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Pest Management  
Professional



**2025**  
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AHEAD

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## WORD FROM OUR SPONSOR

# Bell Labs celebrates 50 years of innovation in rodent control



**By Steve Levy**  
PRESIDENT AND CEO  
Bell Laboratories

**B**ell Laboratories' reputation as the world leader in rodent control technology is built on finding innovative solutions to an enduring problem. We pride ourselves on that reputation, which is why we strive to produce the highest quality products possible.

In 2024 alone, we've launched several new products and made many of our existing technologies more globally available. With regulatory pressures tightening around the world, we're committed to equipping pest management professionals (PMPs) with the tools they need to be successful.

### LOOKING BACK, PUSHING FORWARD

As Bell Labs celebrates its 50<sup>th</sup> anniversary this year, we aren't slowing down.

Our company started out in a small Madison, Wis., garage with one product, Rodent Cake, in 1974. Now, we're planning a state-of-the-art technical manufacturing addition to our 600,000-square-foot plant in Windsor, Wis. This will enable us to continue to provide rodent control innovation. We always are looking for ways to advance the professionalism of our industry.

This is evident in our strong commitment to the iQ product line, Bell Labs' rodent monitoring technology. Since launching iQ, we've found that PMPs have a growing need for smart rodent control. iQ products

can help PMPs become more productive and efficient. They lower labor costs while improving the technician experience and job satisfaction — both of which are wins for your company. Expect to see new iQ products debut in the months ahead.

### A STRONG INNER CIRCLE

Bell Labs' success ultimately comes from listening to our dedicated partners. It's vital to be surrounded by people who will work with you and who understand the work you do.

The world of rodent control is always changing, which is why we rely on feedback from our partners to develop new technologies, baits and more. Everything we do is to help you find success.

Please get in touch with your Bell Labs technical reps so they can show you how our products can benefit your company.

We wish you a prosperous 2025. On behalf of all Bell Labs employees, we appreciate your business and thank you for your support.

For more information, visit [BellSensing.com](https://BellSensing.com).



Bell Labs has been evolving and growing as a rodent control solutions manufacturer ever since its founding in 1974 by PMP Hall of Famer Malcolm Stack (Class of 2004).



# 2025 STATE OF THE INDUSTRY



## Work Area Ahead

PMPs know the road to success is always under construction

By Diane Sofranec | PMP Senior Editor

**P**est control has evolved over the years, and pest management professionals (PMPs) who have changed with the times have thrived. Time-saving technology, products with new active ingredients and accessible training are just three of the many factors that have helped pest control companies attract and keep customers, and most importantly, boost revenue.

PMPs cannot control every factor that affects their businesses, however. Weather, the presidential election and restrictive regulations are just a few that may have an impact.

Responses from *Pest Management Professional's (PMP's) 2025 State of the Industry* survey reveal PMPs are hard at work to adapt to changes that come their way.

### Navigating challenges

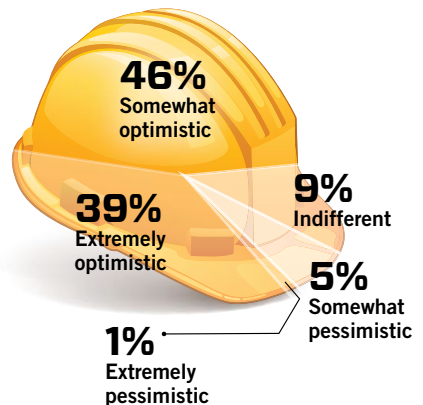
2024 has been an outstanding year so far for Sarah Thomas-Clark, vice president of Thomas Pest Services. She says the Schenectady, N.Y.-based company aims to keep the momentum going into 2025.

"We must continue to focus on what we can control and adapt as

needed," she adds. "While external factors such as the economy and presidential election may cause uncertainty, it's important to remember that these are things outside of our direct control."

Instead, Thomas Pest Services channels its energy toward the aspects of the business it does have control over. "This includes having strong processes in place and ensuring we have the right people in the right positions,"

### 2025 Outlook



### INSIDE

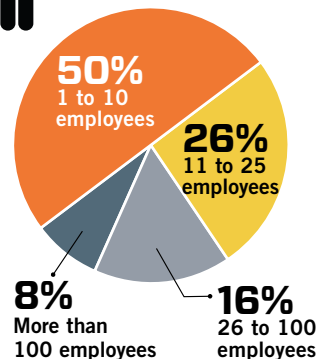
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## PMPs at work

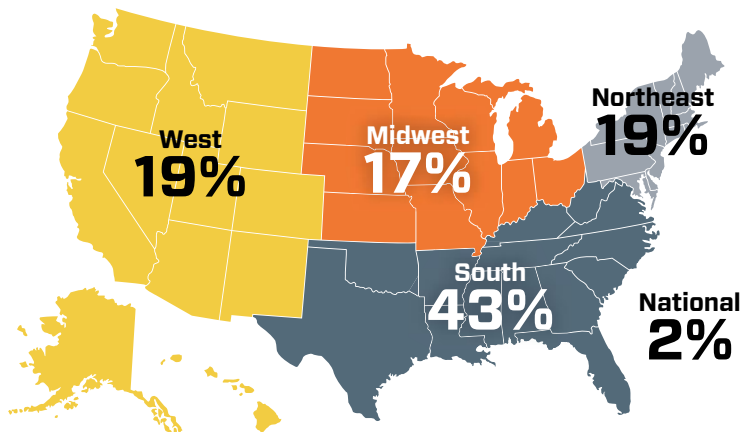
In July, August and September, 231 pest management professionals (PMPs) — primarily company owners and presidents — completed our 31-question State of the Industry survey. Here is some background on their companies:



### Number of Employees

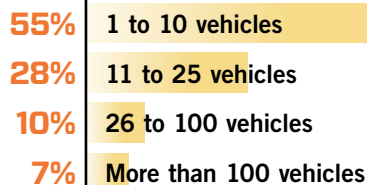


### Area of Operations



**WEST:** AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY  
**MIDWEST:** OH, IN, IL, MI, WI, MN, MO, IA, ND, SD, NE, KS  
**SOUTH:** AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, VA, WV  
**NORTHEAST:** CT, DE, ME, MD, MA, NJ, NH, NY, PA, RI, VT, DC

### Fleet Size



Thomas-Clark says. “These elements will help us navigate any challenges or issues that arise.”

One factor that plays a role in pest pressure is the weather. “As unpredictable as it may be, having protocols and procedures in place, as well as strategies to drive business, will help manage the unpredictability,” she adds.



Sarah Thomas-Clark

streamline operations, improve service efficiency, and boost customer satisfaction,” he says. “The growing demand for pest control services, driven by urbanization and increased focus on health, also will create opportunities for growth.”

On tap in the coming year may be challenges such as economic uncertainty, rising operational costs and labor shortages that could limit service capacity and curtail profitability. “Success will depend on the ability to adapt to these evolving conditions,” Sorrentino adds.

PMP’s previous State of the Industry surveys show pest control companies have been grappling with inflation for years. It has been the biggest obstacle for Aaron Garza, owner

of Double A Pest Management in Conroe, Texas.

“I’ve been doing this for almost 20 years, and I believe the pest control industry will continue to adapt to any challenges,” he says. “I have seen a huge shift in focusing on the health and safety of the public, and I hope the trend keeps going that way.”



Aaron Garza

For more on PMP’s 2025 projections, keep reading. Our exclusive 2025 State of the Industry supplement, sponsored by Bell Laboratories, includes benchmarking data, infographics and analyses that highlight key pest management industry trends. **PMP**

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## End Detour

Remaining open to ideas on how to retain customers and employees helps PMPs keep the business

By Diane Sofranec | PMP Senior Editor

**C**ustomer and employee retention challenges have created countless detours for pest control companies, according to *Pest Management Professional's (PMP's) 2025 State of the Industry* survey.

Pest control isn't the only industry struggling to keep workers and patrons happy. Since the COVID-19 pandemic, service companies have been getting creative to help tackle the issue. In the pest control industry, these efforts appear to be working.

### Customer satisfaction strategies

When it comes to customer retention, 96 percent of those asked expect to retain more than 75 percent of their customers, the 2025 *PMP State of the Industry* survey shows.

Anthony Sorrentino, ACE, director of business development for Pest Pros of Michigan in Portage, Mich., developed a strategy that allows his company to carefully adjust pricing to avoid losing customers.

"Consider offering tiered service packages, where clients can choose from different levels of pest control services based on their needs and budgets," he suggests. "Offering long-term contracts with fixed pricing also can help stabilize revenue despite inflationary pressures."

Sorrentino acknowledges it's usually more cost-effective to retain existing customers than it is acquire new ones. "Providing excellent customer service, adding value through regular communication, and offering specialized services

such as inspections or preventive maintenance can help differentiate your business," he explains. "This way, customers see value in your services despite price increases."

Monitoring the number of customer cancellations is critical because too many can significantly affect a company's bottom line.

"That's why it's important to closely monitor cancellation rates and identify any patterns or issues causing them," says Sarah Thomas-Clark, VP of Thomas Pest Services in Schenectady, N.Y. "By addressing these issues, providing excellent customer service, and practicing taking cancellation phone calls to present other options, we have been able to reduce the number of cancellations and retain customers."

Finding ways to improve the customer experience also helps. Thomas-Clark recommends



Anthony Sorrentino

taking a hard look at the ease of doing business with your company, the quality of your services, and the overall customer experience.

“By consistently delivering a positive and seamless experience, we can build strong relationships with our customers and encourage them to continue using our business and refer us to their friends and family,” she adds.

### Hiring solutions

The 2025 State of the Industry survey also shows 94 percent of those asked expect to retain more than 75 percent of employees. But not every worker is a keeper.

Don't hesitate to part ways with employees who are not working out, says Bill Haynes, CEO of Haynes Exterminating in Buford, Ga. “You must have resolve. Acceptance of mediocrity is a culture killer,” he asserts. “Always look for talent, but creating a good work environment will help you recruit better talent.”

Michael Broder, president of BHB Pest Elimination in Wallington, N.J. and a PMP

Editorial Advisory Board member and online columnist, suggests hiring someone with character as opposed to pest control experience. “You can teach a reliable, conscientious person pest control much easier than you can make them a hard worker,” he says.

Creating a positive and supportive work environment is paramount, Sorrentino says,

**94 percent of those asked expect to retain more than 75 percent of employees. But not every worker is a keeper.**

because rock star employees thrive in an environment where they feel valued, supported and engaged. “Focus on building a strong company culture that emphasizes teamwork, growth opportunities, and recognition for achievements,” he adds. “Offering clear communication channels, mentoring programs, and regular feedback can help employees

feel connected and invested in the company's success.” Pest control companies that make an investment in their employees tend to have happy workers who are willing to stick around.

“Talented employees are drawn to organizations where they can grow and develop their skills,” Sorrentino says, and suggests making an investment in ongoing training, certification programs and leadership development opportunities.

“Employees who see a clear path for advancement are more likely to stay long-term, especially when they feel their employer is investing in their future,” he adds. “By fostering a supportive culture, offering competitive compensation and promoting growth opportunities, you can attract and retain high-performing employees who are dedicated to your company's success.” PMP

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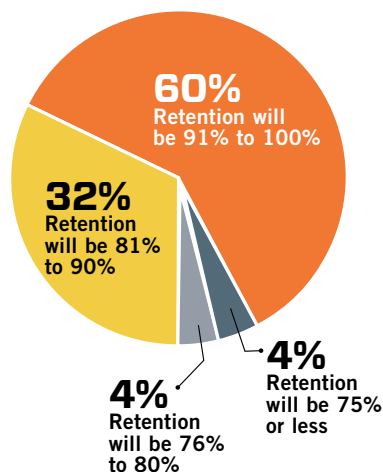
Bill Haynes



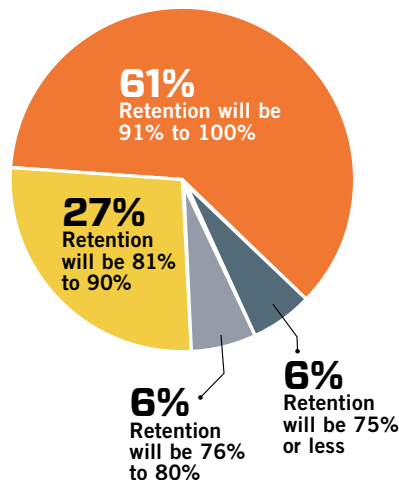
Michael Broder



### Projected 2025 Customer Retention



### Projected 2025 Employee Retention



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## Congested traffic ahead

‘The usual suspects’ comprise the top populous and profitable pests, but PMPs should be on the lookout for new and emerging species

By Heather Gooch | PMP Editor-in-Chief

Once again, the respondents to *Pest Management Professional’s 2025 State of the Industry* survey have spoken: The top profitable pest categories continue to be ants, rodents, cockroaches and wood-destroying organisms (WDO) — with the last two in reverse order from last year’s results. Species within each category, however, continue to change slightly based on location and service clientele.

### ANTS: Diverse Species, Diverse Challenges

Once again, carpenter ants (*Camponotus* spp.) lead the ant category — and rank No. 2 among WDO — thanks to their potential for structural damage and the complexity of their control. While the other four top species mirror those of last year, regional differences play a significant role in some lesser-known ant species.

For example, Greg Bausch, ACE, reports Southern California’s most common ant is still the Argentine species (*Linepithema humile*).

“I would say dark rover ants are also becoming more prevalent here, because I am getting them coming in for identification a little more often,” notes Bausch, VP of Gardena, Calif.-based American City Pest & Termite, of *Brachymyrmex patagonicus*.

Lane Zimmerman, operations manager of Minnetonka, Minn.-based Rainbow Pest Experts, ranks his market’s Top 5 species as carpenter ants, pavement ants (*Tetramorium caespitum*), field ants (*Formica* spp.), acrobat ants (*Crematogaster* spp.) and odorous house ants (*Tapinoma sessile*).

Overall, notes Alex McCurter, lead technician for Mantis Pest Solutions in Lee’s Summit, Mo., milder winters across the nation in recent years is seemingly beginning to affect many insect populations, particularly hymenopterans like ants, wasps and bees. He’s seen in uptick in both ant activity and stinging insects.

“My theory is that for the past several years, winters have been practically nonexistent.

But this past winter had a couple of good hard freezes. Some insects survive winter better than others, and hymenopterans are particularly hardy,” he explains. “Because a

lot of competing species saw a significantly larger natural die-off over those cold spells, ants, wasps and bees were able to proliferate. Again, it’s only a theory, but it’s what makes the most sense to me.”

### RODENTS: Public Health Threats

Rodents remain a significant concern for many respondents, with house mice (*Mus musculus*) and Norway rats (*Rattus norvegicus*) leading the pack of top revenue generators. These adaptable creatures continue to thrive in urban environments, posing health risks and causing property damage. Roof rats (*R. rattus*), deer mice (*Peromyscus maniculatus*) and moles (Talpidae) round out the Top 5.

Zimmerman, however, notes voles are in his Top 5. “Voles



Greg Bausch



Alex McCurter

cause heavy damage to lawns when there is snow cover,” he explains, noting that pest management professionals (PMPs) might not be as familiar with their biology and behavior as they are with other rodent species. “During the winter, one of their only food sources is the seed from lawns — so they create burrows in people’s yard and cause damage.”

### COCKROACHES: Persistent Urban Pests

German cockroaches (*Blattella germanica*) maintain their long-reigning position as the most revenue-generating cockroach species, followed by American (*Periplaneta americana*), Oriental (*Blatta orientalis*), smoky brown (*P. fuliginosa*) and brown-banded (*Supella longipalpa*) cockroaches. These pests continue to be a significant concern, particularly in multi-unit housing and food service establishments.

Zimmerman has encountered a couple cases of Asian cockroaches (*Blattella asahinai*) in southern Minnesota in recent years. This species physically resembles its German cousins, except that it is attracted to light. When Asian cockroaches enter structures, they land on lamp shades, light-colored walls and even TVs. They rarely establish nests indoors, however, and experts advise looking to outdoor sources such as leaf litter and thick grass to cut them off at the source.

### WDO: Structural Threats

Thanks to their distribution over much of the country, Eastern



Lane Zimmerman

subterranean termites (*Reticulitermes flavipes*) again lead the category of termites and wood-destroying insects, followed by carpenter ants, carpenter bees (*Xylocopa* spp.), drywood termites (Kalotermitidae) and Formosan termites (*Coptotermes formosanus*).

Natasha Wright, BCE, technical director of Braman Termite & Pest Eliminating in Agawam, Mass., reports an increase in the New England market for both deathwatch beetles (*Xestobium rufovillosum*) and true powderpost beetles (*Lyctus* spp, or lyctids). Of the latter, she says, calls are mostly coming from affluent customers.

The same clientele is calling for webbing clothes moths (*Tineola bisselliella*), as well.

“Both pests seem more common among the clients who can afford more wool and real wood than the average person,” she points out.

Wright recounts how a residential customer had new hardwood floors installed eight years before. A year in, the customer blamed her young child for marring the floors.

“It wasn’t until our visit that she came to realize that it was not him, it was lyctids — and the damage was spreading,” Wright says. “I wonder if she has apologized to her son yet for all the accusations!” **PMP**

Gooch can be reached at hgooch@northcoastmedia.net or 330-321-9754.



Natasha Wright

# 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. Smoky brown (*P. fuliginosa*)
5. Brown-banded (*Supella longipalpa*)

### 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*)



## Paving the way for growth

The pest control industry looks to have a smooth road ahead in 2025

By Heather Gooch | PMP Editor-in-Chief

**T**he professional pest management industry landscape remains diverse, with 42 percent of companies responding projecting revenues under \$1 million; 47 percent in the \$1 million to \$10 million range; and 11 percent anticipating \$10 million or more in 2025. This distribution, courtesy of the 2025 *Pest Management Professional (PMP) State of the Industry* survey, mirrors the overall U.S. distribution of small local operators, larger regional players and national firms.

Comparing 2024 to 2023, 54 percent of companies reported revenue increases of 10 percent or more — indicating a strong growth trajectory that is expected to continue. Only 5 percent experienced revenue declines, showcasing the resilience of most pest control firms.

“Our growth will come from expanding new branches,” reports Alex McCurter, lead technician for Mantis Pest Solutions in Lee’s Summit, Mo. He predicts the biggest potential hindrance “will likely come from economic instability, largely due to election results — no matter the outcome.”

### Playing it safe

Bob Wiemer, ACE, is taking a conservative approach for the year ahead, noting that despite

anticipating revenue growth, Pestco Professional Services is maintaining a flat budget compared to 2024.

“This decision follows substantial investments made in 2024,” explains Wiemer, the executive general manager of the Pittsburgh, Pa.-based firm. “This includes the launch of Pestco Products on **Amazon.com**, the expansion of our product range with natural deterrents and related items, and the refresh of our fleet.”

### Focusing on the basics

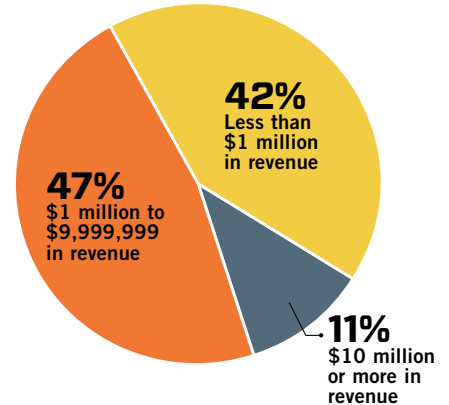
Greg Bausch, ACE, emphasizes focusing on core business fundamentals — service, sales and marketing — to drive growth, maintaining a customer-first outlook regardless of any economic challenges.

“All of the issues of the day definitely affect us, but when it comes to economic downturns and other issues, we have to remain positive and keep moving forward,” says Bausch, VP of Gardena, Calif.-based American City Pest & Termite.

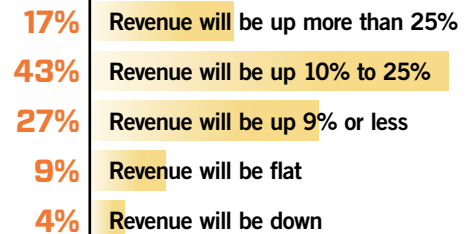
This customer-centric approach that Bausch and many of our respondents share, combined with innovative service offerings and strategic growth initiatives, positions the industry for continued success in 2025 and beyond. **PMP**

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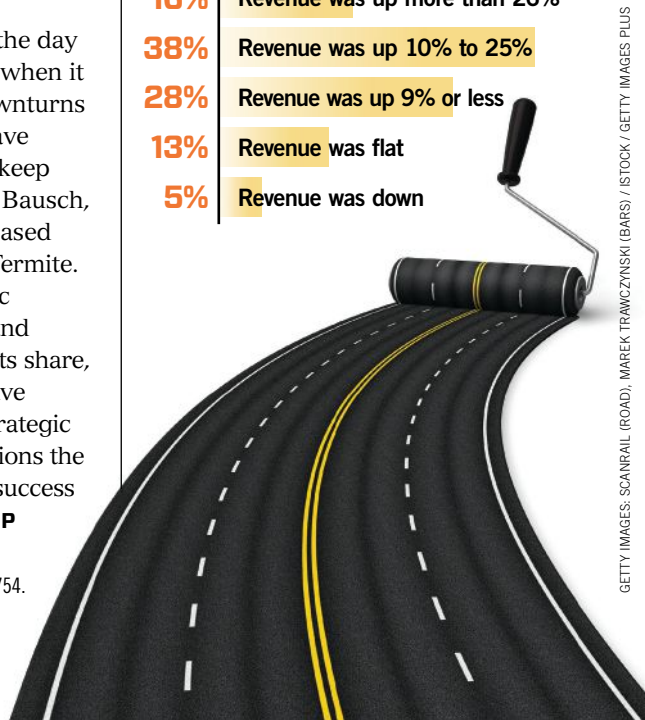
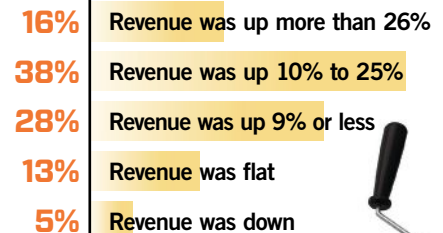
### Projected 2025 Revenue



### Projected Revenue Change 2025 vs. 2024



### Total Revenue Change 2024 vs. 2023





## Adding New Lanes

Focusing on diversification and specialization, many pest management firms are looking to expand

By Heather Gooch | PMP Editor-in-Chief

### Current Services

94%	Ant management
93%	Rodent management
91%	Cockroach management
90%	Spider management
89%	Stinging insect management

### Top Revenue-Generating Services

76%	Ant management
67%	Rodent management
62%	Cockroach management
55%	WDI/WDO management
33%	Mosquito management

### Top Profit-Generating Services

64%	Ant management
57%	Rodent management
52%	WDI/WDO management
46%	Cockroach management
41%	Bed bug management

Generally speaking, the pest control industry has long held the belief that professionals should “find a need, fill a need.” When bed bug populations rebounded at the turn of the last century, for example, entire generations of technicians who had never seen a single specimen of *Cimex lectularius* suddenly found themselves studying the biology, behavior and control methods of the pest.

The *Pest Management Professional's 2025 State of the Industry* survey reveals the current landscape and emerging trends for both service offerings and their profitability.

#### Core services remain strong

Traditional pest management services continue to dominate the industry, of course. Ant management leads the pack, as has been the case for several years (knocking termites off a long-held perch). It is offered by 94 percent of respondents and ranks as both the top revenue generator (76 percent) and profit generator (64 percent).

Rodent and cockroach management services follow closely behind, both in terms of service provision and profitability. Termite and wood-destroying

insect management, while offered by fewer companies (76 percent), ranks high in revenue (55 percent) and profit generation (52 percent).

#### Emerging services and diversification

Companies are increasingly diversifying their offerings to address seasonal fluctuations and meet evolving customer needs.

Lane Zimmerman's Rainbow Pest Experts, for example, is gearing up to start offering wildlife management, insulation installation and sanitization services in 2025.

“These are all services for which the primary reason is to generate more winter revenue to make our company less seasonal,” explains Zimmerman, operations manager of the Minnetonka, Minn.-based firm.

Bob Wiemer, ACE, is adding power washing to Pittsburgh, Pa.-based Pestco Professional Services next year, citing its compatibility with existing services and growing demand from clients in food services and property management.

“This addition allows us to offer a one-stop solution for cleanliness and pest control, setting us apart by providing comprehensive

services that many competitors might not offer,” he says.

As the industry continues to adapt to changing customer needs and environmental concerns, pest control companies that balance core services with strategic diversification are likely to see continued

growth and profitability in the coming years. **PMP**

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Bob Wiemer

# 2025 STATE OF THE INDUSTRY



## Budget concerns

PMPs are practicing strategic spending in the coming months **By Heather Gooch | PMP Editor-in-Chief**

**T**he pest control industry is poised for continued growth in 2025, with equipment and materials budgets increasing across the board. No respondents to *Pest Management Professional's (PMP's) 2025 State of the Industry* survey reported an upcoming budget that was less than that of 2024, compared to the 4 percent of survey respondents last year who reported lower budgets in 2024 over 2023. Overall, 90 percent reported their budgets would be up in 2025 over 2024, vs. 87 percent last year.

As for planned purchases in 2025, ant bait moved from third to first place over 2024. But very few

other materials options moved from their 2024 survey spots.

Survey respondents report adapting their strategies to meet evolving demands. Bob Wiemer, ACE, for example, is investing in additional vehicles in 2025.

“Our fleet expansion is driven by the need to support our growing team and service expansion. This not only helps improve service coverage and response times but also prepares us for the increased demand from new services, such as power washing,” says Wiemer, executive general manager of Pestco Professional Services, Pittsburgh, Pa. “Looking ahead, while we don’t anticipate any

### 2025 Planned Purchases

87%	Ant bait
86%	Bait stations
86%	Cockroach bait
82%	Rodent traps
79%	Glue boards & trays
76%	Aerosol insecticides & applicators
76%	Insect growth regulators
75%	Granule insecticides
73%	Dust insecticides
73%	Insecticides - spray concentrates
73%	Personal protective equipment
70%	Rodenticides - wax blocks

significant unusual expenditures, we remain vigilant for opportunities in technology and equipment that could boost our efficiency and customer service.”

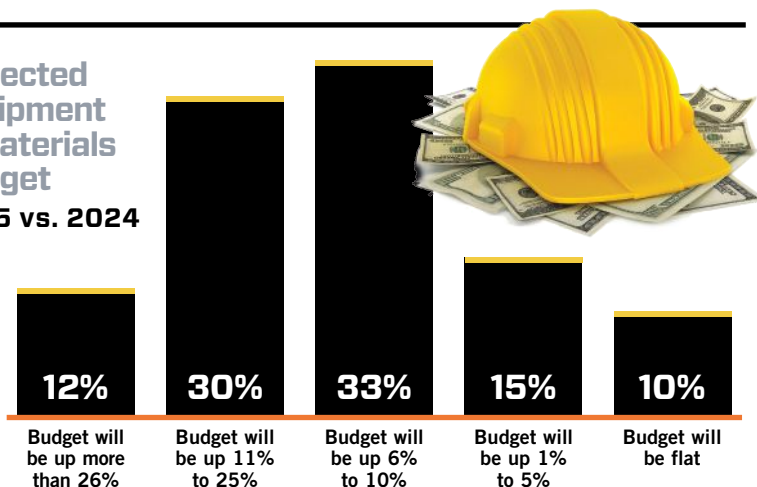
As the pest control market evolves, companies that provide their budgets with equal focus on sensible expenditures and expansion — Wiemer says his team continues to look for acquisitions that align with Pestco’s growth goals — with operational efficiency and customer satisfaction as those that are most likely to thrive.

That said, the most important thing about working in the industry is continually learning and improving oneself, while enjoying the career journey.

As Natasha Wright, BCE, technical director of Braman Termite & Pest Eliminating in Agawam, Mass., concludes, “We need to remember how fun and satisfying it can be working in pest control, and the peace of mind we can bring people.” **PMP**

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### Projected Equipment & Materials Budget 2025 vs. 2024



# Right of Way

PMPs who turn obstacles into opportunities put themselves on the path to success

By Diane Sofranec | PMP Senior Editor

**E**very business has its share of obstacles and opportunities, and pest control companies are no exceptions.

Successful pest management professionals (PMPs) find a way to minimize setbacks.

When our 2025 State of the Industry survey asked for the top obstacles expected in 2025, the answers reflected a change from our 2024 survey. The responses remained the same, but the order in which they were listed did not. Last year, the top obstacle was fuel costs; this year fuel ranked fourth. Also this year, inflation took the top spot.

## Prevalent Problem

Inflation has been the biggest obstacle for Aaron Garza, owner of Double A Pest Management in Conroe, Texas. Price increases for chemicals, equipment and fuel have reduced his profit margins. "I have had to pass on these costs to customers and it can be tricky, especially in a highly competitive market area like Southeast Texas," he says. "Supply chain disruptions also have hindered me because delays in obtaining products can slow down service and affect customer satisfaction and work timelines."

Pest-End CEO Adam Carace, ACE, says inflation and the economy have been an issue in his Plaistow,

N.H., market. They have not had an impact on residential customers as much as affected commercial accounts, however.

"More companies are going out of business," he explains. "They have not been able to make it, especially if the owners were close to retiring. It was not worth it for them to fight inflation for another year or two, so they just closed their doors."

One obstacle that did not make the Top 5 this year is "regulations limiting product availability and uses." The option did not even crack the Top 10. But with stricter regulations on the horizon, this obstacle may rank higher on the list soon.

Garza is one PMP who admits that evolving local, state and federal regulations, particularly around pesticide usage, environmental protection and health standards has an impact on how he approaches certain pest control situations.

## Growth Solutions

Carace says another obstacle is hiring, as finding good employees has not been easy. "We have been growing a lot over the past couple years, so we are hiring both for growth and to replace team members," he says. "We have had a couple of employees who have moved on because it is now too expensive to live in our area."



Adam Carace

## Projected Top 2025 Obstacles

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

## Projected Top 2025 Opportunities

- 1 Increase referrals
- 2 Increase repeat business
- 3 Upsell services
- 4 Improve customer retention
- 5 Increase prices



Fortunately, Carace has rounded the bend on this obstacle. To fill vacant positions and add much-needed team members as business grows, he has added six virtual assistants and plans to hire two more. These team members are in the Philippines, helping in multiple areas within the company, such as handling customer calls after normal work hours and on weekends.

"We have a big remote workforce anyway, so whether you're 20 minutes from the office or 20 hours from the office, it doesn't really matter," he says. "We have not replaced any of our current staff with virtual assistants, but we have added them to help support our staff as we've grown. They have been a great addition to our team." **PMP**

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