgess, co-owner of Pied Piper Pest Control, Montoursville, Pa., shared similar news. "This year was a record year for us."

He said termite revenue grew as the small company grew overall. "We have tripled in size in two and a half years. We reinvented ourselves. We're becoming almost a household name, which is fantastic," explained Burgess.

According to the 2026 PCT State of the Termite Control Market survey, 52% of pest management professionals (PMPs) said termite-related revenue increased somewhat or significantly at their locations over the past three years. On average, it accounted for 26.6% of overall revenue. PMPs said 18.7% of this revenue came

from termite renewal fees.

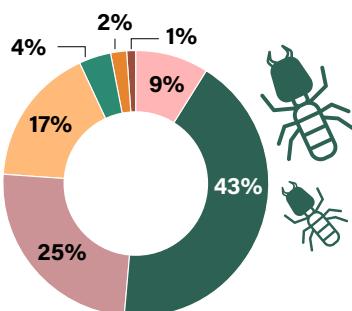
They anticipated continued growth in 2026, with 62% expecting revenue from termite control services to increase significantly or somewhat in the year ahead.

No surprise, 42% said termite control today was much more or somewhat more significant to their location's bottom line than five years ago.

In 2025, 85% of service locations provided termite control services. ■

## Trending Up

In the past three years, has the percentage of your location's revenue generated from its termite control services increased, remained the same, or decreased?

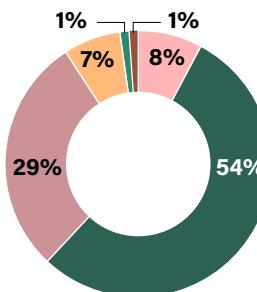


- increased significantly
- increased somewhat
- remained the same
- decreased somewhat
- decreased significantly
- cannot compare; not involved three years ago
- no answer

Source: Readex Research; Number of respondents: 162

## Expecting Growth in 2026

Compared with 2025, do you anticipate the percentage of your location's revenue generated from its termite control services to increase, remain the same, or decrease in 2026?

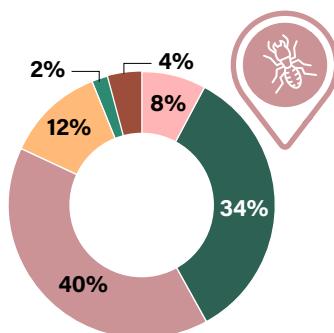


- increased significantly
- increased somewhat
- remained the same
- decreased somewhat
- decreased significantly
- no answer

Source: Readex Research; Number of respondents: 162

## Bottom Line Bonanza

Is your location's termite control business more or less significant to your company location's bottom line today than five years ago?



- much more significant
- somewhat more significant
- neither more nor less significant
- somewhat less significant
- much less significant
- no answer

Source: Readex Research; Number of respondents: 162

# Service: **BUILDING RELATIONSHIPS, RECURRING REVENUE**

Customer connections remain the key to growing a strong termite business.

**M**ost service locations (92%) offered post-construction termite treatments, reported PMPs in the 2026 State of the Termite Control Market survey.

This typically involved preventing or remediating termites in already built structures. Often, treatment came after termite damage was found, like during an inspection or a home renovation.

But some customers might be becoming more termite aware. Doug Foster, Burt's Termite & Pest Control, said in the past few years a growing number of customers have asked for "restoration" treatments for termite control.

"They say, we haven't had anything done to the house termite-wise in 15 or 20 years. Could we do something, so we don't have termites in the future?" It's an opportunity to allay their concerns and grow the business, he explained.

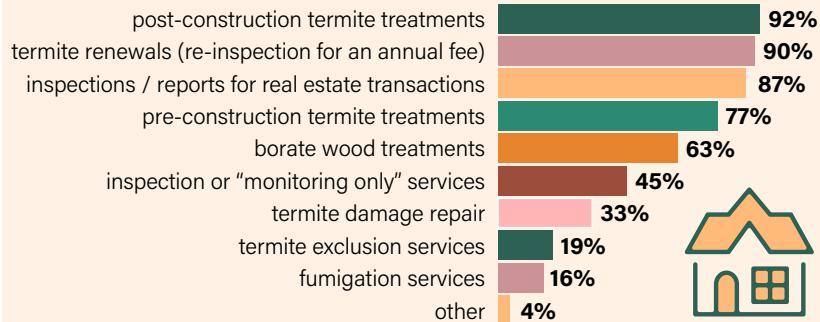
Pre-construction termite treatments were offered by 77% of service locations.

Team Bug Out anticipates performing more of this work in the year ahead. "We are negotiating with a national builder, who has asked us to take on their pre-construction treatments," said Brad Lawler. Treating wood framing with borates is part of his treatment strategy.



## A Service for Every Need

Which types of termite control services does your location offer?



Source: Readex Research; Number of respondents: 162; Respondents could select more than one answer

*Not* part of his strategy is competing on price alone for pretreat work, which often goes to the lowest-cost provider. That's when corners can get cut. "Let's use the cheapest possible product, and we'll send our least experienced technician out there to spray the dirt, and hopefully we get it right," explained Lawler of what he sees occurring. It's interesting how those builders are then surprised when termite issues emerge later, he said.

Wood-destroying insect/organism (WDI/WDO) inspections were offered by 87% of service locations.

The inspections, usually performed for real-estate transactions, deliver the "bonus" of almost guaranteed termite work, said Foster.

"We pick up a lot of termite work with the WDI or WDO inspections. We're not usually competing with other companies on that. You know, when you get a swarm, sometimes they'll call three or four companies to get quotes." With inspections, Foster said, the client just wants to get the house treated and sold, so they're not going to delay by shopping around for the service.



# Prices: NOT KEEPING PACE WITH COST?

PMPs said it's getting more expensive to perform termite services, but competition keeps prices lower.

**M**ost PMPs (69%) expect the price charged for termite jobs to increase significantly or somewhat in the year ahead, found the 2026 PCT State of the Termite Control Market survey.



For some, prices remain too low. In interviews, PMPs said price competition is holding prices steady or even pushing them down while the cost of providing termite services — labor and materials — goes up.

That irks Scott Ballard, Ballard Pest Management. He said 20 years ago, the price for an average termite job in his market was higher than it is today.

"My profit margin is still good. It's still 20%, 30% for the most part, as long as we get done in the time that we allow it to get done and we don't run into a big issue, but it's just funny to me. You would think it goes up because prices and cost of living" have increased, he said.

Even so, Ballard will help customers afford termite treatment. "I can give it away. And sometimes I do. A lot of it depends on the circumstance," he said.

Competition is fierce in the Florida panhandle. Door-to-door companies are actively selling termite service and some newly acquired companies are lowering termite prices to grab market share.

Through it all, Brock Lawn & Pest Control has found ways to improve. "We don't bend to pricing pressures from other companies being acquired," said Derek Pumphrey.

In 2025, the average price of a typical residential post-construction termite treatment was \$1,100. Eighteen years ago, \$934 was charged on average for a residential termite treatment, according to a 2008 PCT survey. That's a mere \$166 difference.

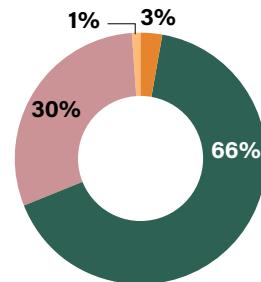
The average price charged for a pre-construction termite treatment in 2025 was \$816. Price comparisons to 2008 were not available. 

## Prices Rising

Compared with 2025, do you anticipate your location's pricing for termite service will increase, remain the same or decrease in 2026?

- increase significantly
- increase somewhat
- remain the same
- decrease somewhat

Source: Readex Research; Number of respondents: 162



## Post-Construction Prices

**\$1,100** — Average charge for a typical post-construction termite treatment job in 2025

Source: Readex Research; Number of respondents: 149

**\$934** — Average charge for residential termite treatment in 2008

Source: Research USA, Inc.; Number of respondents: 228

**\$816** — Average charge for typical pre-construction termite treatment job in 2025

Source: Readex Research; Number of respondents: 125

The home buyer often is onsite while inspections are being performed. This is an opportunity to build a relationship with a new customer, to educate them and eventually pick up recurring general pest control.

"Any time we get face-to-face with a buyer, they're usually interested. When somebody buys a new home, they want to get off to a good start. 'Besides termite control, hey, do you guys take care of ants?' We're able to convert a fair number — probably at least half of those — into quarterly or what we call a three season customer," said Foster.

Being a local company has helped Ballard Pest Management, Opelika, Ala., stand out from national companies moving into the area. It helps to have "a little bit of southern hospitality," explained owner Scott Ballard. Customers in his market don't like navigating phone mazes, only to be connected to someone who's not located in central Alabama.

Customers like having Ballard's cell number in case they get a pest problem. "The bigger companies can lose touch. I'm not pointing fingers at anybody, but any kind of big company can lose what makes you local and what makes your relationship," said Ballard.

Brock Lawn & Pest Control, Lynn Haven, Fla., grows recurring termite revenue by converting existing liquid treatment customers to termite baiting systems.

"We've gone away from our billing per service to subscription-based billing. That works out much better for our bottom line," adds Executive Vice President Derek Pumphrey. He uses AI technology to summarize customer conversations and capture sentiment to stay ahead of potential cancellations and improve coaching for his customer service team.

Both helped the company overcome slower termite revenue growth in 2025. So has staying true to its values.

"We don't panic. We don't place blame. We dig in. We just simply ask, how can we be better? We let our level of trust and customer service speak for itself. We take care of our teams, they take care of our customers, and that's why we've been in business for 60 years," said Pumphrey. 

# Termites: SEASON OF SWARMS



Weather was ideal for termite swarming in some parts of the country.

**F**or some PMPs, swarm season was just OK last year. For others, it was awesome.

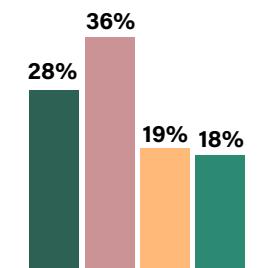
John Etheridge, owner of Seashore Pest Control, Huntington Beach, Calif., saw "a lot of swarming" compared to 2024 for both drywood and subterranean termites. This helped boost his termite revenue 12 to 15%. "Our termite season has been incredible. Really good," he said.

The weather in Southern California played a vital role in boosting swarms, and when subterranean termites swarm, people notice, he said.

"The colonies are way bigger, so when swarming occurs it's 'Hitchcockian,'" said Etheridge. He performs about 200 jobs a year for subterranean termites, which tend to swarm the first warm day after a rain. Drywood termites, which make up the

## Whether the Weather

What impact did weather have on demand for termite control services at your location?

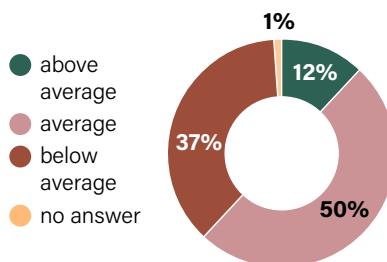


- it had a positive impact on demand for termite control services
- it had no impact on demand for termite control services
- it had a negative impact on demand for termite control services
- don't know

Source: Readex Research; Number of respondents: 162

## Swarms Showed Up

How would you characterize the 2025 termite swarm season in your location's service area?



Source: Readex Research; Number of respondents: 162

## Eastern Subs Rule

Which species of termites is most problematic in your area?



|                               |         |
|-------------------------------|---------|
| Formosan subterranean termite | ...15%  |
| Drywood termite               | .....9% |
| Other                         | .....4% |
| No answer                     | .....1% |

Source: Readex Research; Number of respondents: 162

bulk of his termite work, swarm during the Santa Ana winds when it's dry and hot.

Termite accounts for about 65% of Seashore Pest Control's overall revenue. "We do over a million dollars a year in termite and I'm not a big company."

Seeing a termite swarm can send customers into a panic. John Burgess, Pied Piper Pest Control, tries to allay their fears. He explains how they've been present in the home for a while because it takes two to five years before they swarm.

"This problem's been here for a hot

minute, so waiting a week is not going to change the big picture," explained Burgess.

According to the 2026 PCT State of the Termite Control Market survey, 12% of PMPs said the 2025 termite swarm season was above average while 50% said it was average.

"We didn't have much of a swarm season at all," said Derek Pumphrey, Brock Lawn & Pest Control. "In January, we had more snow in North Florida than most northern states."

In spring the region was hit by drought. "March through May was the second warmest spring on record, but it was also one of the driest springs on record. You can't drive a nail in the yard out here because it's as hard as concrete," said Pumphrey. Without moisture, swarms didn't occur.

Too much rain in Indiana postponed termite work that normally would have been done in spring. "Our biggest problem was weather," said Doug Foster, Burt's Termite & Pest Control.

"We had swarms and we had work to get done, but we had so much darn rain that we just could not get to them until May and even June, and we were finishing up in July from some of the swarms that we had. The ground was saturated, and when it's pouring rain, we just couldn't get out and do the work."

In Alabama, swarms aren't what they used to be. "Swarms are typically nonexistent these days, but when they do swarm, it's usually Formosan termites. It hasn't been Eastern subs," said Scott Ballard, Ballard Pest Management. He had maybe 10 swarm calls in 2025, which he admits was more than in 2024.

The termite species most problematic for PMPs was the eastern subterranean termite (72%).

# Treatment Approach: IT DEPENDS

Every property and customer is different, which dictate the treatment plan.

**T**ermite treatment is an individual thing.

"We really don't believe in one size fits all. We evaluate every structure like it's our own home and see what the property needs," said Ace Aceves, owner of Shield Pest Appalachia, Johnson City, Tenn.

According to the 2026 State of the Termite Control Market survey, 68% of service locations offer both baits and liquids for termite control. The primary service approach for an equal number of PMPs was liquids only (38%) or a liquids-bait combination (38%).

About 85% of termite treatments done by Burt's Termite & Pest Control use liquid termiticide and 15% use baiting systems. Doug Foster feels more comfortable using liquid because that's how he learned to perform termite treatments.

But customers have their preferences, too. "They may be concerned about chemicals, or sometimes we're treating a house that's close to a body of water or has drain tile around the house that leads directly into a body of water. So, in those cases, it's always a bait system," said Foster.

"Every situation is different," agreed John Burgess, Pied Piper Pest Control. From wonky construction to high water tables, understanding that situation requires asking the right questions and listening to the customer.

Burgess usually performs a soil-based treatment with liquid termiticide, but while surveying a recent property he learned important information. "I was looking things over, and then the customer starts talking about how they have natural springs all around their house, and that their water well is only like 25 feet deep, and they had a whole bunch of problems with contamination of their well a year or two ago." He installed a baiting system instead.

Fumigation, offered by 16% of service locations, is used to control drywood termites.

At Seashore Pest Control, about 40% of drywood termite treatments use fumigation and 60% utilize spot treatments, said John Etheridge. To treat subterranean termites, he uses liquid and foam termiticide.

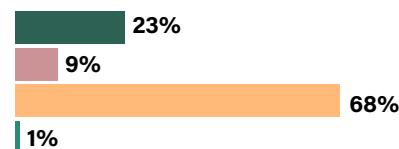
Using quality products makes all the difference, said Etheridge. "It's cheaper in the long run because there's no callbacks. I think most of us tend to be customer centric. You have to figure out a way to make your customer happy and not killing their bugs tends to not make them happy."

The average callback rate for termite control services was 1.9%

New technologies in development, like remote termite monitoring, had PMPs excited for ways to differentiate their services. ☀️

## Solutions for Every Situation

Does your location offer baits, liquids or both as part of its termite control service?

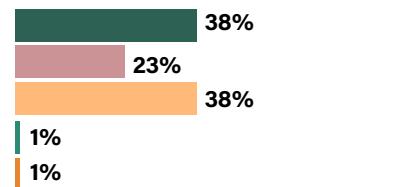


Source: Readex Research; Number of respondents: 162

- liquids only
- both baits and liquids
- baits only
- other

## Liquid and Combo Treatments Tie for Top

What is your location's primary termite control service offering?



Source: Readex Research; Number of respondents: 162

## Average typical callback rate for termite control services in 2025

Source: Readex Research; Number of respondents: 162



**About The Survey** Sponsored by BASF, the 2026 PCT State of the Termite Control Market study was conducted by Readex Research, a privately held research firm based in Stillwater, Minn. A sample of 5,574 pest control company owners, executives, technical directors, general managers and branch managers was systematically selected from the PCT circulation file. Data was collected from 190 respondents — a 3% response rate — via online survey from Nov. 14 to Dec. 8, 2025, with 162 respondents stating their company location offered termite control services. The margin of error for 162 respondents is plus or minus 7.6% at the 95% confidence level. Charts may not add up to 100 percent due to rounding.



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Termidor had such a massive impact on termite control.”

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