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

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BY STEVE LEVY
President & CEO
Bell Laboratories

For more information, visit BellSensing.com.

There is a high likelihood that your business has endured a series of challenges of late. It could be in the form of higher demand volatility, supply chain disruption, labor shortages or higher costs — or even all four factors at once. As a result, many of us have had to reconfigure our go-to business strategies. At Bell, our goal is to provide you with the highest-quality rodent control solutions. It is also our goal to assist you in alleviating some of the above pressures your business faces.

We believe our iQ line of products, in addition to delivering enhanced efficacy, can assist with your labor concerns. That is because iQ products have a demonstrated ability to significantly extend the productivity per labor hour of a technician. You can service more accounts with your existing labor force, or service the same number of accounts with fewer technicians.

CASE IN POINT

To illustrate the time-savings our rodent control technology can bring to your business, Bell conducted a comprehensive time study. Using a combination of multiple-catch mouse trap devices and rat bait stations across a 600,000-square-foot commercial manufacturing facility, we timed a technician servicing all of the devices as standard devices. Afterward, we replaced the standard multiple-catch traps and bait stations with

24/7 iQ sensing traps and Express iQ sensing trays.

Our technician conducted six separate services on these 228 smart iQ devices. The average time

The average time savings of iQ devices, compared to the standard device equivalents, adds up to 78 percent overall.

savings was astounding, with much of the reduction coming directly from more efficient service.

iQ devices communicate rodent activity from 30 to 100 feet away, which significantly shortens a walking route. iQ eliminates the need to bend, open and visually inspect the devices that don't have rodent activity. The technician still receives proof-of-service timestamps as validation that traps were inspected via a data connection. The average time savings of iQ devices, compared to the standard device equivalents, adds up to 78 percent overall.

In essence, the iQ product enabled the technician in this study to be nearly five times more productive than without the iQ products. Clearly, that kind of a result addresses both labor shortages and higher labor costs.

HERE TO HELP

I encourage you to reach out to your Bell technical reps, as they would be happy to review the study details with you and see how these products can provide a positive impact to your existing business.

We appreciate your support, and thank you for your business.



Bell's field-proven iQ line of seven products includes the Express iQ sensing bait station tray, above, and 24/7 iQ sensing multiple-catch trap, below.



FLYING HIGHER

Our 2023 State of the Industry survey reveals PMPs are taking steps to continue to soar

By **Diane Sofranec** | PMP Senior Editor

Many pest management professionals (PMPs) may believe the current state of the economy and the COVID-19 pandemic are going to take them right into the danger zone. But those who shove into overdrive will fly high in the coming year, *Pest Management Professional's* (PMP's) 2023 State of the Industry (SOI) survey responses reveal.

“One of the biggest challenges we have faced is inflation,” says Trent Heard, owner of RedHawk Pest Control in Madison, Ala. “Not



only are our products costing us more, but the overall cost of living has gone up for everyone as well.”

RedHawk experienced growth this year, though and shows signs of continued growth. In fact, Heard says he is looking forward to another busy year in 2023.

STAY FOCUSED

Consistency is Heard's top tip for combatting inflation. If your pest control company was operating efficiently before the recent spike in inflation, he adds, simply adjust your pricing accordingly and stay with the plan.

“While some of our more rural areas may have ‘tightened up’ on additional spending, we’re still selling and meeting goals at the new pricing scale by continuing to focus on a high-quality service offering,” he says.

2023 Outlook 4.11 out of 5 stars



A five-star company, Heard points out, still will sell new business: Bugs and rodents aren't going anywhere. “If you aren't running as efficiently as you'd like, this should serve as a good opportunity to course-correct and learn from it,” he says.

PMPs should be open to change, advises Latrelle S. Grant, co-owner, Esco Pest Control, Rembert, S.C. “Pruning a business with a focus on growth is acceptable,” she says. “With study, research and wisdom, every year is a great year for the small-business model.”

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STILL OPTIMISTIC

The majority of PMPs who answered our 2023 SOI survey said their outlook for the pest management industry in 2023 is “somewhat optimistic” — a slight drop from the past two years’ “extremely optimistic” outlook.

Count Philip Smith, president of Compass Pest Management in Cornelia, Ga., among the optimists. Smith says he believes that, as interest rates rise and the housing market slows, PMPs may experience a phenomenon similar to what occurred during the 2008 recession. That’s when homeowners started to “batten down the hatches” and protect their largest investment: their homes.

“At Compass Pest Management, we had a number of customers tell us — during the middle of the 2008 recession — that they were continuing both pest and termite control because ‘all they could do was protect their homes,’” Smith recalls. “Homeowners saw value in services that protected their most treasured possessions.”

In light of current economic conditions, PMPs would be wise to communicate, on a daily basis, that professional pest control protects structures from the damage pests and wood-destroying organisms (WDO) can do.

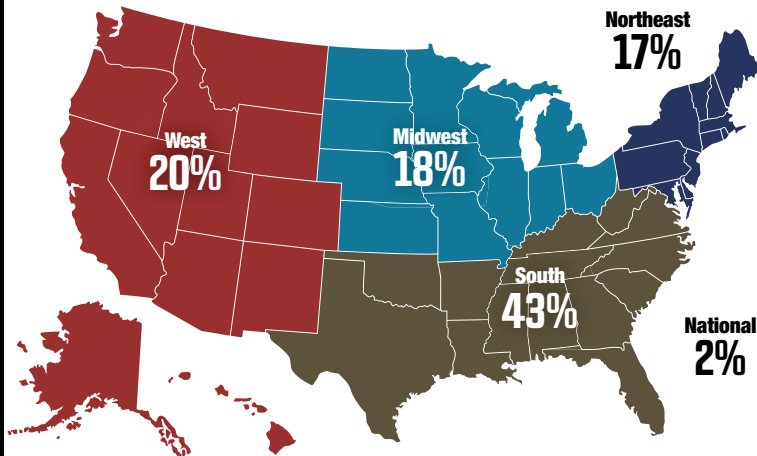
For more on *PMP’s* projections for 2023, keep reading. Our exclusive 2023 State of the Industry supplement, sponsored by Bell Laboratories, includes benchmarking data, infographics and analyses that highlight key pest management industry trends and projections. *PMP*

You can reach **SOFRANEC** at dsofranec@northcoastmedia.net or 216-706-3793.

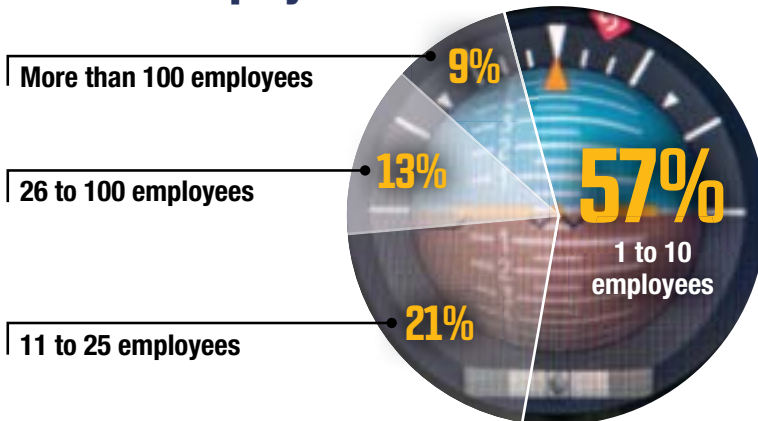
PMPs fly high

In July, August and September, 254 pest management professionals (PMPs) — primarily company owners and presidents — completed our 31-question State of the Industry survey. Here is some background on their companies:

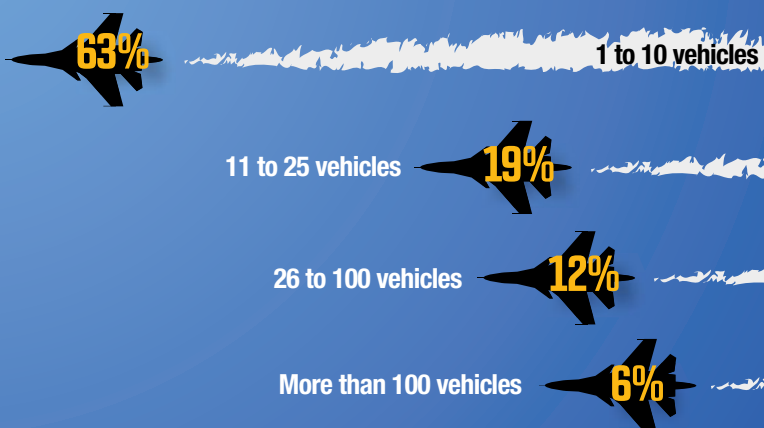
Area of Operations




Number of Employees



Fleet Size





PMPs are devising new solutions to old problems for greater success

By Diane Sofranec | PMP Senior Editor

CLEARED FOR TAKEOFF

Sunny skies are on the horizon, according to the respondents of *Pest Management Professional's (PMP's) 2023 State of the Industry (SOI)* survey.

Many business owners have struggled to find and keep workers, a problem exacerbated by the COVID-19 pandemic. Our SOI survey shows 90 percent of the pest management professional (PMP) respondents expect to retain at least 76 percent of their employees in 2023, about the same as last year's results.

PMPs are finding creative ways to shore-up their staffs. Competitive pay, bonuses, benefits, training, career advancement opportunities, and a desirable work environment are just some of the tips from survey respondents.

"Right now, almost every company is hiring technicians," says William Woodhouse, technical specialist for Ecoshield Pest Solutions in Denver, Colo. "It's all about setting your company apart, whether it's better

pay, benefits, company outings, bonuses, or all of the above. You have to set yourself apart to generate interest from PMPs who are already employed."

Joe Sheehan, CEO of Colony Pest Management in Brooklyn, N.Y., is among the PMPs who provide desirable benefits to employees. Paid time off for vacations, holidays and sick days; medical, dental and vision care insurance; paid life insurance; and 401(k) with a company match are just a few of the many perks his company offers employees. He ensures job postings for positions at the company mention the range of benefits available.

INDUSTRY KNOW-HOW

Trent Heard, owner of RedHawk Pest Control in Madison, Ala., is an advocate for training and education because, as he notes, "we always should be learning."

"There's a big difference between 10 years of experience, or one year of experience and repeating it 10 times. Having

a positive growth mindset is key," Heard adds. "But how can employees go out and achieve greatness if they aren't confident in themselves and the services they provide?"

Heard recommends management give employees room to work, and support them fully when they do what they were trained to do.

"Contrary to the popular saying, the customer is *not* always right," Heard quips. "Nothing will kill your company culture faster than an owner or manager who will throw a team member under the bus just to pacify an unreasonable client."

Jeff King, president of The Pest Rangers in Hanover Township, Pa., says he believes company culture plays an important role in gaining, and keeping, employees. He says because his employees enjoy what they do, and know management is flexible when needed, they tend to stay on the job.

"It comes down to understanding," King adds.

“People have family. People get sick, people sometimes have to do things during work hours. That’s one good thing about the service business, especially for the guys who are on the road. You can work around people’s schedules.”

King encourages his employees to work together as a team.

“In our office, I hate when people say ‘I.’ I would rather they say ‘we,’” he explains. “I redirect people to say ‘we’ instead of ‘I’ because we’re all in this together.”

King’s efforts pay off in employees who work well together and enjoy what they do. Indeed, it’s not uncommon for the technicians who service The Pest Rangers’ commercial accounts to get asked, “Is your company hiring?” during their service calls.

“Your employees are your best recruiters,” King notes.

INFLATION’S SILVER LINING

For Sheehan, inflation has had a positive impact on attracting potential workers. “We used to get 40 percent of job candidates actually show up for their scheduled interviews. That was after each submitted his/her resume, spoke with us on the phone, filled out a job application, took our behavioral assessment, and agreed to come in for an interview,” he says. “Now, almost 80 percent are showing up for interviews.”

Customer retention for the pest control industry is solid: 95 percent of survey respondents project they will retain more than 75 percent of their customers in 2023. Last year’s results were similar.

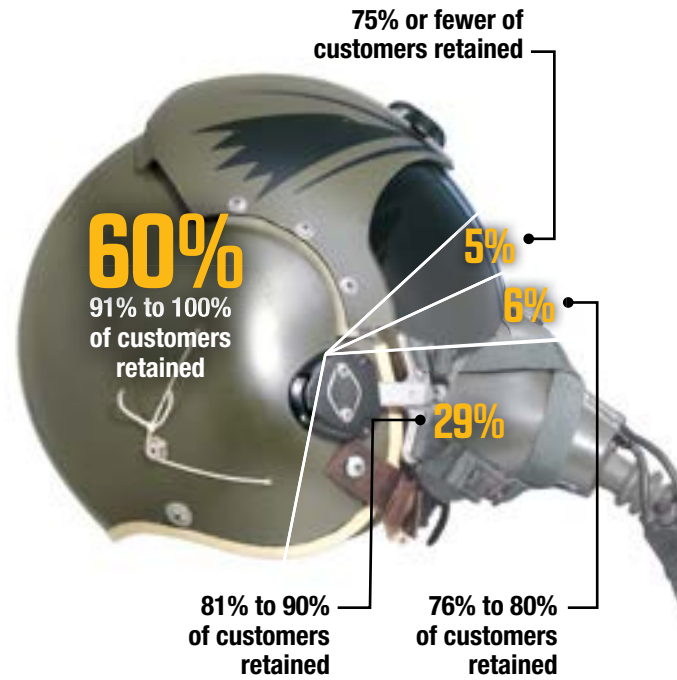
Philip Smith, president of Compass Pest Management in Cornelia, Ga., says PMPs must do their part to ensure customers realize the critical importance of the work they provide.

“Pest control is not a service of convenience, it’s a service of necessity,” Smith says. “The sooner we embrace this truth, and teach our technicians and office staff to effectively convey this message, the better off both the pest control business and homeowners will be.”

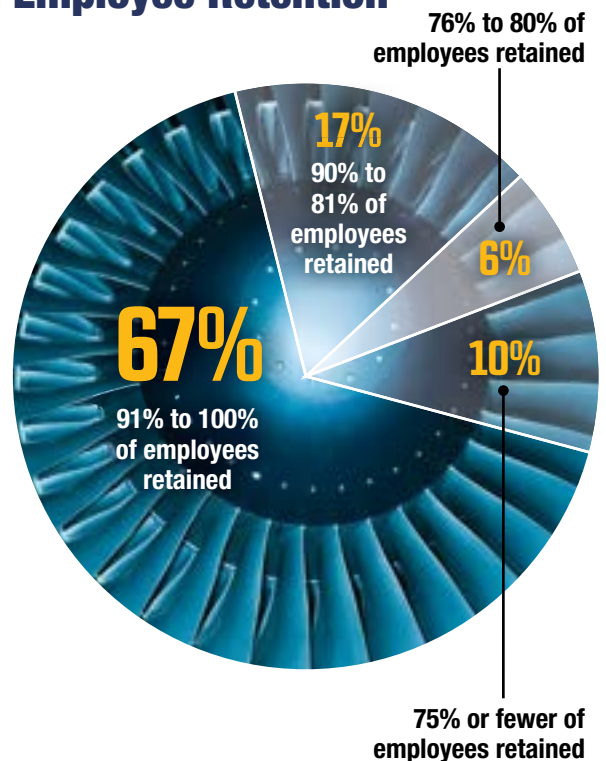
One more trend on the horizon: The Pest Rangers’ King predicts that the days of having a dedicated sales staff on the payroll are numbered, as more technicians out in the field are proving their pest control knowledge and customer relationships are big sales pluses. “Your technicians are your best salespeople,” he says. PMP

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Projected 2023 Customer Retention



Projected 2023 Employee Retention



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Product **TRAPPER 24/7 IQ**

Product **TRAPPER T-Rex IQ**

Product **PULSE MOUSE IQ**

Product **PULSE RAT IQ**

Product **LANDSCAPE WEIGHTED IQ**

TRAP AGAIN



UP TO 78% TIME SAVINGS*

AFFORDABLE AND FULLY INTEGRATED RODENT MONITORING TECHNOLOGY

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*Time study conducted showing up to 78% time savings servicing standard rodent devices vs. iQ rodent devices.



DON'T 'GO WINCHESTER' IN 2023

The fighter pilot term means to be out of everything but guns — stay fully loaded

By **Heather Gooch** | *PMP* Editor-in-Chief

As supply chains worldwide inch back to pre-pandemic levels — and inflation economy prices — the majority of pest management professionals (PMPs) who took our exclusive State of the Industry (SOI) survey are reporting bigger materials and equipment budgets for 2023. More than a third (37 percent) say it will be up between 11 percent and 25 percent. Just 6 percent say it will be flat or down, compared to 17 percent of our respondents characterizing their budget that way last year.

One budget line item often taken for granted is on the rise this year: Sixty-nine percent of respondents said they planned to buy uniforms in 2023, up 5 percent from 2022. Some PMPs report it's a matter of expanding their team, that more uniforms are needed, but Viper Pest Solutions' Ashley Emerick pointed to an unusual, but very practical reason he had uniforms as an unbudgeted expense in 2022.

"The heat has been so drastic this summer," says Emerick, a 23-year industry veteran who owns the one-man, Ozark, Mo.-based company. "I'm usually dressed in black, head to toe, but I had to order a uniform that was in a lighter color, lighter material and offers [ultraviolet light, or] UV protection. My old uniform is now my winter uniform."

Emerick jokes that as an owner/operator, he can wear his hair and beard much longer than he could when he was a regional supervisor at a larger company. "I also can make budgeting and operations decisions much more easily, because it's like turning around a speedboat vs. turning around a battleship," he points out. "I plan to add a part-time employee in 2023 to help with the workload, but I am happy to stay a small, but profitable business."

REPLACING VEHICLES

While the prevailing wisdom in 2022 is that this is a bad time to

purchase a vehicle, many PMPs simply have no choice. Emerick's new truck was unbudgeted, but his auto shop told him his old truck wasn't worth the required repairs. He took the hit on the new truck, and jokes that he's "driving it like a grandpa" to ensure it lasts a while.

Luckily, Crown Pest Control's George Bryce budgeted for the cost of a new vehicle this year, and is giving the truck he replaced to his teenage daughter — sans company logoed vehicle wrap, of course. "It still works well, but it was getting old and I wanted to phase it out before it got too expensive to maintain," says Bryce, president of the Matthews, N.C.-based firm.

Pete Fargo, CEO of Acworth, Ga.-based Noble Pest Services, budgeted for four new vehicles this year as well, but did not replace like for like. Rather, he went from full-size to mid-size to save on initial pricing and fuel costs. He also got "more creative" in his vehicle searches, he says.

"I've been in the business 30 years, and I'm used to buying new from the dealership," Fargo explains. "But this time, we scoured the internet for slightly used, off-lease vehicles. One of them, we bought from Enterprise, with just 11,000 miles on it."

Fargo says he's happy with his truck purchases so far, but if he has to purchase more in 2023, he

might go back to the dealerships for off-lease options to negotiate the best deals.

NEW INVESTMENTS

Industry veteran Melisa Arnold, ACE, started New Cambria, Kan.-based Horizon Pest Solutions just a little over two years ago. She reports she is finally starting to find her footing with inventory. Arnold also says she feels lucky she was able to fund a lot of her initial purchases through her 2022 Women in Pest Control (WIPC) business grant.

“Honestly, 90 percent of my chemical products have been vendor samples,” she says. “I am still working through the free inventory.”

For 2023, Arnold is looking to beef up her marketing services, and also plans to add an attorney to the payroll to help her protect her business.

Crown Pest Control’s Bryce says having the right marketing team in place can make or break a business: “I was using a big company that I spent a ton of money on, but they just didn’t produce,” he relates. “A friend of mine just got her degree in marketing. I hired her, and she has given her all and then some. It’s a noticeable difference.”

Viper’s Emerick says he believes doing business through the pandemic, and now an uncertain economy, has actually made a lot of pest control companies stronger and better. “For years, a lot of us were in a rut,” he points out. “Now we’re out of our comfort zones. We are constantly having to adjust and understand what our risks and rewards are. It’s quite the tightrope.” PMP

You can reach **GOOCH** at hgooch@northcoastmedia.net or 330-321-9754.

2023 Planned Purchases

Ant bait	82%
Bait stations	81%
Cockroach bait	81%
Rodent traps	76%
Insect growth regulators	75%
Glue boards/trays	74%
Personal protective equipment	74%
Safety equipment	72%
Granule insecticides	71%
Spray concentrate insecticides	70%
Aerosol insecticides/applicators	69%
Dust insecticides	65%
Wax block rodenticides	65%
Soft bait rodenticides	63%
Insect monitors	61%
Backpack sprayers	59%
Insect light traps	57%
Vehicles/accessories:	57%
Dusters	53%
Pheromone traps/attractants	53%
Insurance services	50%
Exclusion solutions	48%
Bait guns/applicators	47%
Insect light traps	46%
Termite bait/installation tools	45%

Projected Equipment & Materials Budget

2023 vs. 2022

20%

Budget will be up more than 26%

27%

Budget will be up 6% to 10%

37%

Budget will be up 11% to 25%

10%

Budget will be up 1% to 5%

6%

Budget will be flat or down

BUSTER ON THOSE BANDITS AND GRAPES

Translation: Fight those bad guys, especially those easy targets

By Heather Gooch | PMP Editor-in-Chief

From year to year, as *Pest Management Professional's* (PMP's) annual State of the Industry (SOI) report chronicles the Top 5 species within each of the Top 4 revenue-producing pests, readers have come to know the Big Three "enemies": *House mice*, *Carpenter ants*, *German cockroaches*.

KNOW THINE ENEMIES

But this year, some new dogs are in the fight. For example, moles have knocked off meadow mice (*Microtus pennsylvanicus*) as a top revenue-producing rodent, while Australian cockroaches have pushed the smoky brown species down from No. 4 to No. 5, shutting brown-banded cockroaches (*Supella longipalpa*) out of this year's conversation. In the battle for top wood-destroying organisms (WDO), all the usual suspects remain from PMP's 2022 SOI report but one: Formosan termites usurped wood-decay and *Xylophagus* fungus in revenue-producing popularity.

Lyle Townsend, president of Townsend Pest Control, Henderson, Nev., technically began in pest control in 1967,

but learned from his father — a technician — a lot earlier than that. "On Saturdays as a kid I'd ride along with him," Townsend recalls. "I asked him once why he chose this as his job. Dad said to find a job you like enough to do all day long, and then come home and still have the energy to talk about it."

PROTECT CUSTOMERS

Townsend points out there always are going to be customers who need the service of a professional, if only for the calming effect a PMP can provide. "I was at a house [on a rodent service call]. I found the rat, but before I could get hold of it, it ran right in front of the customer," he recalls. "She screamed and I thought she was having a heart attack. Her husband made her go sit outside, and it took a while to calm her down. But this is a very real, very important fear for some people, and we have to keep that in mind when treating at accounts. We have to show our knowledge and realistically reassure customers whenever we can." PMP

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TOP 5 Revenue-Generating Species

Rodents

1. House mice (*Mus musculus*)
2. Norway rats (*Rattus norvegicus*)
3. Roof rats (*Rattus rattus*)
4. Deer mice (*Peromyscus maniculatus*)
5. Moles (Talpidae)



Ants

1. Carpenter (*Camponotus* spp.)
2. Odorous house (*Tapinoma sessile*)
3. Pavement (*Tetramorium caespitum*)
4. Fire (*Solenopsis* spp.)
5. Argentine (*Linepithema humile*)



Cockroaches

1. German (*Blattella germanica*)
2. American (*Periplaneta americana*)
3. Oriental (*Blatta orientalis*)
4. Australian (*P. australasiae*)
5. Smoky brown (*P. fuliginosa*)



Termites & Other WDI/WDO

1. Eastern subterranean termites (*Reticulitermes flavipes*)
2. Carpenter ants (*Camponotus* spp.)
3. Carpenter bees (*Xylocopa* spp.)
4. Drywood termites (Kalotermitidae)
5. Formosan termites (*Coptotermes formosanus*)



ARE THESE SERVICES YOUR WINGMEN, TOO?

Your mainstays, your top producers, your lifeblood

By Heather Gooch | PMP Editor-in-Chief

According to respondents to *Pest Management Professional's* 2023 State of the Industry (SOI) survey, the top industry services by volume are still ants, rodents, cockroaches, fleas, ticks and spiders.

Drill down to the top revenue-producers, though, and you'll find that for the first time in years, bed bugs have fallen out of the Top 5. They dropped to No. 7, replaced by spiders (No. 5) and mosquitoes (No. 6).

What gives? First, fewer companies are offering bed bug services, preferring to outsource what can be a long process. Second, wet weather for much of the country in 2022 has translated to more insects overall, aka spider food. It has led to a noticeable increase in mosquitoes specifically.

Bed bugs are still a vital industry service, of course. They

still make the list of Top 5 Profit Producers, albeit at No. 5 vs. No. 4 last year.

ADD-ON SERVICES

Matthews, N.C.-based Crown Pest Control specializes in crawlspace encapsulation and mold remediation in addition to its regular industry offerings. President George Bryce cross-trains his technicians on this service, but admits it's hard to find individuals who are comfortable working in enclosed spaces. Still, he says, it is a good return on investment, and separates the company from its competition.

"It's a tougher gig, but after you do a few of them, you get the hang of it," he says.

Pete Fargo, CEO of Noble Pest Services, Acworth, Ga., is pleased with how gutter cleaning is going for his company. While he will outsource three-story-

Current Services

Ant management	92%
Rodent management	91%
Cockroach management	90%
Flea & tick management	88%
Spider management	86%

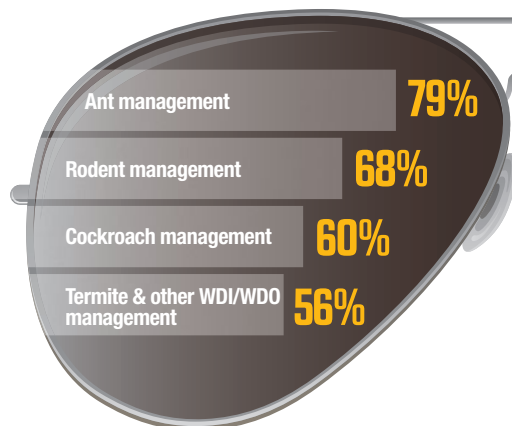
and-above residences, as the liability and equipment become too complex, for single and two-story buildings, gutter service is welcomed by customers, and helps greatly in Noble's pest-proofing approach.

"Clogged gutters are essentially ecosystems for cockroaches, ants, rodents — just about every pest," Fargo says. "We put customers on a quarterly maintenance program if they have a lot of foliage near the structure; semi-annual if they don't.

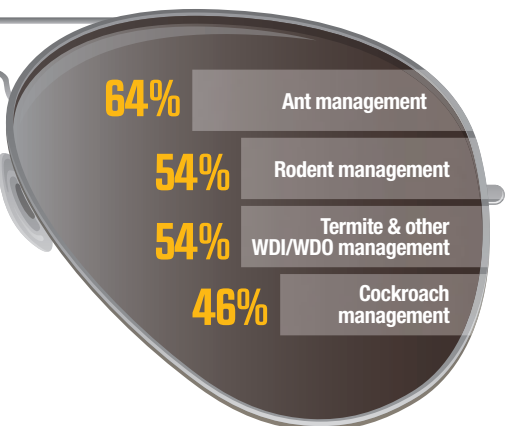
"I named my company Noble Pest Services because I knew I wanted add-on services, I just wasn't sure which ones," he adds. "We're focusing on pest prevention, and gutter service is an ideal fit." PMP

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Top Revenue-Generating Services



Top Profit-Generating Services



GETTY IMAGES: AVIGATORPHOTOGRAPHER/ISTOCK / GETTY IMAGES PLUS (SHP), STEVEZIMM/10DIGITALVISION VECTORS (SUNGLASSES)

FLY HIGH WITH YOUR FANGS OUT

Go full throttle and take your business to new heights

By Heather Gooch | PMP Editor-in-Chief

Pest Management Professional's 2023 State of the Industry (SOI) survey respondents are predicting a strong 2023. Perhaps it's the weather conditions, or the increased business savvy many firms have gained as they navigated through the pandemic. Whatever it is, 86 percent of the pest management professionals (PMPs) who took our SOI survey this year predict revenue gains.

Melisa Arnold, ACE, already is up 175 percent over 2021 — but as she admits, “when you are a new company, growth is exponentially fast.”

Still, being the owner/operator of Horizon Pest Solutions in New Cambria, Kan., lets Arnold respond to new customers quickly, with no corporate overhead. Her past experience in working with food processors also is helping open doors to growth.

RAISING PRICES

Pete Fargo, CEO of Noble Pest Services, Acworth, Ga., has seen a revenue increase, but it comes partially as the result of implementing a 10 percent rate increase for customers. It was not a move he took lightly.

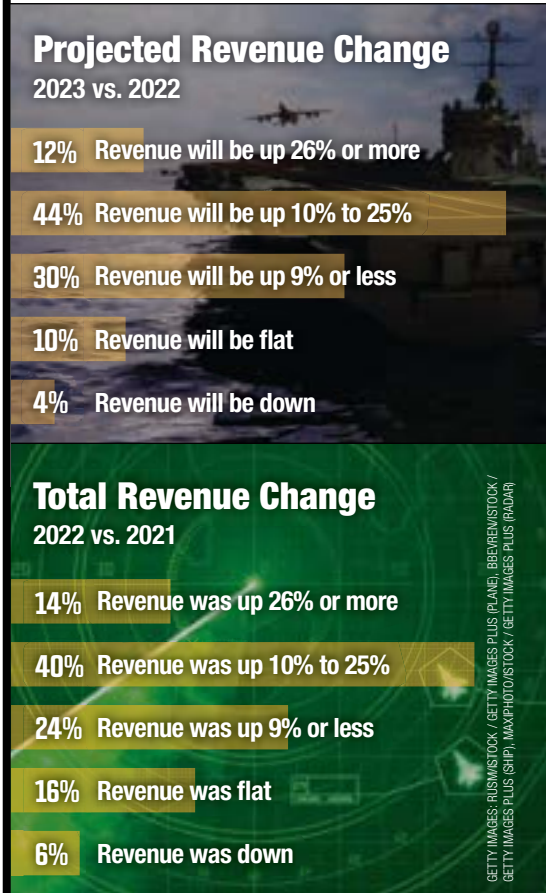
“It was our first increase in a while, and we grandfathered in fixed-income customers,”

Fargo notes. He says he was surprised to only receive a few angry calls at the news, and those who did cancel over the increase were quickly replaced by new customers happy to pay the new pricing.

“Some customers, once we talked it through, realized the increase was necessary for us to be able to afford quality employees and the level of service they receive,” he adds.

For George Bryce, president of Crown Pest Control in Matthews, N.C., growth came by shedding a few employees who had the wrong attitude. “They were stifling the company,” he points out. “Now we have new people with a great work ethic who know their stuff. Instead of tired excuses, projects are getting done, and we're up 33 percent in revenue.”

The experience has led Bryce to vow to move more swiftly in letting go the people who are holding back the company. But Bryce also points to another growth contributor: Getting the word out about service packages. “We thought our general pest customers already knew about our termite and mosquito services,” he says. “We decided to present these services as a package, and mailed flyers to our customers. Soon, the phones started ringing. Everyone kept saying ‘I didn't



know you offered this.’ We were really surprised. It just underscores how you can simply ‘never assume’ in this business.” PMP

You can reach **GOOCH** at hgooch@northcoastmedia.net or 330-321-9754.



PMPs prove they are up to the task of conquering new challenges

By **Diane Sofranec**
PMP Senior Editor

SUNNY SKIES ON THE HORIZON

Pest management professionals (PMPs) are doing their best to keep it above ground level when times are tough. *Pest Management Professional's (PMP's) 2023 State of the Industry (SOI)* survey responses show two of the obstacles projected for 2022 made the list in 2023: fuel costs and general economy.

Many PMPs expected hiring and training to be their top challenges in 2022, and they were spot on. Worker resignations have been at an all-time high since the COVID-19 pandemic. Replacing employees who retired, left for better jobs, or simply dropped out of the workforce has not been easy. So, it's no surprise that labor costs landed in the fourth spot on our list of projected obstacles for 2023, as pest control company owners do what they can to attract — and keep — new talent.

MOVING AHEAD

That this year's list is comprised of cost-related obstacles also is no surprise. Costs for fuel, materials, equipment and labor have been rising as inflation hits business owners hard. The general economy is an obstacle PMPs are doing their best to overcome. Budgeting for rising

costs, targeting new customers, and boosting marketing efforts are a few of the way PMPs are successfully overcoming these business challenges.

Fortunately, PMPs report increases in referrals and repeat business as among the opportunities they project for 2023. Price increases ranked high on the list this year, as pest control company owners do what they can to keep their businesses flying high.

Many customers understand that inflation has had an impact on all goods and services, from groceries and clothing to childcare and pest control. It helps that the services PMPs provide are considered essential by most home and business owners. They know

it's critical to protect their health and properties, and will hire a reputable pest control company to ensure they get what they pay for.

KEEP HUSTLING

Kathy Daw, owner of Bob's Pest Control in El Paso, Texas, says she believes a pest control company's reputation can help lead to more business, especially when economic times are tough. Word-of-mouth marketing and referrals can help a pest control industry survive and thrive when business for others may be slow.

"Don't give up, keep on hustling, and get your name out there," she says. "Reputation is the best form of advertising any business can have."

PMPs who are honest and do what they tell their customers they are going to do, and do it when they say they are going to do it, will get the business from customers who may otherwise think twice about needed services.

"Always give 110 percent," Daw adds. "Provide pest control service as if you are treating your parents' house." PMP

You can reach **SOFRANEC** at dsofranec@northcoastmedia.net or 216-706-3793.

Projected Top 2023 Obstacles

- 1 Fuel costs
- 2 Inflation
- 3 Material & equipment costs
- 4 Labor costs
- 5 General economy

Projected Top 2023 Opportunities

- 1 Increase referrals
- 2 Increase prices
- 3 Increase repeat business
- 4 Improve employee recruitment
- 5 Upsell services



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Bell Sensing Technologies:  Time Study

24/7 iQ Traps	# OF DEVICES	MANUAL/VISUAL INSPECTION SERVICE TIME (minutes) (avg.)	iQ SERVICE TIME (minutes) (avg.)	TIME SAVINGS (minutes) (avg.)	% TIME SAVINGS
	175	1:11	0:15	0:56	79%

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*Time study conducted showing up to 79% time savings servicing standard rodent devices vs. iQ rodent devices.