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INSIDE:

What's Driving
FLEA
ACTIVITY?

VACANT
PROPERTIES
Attract Fleas

Flea Control
SERVICE
PROTOCOLS

EXCLUSIVE
RESEARCH



2026 State of the **FLEA** **CONTROL** *Market Report*

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From apartment communities to wildlife-related infestations, PMPs share what's driving flea activity in 2026.

Fleas are tiny things. Measuring the size of a ballpoint pen tip or a single sesame seed, these disease-carrying pests may represent a minuscule part of pest management companies' overall revenue, but demand for the service is consistent and, in some cases, on the rise.

Daren DeRosia ran the flea numbers from last year and recorded about 34 treatments per month — mostly multi-family properties — for roughly \$12,000 in revenue for one-time services, which is only 1% percent of his overall business. (This doesn't include flea control rolled into GPC.) All told, he completed about 400 flea treatments in 2025.

"It's minute," said the owner of CoverAll Pests in Austin and Dallas, but the company's flea control offering is also highly necessary.

The bulk of CoverAll's client base is multi-family properties, including HOA sites. Many of these places have dog parks, which are often flea breeding

grounds and the first place they look if tenants are complaining about fleas in their units.

"The dogs are out there playing, and you get a lot of transfer from one pet to another. If the client is not controlling the dog park — a service we offer — then we end up having issues in the apartments," DeRosia said.

While a small slice of overall revenue, flea work is steady and not letting up. This explains why 91% of respondents to PCT's 2026 State of the Flea Market survey offer flea control, with 59% selling it as a stand-alone service, 24% reporting it's usually a one-time treatment and 9% bundling flea with mosquito and tick control. As for flea pressure, 67% say the numbers look the same, with 22% noting an increase and 10% acknowledging a decline in requests for flea treatments.

So far this year, Aaron Veal said he has not received a single call for flea service. The owner of Phoenix Pest Control in Maryville, Tenn., said most requests are

preventive in nature. "They are not necessarily seeing fleas in the yard, but they're concerned about their pet, or they've seen fleas on their animal," he said.

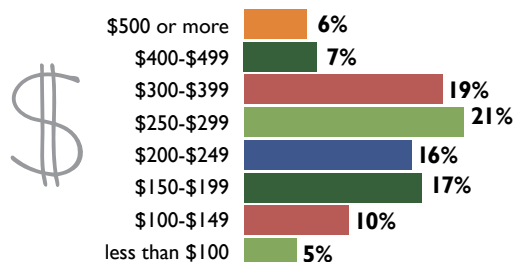
Meanwhile, flea activity is hopping in the Mobile, Ala., service area where Allen Grimes is branch manager of Orkin. Usually, fleas amount to 3% to 4% of calls. This year, it's 7% to 9%, and crawlspaces where wildlife hang out are a culprit. "It's abnormally high this year," he said.

Grimes points to warm, rainy weather conditions and, in some cases, customers who are not treating pets or letting their properties' conditions slide. Economics play a role, too.

Pest management professionals (PMPs) across the country responded to this year's PCT survey and shared insights into flea treatment protocols, essential pre-visit steps, how they sell flea service and how wildlife can factor into pressure. Here's a look at this year's survey results and how the market is responding. ●

FLEA CONTROL SPEND

How much does your service location charge for a typical residential flea control service job?

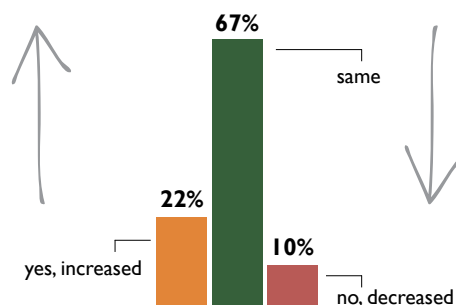


AVERAGE: \$265

Source: Readex Research; Number of respondents: 144

UNDER PRESSURE

Over the past year, do you feel the incidence of flea infestations has increased, decreased or remained the same in your market area?



Source: Readex Research; Number of respondents: 147



AT YOUR SERVICE

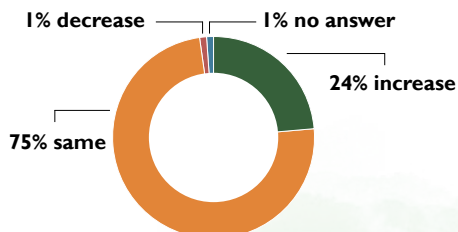
Does your service location offer flea control services?



Source: Readex Research;
Number of respondents: 162

MORE FLEAS?

Compared with last year, do you anticipate the percentage of flea control revenue at your service location to increase, decrease or remain the same in 2026?



Source: Readex Research; Number of respondents: 147

SMALL STUFF, STABLE DEMAND

What percentage of your service location's overall revenue was derived from flea control services last year?

5.5%
AVERAGE

Source: Readex Research;
Number of respondents: 147



THE Vacancy FACTOR

Vacant properties are attractive sites for all kinds of pests, including fleas that are drawn to wildlife and feral cats that might take up occupancy while no one's home.

Aside from owning GP Home Defense in Salina, Kan., Brian Metzger is a longtime residential real estate landlord. Vacancies are part of the business,

whether for a month (or several) in between tenants, or longer depending on market conditions. He manages pest issues for his properties as they arise and receives calls from other property managers who are preparing a home for someone to move into — only to discover there are fleas dwelling there.

“In vacant properties, I treat with a product that has an adulticide and

larvicide that is labeled for fleas and bed bugs,” he said. “Then, I give it a few days and go back in and stomp around, make a bunch of noise, maybe vacuum.”

After a cleanout of furniture or whatever is left behind, he returns for an aerosol treatment. For properties where outdoor pets have lived, he also treats the exterior with a granular product. ●

FOUR LIFE CYCLE STAGES

The female flea begins laying eggs within two days of her first blood meal. Four to nine days later she produces an average of 27 eggs per day, consuming about 15 times her body weight in blood daily. Much of this blood is excreted as partially digested feces. Flea feces are a fine, reddish-black dust seen in pet fur and bedding. Flea larvae feed on adult flea excrement. Without it, they cannot survive, although they also may feed on organic matter such as food particles, dead skin or feathers. Larvae develop in five to 11 days.

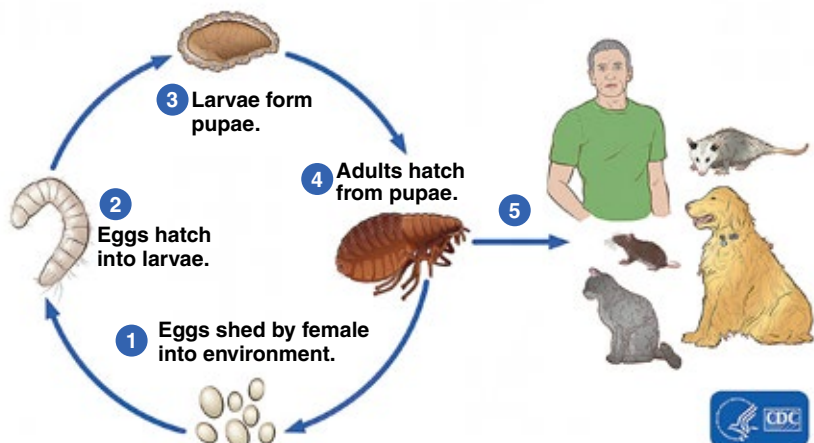
Fleas do not survive well outdoors in hot, sunny lawns. Relative humidity less than 50% or soil temperature higher than 95 degrees Fahrenheit kills flea larvae. Moist, shaded spots near pet resting areas are the places to find

fleas. Indoors, flea larvae are usually found under furniture and in pet bedding.

The pupa is the transition stage between the larva and adult. The pupa forms inside a cocoon spun by the larva. After a week or two the pupa becomes an adult. The adult flea may remain in the cocoon for up to five

months, but when stimulated by a passing animal, the adult can emerge within seconds. Long-vacant homes or apartments can “come alive” with such fleas when new inhabitants move in.

Source: Texas A&M AgriLife Extension Service



FLEA CONTROL *Grand Slam*

Flea control may not be the biggest revenue driver in a pest management company's lineup, but it can quickly put PMPs on defense when treatments aren't executed properly. While flea treatments account for just 4% of reported revenue, three-fourths of PMPs report a measurable callback rate of 5% or more.

That disconnect between a relatively small revenue stream, and a significant callback burden is exactly where flea control programs are won or lost. When callbacks consume valuable labor hours and a failed treatment can cost a customer, every flea job matters. To stay ahead of the problem, PMPs need a complete game plan that covers every base from inspection to treatment, to follow-up and client education. PMPs must step up to the plate. To win the game, you must cover every base.



TREAT FLEA INFESTATIONS
OUTDOORS BEFORE THEY
MAKE THEIR WAY INDOORS
WITH OUR "MVP"

Most Valuable Precor®



1

YOUR SCOUTING REPORT

Leading off, flea biology drives every aspect of control. Fleas develop through four life stages: egg, larva, pupa and adult. Adults do the biting, but eggs and larvae keep the infestation moving. If a program only knocks down adults, immature stages can continue developing and put PMPs right back on defense.

The pupal stage is especially challenging because pupae are not affected by insecticide applications. Even after treatment, adults may continue to emerge seven to ten days later, making it seem like the service missed the mark. This is the perfect opportunity to relay to clients there may be delayed adult emergence.

2

COVER THE FIELD

Outdoor areas where pets and wildlife rest, travel or seek shelter can help support an infestation. Shaded areas, fence lines, crawlspaces, decks and kennels can all serve as sources for flea pressure. Products such as **Precor® Outdoor F-T-M** can help PMPs cover exterior areas as part of a more complete program, before pets have the opportunity to carry fleas indoors.

Indoor sources deserve the same attention. Areas where pets frequent, such as linen closets, window sills, and behind curtains can harbor eggs and larvae after visible activity is gone. Treating overlooked spaces, like undersides of couches or tops of cabinets, with **Precor® IGR Concentrate** or **Precor® 2625 Premise Spray** helps close gaps that are easy to miss.

3

YOUR BEST PITCH

Just as a winning team relies on more than one player, effective flea control depends on more than one mode of action. Adulticides provide knockdown against active adult fleas, while insect growth regulators (IGRs) help stop eggs and larvae from developing into the next generation of biting adults. Used together, they give PMPs a stronger pitch against visible fleas and the immature stages that keep infestations going.

That combination has become the professional standard. In PCT's survey, 82% of PMPs report using a combination of general-use insecticides and IGRs as their primary regimen. It's why 65% of PMPs rely on the hard-hitting Zoëcon lineup, built on the brand's pioneering IGR chemistry, (S)-methoprene. Pairing adulticides with IGRs is not a trick pitch; it's a proven way to break the life cycle.

H

WIN THE WHOLE GAME

A successful flea control program is not just about reducing flea activity. It is also about protecting the customer relationship. Flea problems affect the whole household, especially when pets and children are involved. That raises the stakes and makes communication just as important as treatment.

Customers often judge a program's success by what they see after the initial service. In flea control, there are no extra innings for maintaining customer confidence. Setting expectations early can reframe the second visit as an advantage instead of a reputational risk. If customers know pupae may continue emerging, they are less likely to mistake post-treatment activity for failure.

The follow-up visit should be positioned as part of the program, not a reaction to a problem. PMPs should reinforce the customer's role in achieving long-term control, including vacuuming, laundering pet bedding, treating pets and completing preparation steps. **Petcor® 2 Flea & Tick Spray** can serve as an on-animal leave-behind to help customers address fleas and ticks on eligible pets when used according to the label, long after the initial treatment is complete.

With the right treatment plan, scheduled follow-up and customer education, PMPs can reach home plate with fewer surprises, fewer callbacks and stronger customer confidence.

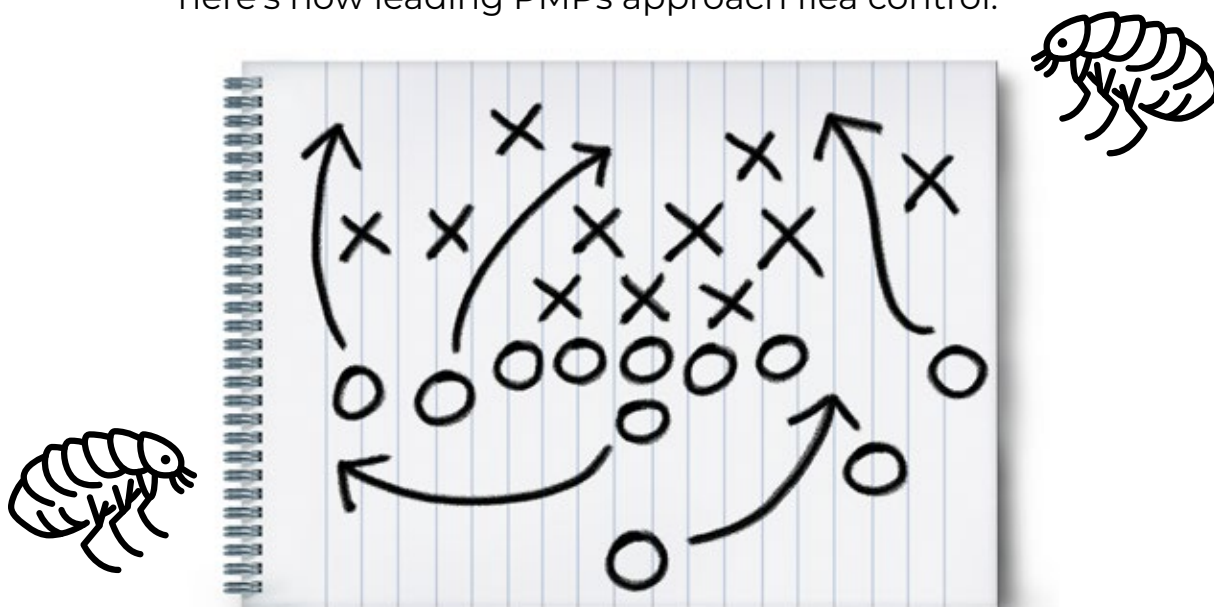


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THE FLEA Playbook

From pre-visit checklists to follow-up inspections, here's how leading PMPs approach flea control.



A prep sheet is distributed to tenants and property owners before the Cover-All Pests team arrives on site to inspect for fleas. Vacuum carefully. Tidy up the clutter. Clean up surfaces and, basically, clear the way for an effective treatment.

"We set the expectations to prevent callbacks," said Daren DeRosia, owner of the business that operates in the Dallas and Austin areas. "We also let them know it's going to be a few weeks before the problem is resolved, and that is normal."

The point: Effective flea treatment in-

volves more than the service itself. The "before" and "after" steps factor into the success rate, and most clients are on board, said Brian Metzger, owner of GP Home Defense in Salina, Kan.

"Once we educate customers about fleas, they are eager to be a part of the process," he said.

BEFORE. When GP Home Defense fields a flea call, Metzger starts the conversation with a little Flea 101. "I give the client education about the flea life cycle from egg laying to larvae and pupation, and I have them do a very thor-

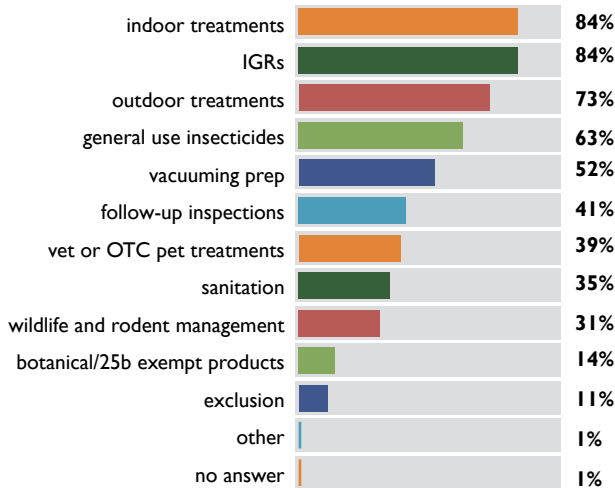
ough vacuuming before the treatment," he said. Plus, he reminds them to dispose of vacuumed contents in an outside trash container.

Anthony DeLisio follows a similar pre-visit process. "I listen to the customer and, before I get there, I find out if they have pets, if they treat their pets with flea preventive, if their pets are outdoors a lot and I ask if certain areas of the house have more activity than others," said the owner of Insector Inspector in the greater Cleveland, Ohio, area.

He, too, requests that customers vacuum thoroughly before arrival. "I ask peo-

NAME YOUR PROTOCOL

Which service protocols are included in your service location's flea control programs?



Source: Readex Research; Number of respondents: 147;
Respondents could select more than one answer.

TREATMENT PLAN

What is your service location's primary treatment regimen for controlling fleas?

82%

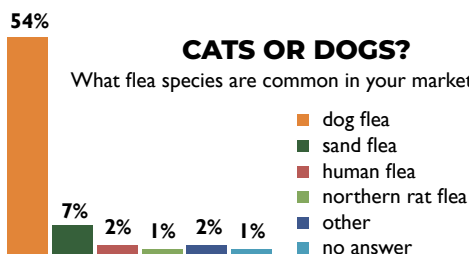
COMBINATION OF GENERAL USE
INSECTICIDES AND IGRs

Source: Readex Research; Number of respondents: 147



CATS OR DOGS?

What flea species are common in your market area?

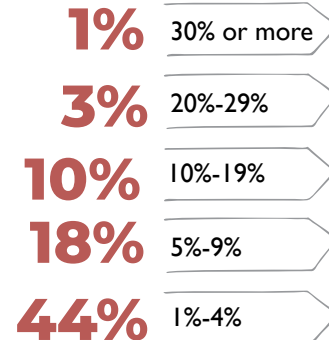


Source: Readex Research; Number of respondents: 147; Respondents could select more than one answer.



FLEA RESERVICE RATES

What is the typical callback rate for your service location's flea control services?

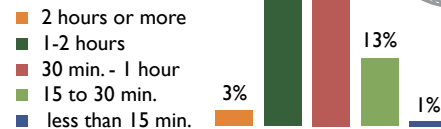


AVERAGE: 5%

Source: Readex Research; Number of respondents: 147

FLEA TIME!

How long does a typical residential flea control service take?

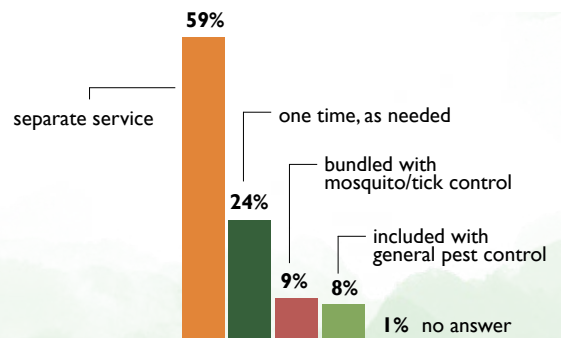


AVERAGE - ABOUT 1 HOUR

Source: Readex Research; Number of respondents: 147

FLEA AS AN ADD-ON

How is flea control offered at your service location?



Source: Readex Research; Number of respondents: 147



“If properties don’t do a good job of maintaining the foliage around the foundation, it creates a breeding ground.” — Daren DeRosia

ple to get the place as clean and organized as possible — get as much stuff up off the floor as they can so the treatment is more effective,” DeLisio said.

DeRosia points out that exterior steps also are integral to successful flea treatment. On some of the HOA and multi-family properties he manages, landscaping is where fleas fester. “If properties don’t do a good job of maintaining the foliage around the foundation, it creates a breeding ground,” he said.

An outdoor checklist The Green Advantage distributes includes advice from the state of Indiana (the company is in Crown Point) for addressing gutter debris, standing water and grassy areas that need mowing. “I’ve had a couple customers call back for service and I asked, ‘Did you do the checklist?’ and they stopped calling because they hadn’t,” said Bridget De St. Jean, chief financial officer.

DURING. A combination of indoor and outdoor treatments drive success for many PMPs, with 84% citing interior solutions and 73% relying on exterior. Sanitation (35%) and vacuuming (52%) are key, as is vet or over-the-counter pet treatments (39%). Most use a combi-

nation of IGRs (84%), general-use insecticides (63%), botanical/25b-exempt products (14%) and exclusion (11%).

The Green Advantage opts for an ultra-low volume fog inside, and the company bundles exterior flea treatment with mosquito and tick applications. “The product we use handles all three,” De St. Jean said. Flea treatments come with the same 30-day warranty as other services, and she usually has success converting “cold calls” for fleas into general pest control clients.

In Maryville, Tenn., Phoenix Pest Control’s interior treatments include liquid adulticide and insect growth regulator. “If they have a dog run or pen outside, we treat that, too. Any small area where pets usually go,” said owner Aaron Veal, adding that flea preventive for pets is essential. “Ninety percent of the time, that fixes it, meaning the flea treatment is a one-and-done.”

DeRosia relies on a residual broadcast treatment labeled for fleas. “We remove cushions from the furniture and treat the base, and we move furniture and treat underneath,” he said.

Meanwhile, crawlspaces are a big focus for Orkin’s Allen Grimes. “If you treat

the interior but not the crawlspace, you’ll have callbacks,” he said, adding that a whole-house treatment is most effective. “We don’t just treat one room.”

AFTER. There’s a bit of an ick and itch factor with fleas, and most PMPs that PCT talked to said callbacks are minimal, with some automatically scheduling a two-week follow-up to check in and others, like Grimes, performing a “peace of mind” visit.

“We go back one time after the treatment to make sure there is nothing else there. You’re going to have customers who call you back because it’s a psychological thing,” he related. “They say they are feeling something, and often there is nothing, but we will return for an inspection to find out.”

Most PCT State of the Flea Market survey respondents (44%) said their re-service rate is between 1% and 4%. Often, callbacks are due to customers not following through with the recommended “after” steps, which involve vacuuming daily after treatment, getting their pet on a flea preventive and managing wildlife issues (see “The Wild Side,” on page 11).

If clients want to know why they need to vacuum so much, Veal explained: “Not only are you removing the live and dead fleas, but the vibration from vacuuming can help eggs hatch prematurely so you can get larvae out of the carpet.” He added, “The more the merrier.”

Veal said it’s been a couple of years since his company received a callback after a flea treatment, but a second treatment is offered after the two-week check-in if needed.

Ultimately, the best post-treatment is to encourage clients to transition from a one-time service to a general pest control program that includes treating yard pests.

“We try to move flea calls to an all-inclusive contract that includes flea treatments,” said DeRosia, noting that of the 400 flea treatments that he performed last year, half were included in the contract. ●

THE *Wild* SIDE



Raccoons are primary hosts for cat fleas.

Aaron Veal was confused. The clients owned several cats that were all treated with vet-approved flea and tick preventive, but he continued spotting fleas in the basement.

After a thorough inspection, Veal was still falling short. “I was putting glueboards out and getting fleas everywhere,” said the owner of Phoenix Pest Control in Maryville, Tenn. “Then, we got crazy lucky. They were doing some plumbing

work at the house where the flea activity was taking place. I was on site and got a mirror to take a look, and sure enough, there was the problem.”

Veal was shocked the dead raccoon didn’t stink up the place. “We ended up removing a couple blocks from the foundation so we could remove the animal, and the problem was fixed in no time,” he said.

When the client’s dog or cat is not a carrier, wildlife is often transporting fleas

into a home through a crawlspace or other point of entry. Bridget De St. Jean describes a tricky flea job that wasn’t resolving like usual.

“We’ve had a couple of accounts where fleas were introduced into the home because there was a bird nest outside of the house and they found their way in,” said the chief financial officer of The Green Advantage in Crown Point, Ind. “We always look around in the environment to see what is going on.” ●

ABOUT THE SURVEY

The PCT 2026 State of the Flea Control Market survey was sponsored by Central Life Sciences/Zoëcon and compiled by Readex Research, a privately held research firm in Stillwater, Minn. A sample of 10,914 pest control company owners, executives, technical directors and managers was systematically selected from the PCT database. Data was collected from 162

respondents — a 1% response rate — via online survey from March 28-April 16, 2026. The majority of results are based on the 147 respondents whose locations offer flea control services. The margin of error for percentages is plus or minus 8 percentage points at the 95% confidence level. Charts may not add up to 100% due to rounding.

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