

# residex CONNECTION

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## Looking to Ignite Your Profits? Consider Adding a New Revenue Stream!

By: Tom Algeo, Residex, & Bill Vaughan, Earth Care Products

*With minimal termite swarms, soaring gas prices, and tighter dollars how do you compete in the pest control industry today? The answer is diversification. Allow your business to bundle service offerings and go to the marketplace with many alternatives that your current and future customer base will rely on you to deliver.*

All insects require food, heat, water and shelter to survive. And most structural facilities have created the perfect habitat to allow insects to prosper. Sanitation is the "key" to reducing harboring areas. But getting a typical customer to maintain consistent sanitation is a difficult challenge we face daily. We now have products and service offerings that will minimize these harboring areas and retain more customer loyalty by bundling these services and selling a preventive plan.

### Floor, Drain, Fly and Odor Control

Residex can help you *Get Started<sup>SM</sup>* in bundling these services and charge the right dollar amount to be profitable. Adding these ancillary services to your general pest control program will support your efforts in minimizing areas where pests may seek shelter and offer a new revenue stream. We'll look at how these programs can be positioned to both residential and commercial customers next.

### Residential Opportunities

The opportunities that are available to your residential customer base include Odor Control, Fly Control and Floor Cleaning. Residential households offer many opportunities that are normally not positioned by standard Pest Management Professionals. Residential targeted customers include normal households and apartments. Look for opportunities in basements, crawl spaces, dumpster areas (apartments) and garage areas. Small Flylights can be utilized in garages and in kitchen areas of most households. Odor control consists of multi-purpose enzymes, dumpster cleaning/odor agents and odor bags that absorb odor.

### Commercial Opportunities

Commercial is a huge revenue stream that most standard residential pest control companies stay away from doing business in. When they think

## Get **XCITED!**

- ✓ Ignite Your Profits with New Revenue Streams!  
by Tom Algeo, Residex & Bill Vaughan, Earth Care Products
- ✓ What's Hot in Odor Control!
- ✓ Calendar of Events: Training, CEU classes and Customer Appreciation Days listed by State
- ✓ Specials of the Month: Great savings available from many major manufacturers!
- ✓ Residex Sales Service Centers and toll-free numbers

*Ignite Your Profits Continued from previous column*

commercial, they think of Joe's Pizzeria or a Chinese Restaurant. There is great opportunity to make high dollars in commercial and not service for general pest control at these facilities. Commercial target customers include: restaurants, day cares, apartment complexes (high rise) and healthcare facilities. Swimming pools, docks and waste management companies offer other prospecting sources. Look for opportunities in drains, floors, exterior dumpsters, and trash shoots. Utilize enzymes to break down the organic debris under equipment, drains, and in floor grout to begin the process of minimizing typical harboring areas for flies, cockroaches, and ants.

### Fly Control

Utilizing fly control both on the exterior and interior of most facilities can be very profitable. Don't sell just Flylights, but sell a Fly Control Program. This can include Flylights, but also Fly Spot Bait, Lures, Fly bags, interior and exterior residual spraying. Sell the program by educating your customers of what flies do with their basic biology. Residex can supply a consumer alert sheet that talks about the diseases that flies are known to carry. Most of these Fly

*Ignite Your Profits Continued in next column*

*Ignite Your Profits Continued on Pg 2*

Programs offer equal or more dollars than standard commercial pest control investments. These programs offer you the opportunity to get your “foot in the door” and compliment it with your current Commercial service programs.

## Odor Control

Increase your revenues by adding odor control to your existing accounts. Be alert when you are visiting your accounts to see where you may be able to help your customers with odor problems. Give your technicians an incentive to upsell a client on odor control. Possible areas include dumpsters, trash rooms, restrooms, gyms, kitchens, smoking rooms, casinos, and restaurants. Your customers will appreciate a solution for odors such as musty mildew, urine, dead rodents, smoke and garbage. You will gain increased monthly revenues from existing accounts.

### TYPES OF ODOR CONTROL SOLUTIONS TO CONSIDER:

#### ANIONS

This is a small but very important segment of odor control. Anions (negatively charged particles) have the ability to attract ions (positively charged particles). Odor molecules are either ions or ride on ions so there is a natural positive to negative attraction that occurs. Odor molecules cling to the surface of the anion until an ion exchange takes place which results in the odor molecule giving up an atom of oxygen or nitrogen. This will deliver a total elimination of an odor producing substance.

**Pros:** Not required to come in contact with the odor source in order to work. Anions last a long time (months).

**Cons:** Do not work instantly, may take one to 48 hours to work.

**Examples:** Earth Care Odor Remover Bags.

#### ENZYMES, BACTERIA, & BIODEGRADATION

This covers the largest and most popular segments of odor control products on the market. Many of these products work well to rid odors. They work by providing enzymes, bacteria, or some means of biodegradation applied to an odor source to consume odor causing agents. They come in liquids or sprays. Some require mixing a concentrated solution, some come in an aerosol can and can be sprayed directly. Apply directly to various odor sources to remove odors such as an area where a dead carcass had been, urine areas, skunk spray areas, etc.

**Pros:** Some work very fast to rid an odor. Enzyme class products can be very effective in absorbing odors.

**Cons:** Must come in direct contact with source in order to work. Does not last long in use. If airborne odors are eliminated and the source is not dealt with odors reappear creating non revenue call backs. May require frequent spraying over a period of about two or more weeks to be effective.

**Examples:** InVade Bio-Zap, Nilodor, Odor Pro

#### MASKING AGENTS

These products use a pleasant fragrance to cover up or over power a foul odor. These are typically used in bathrooms because they are fast and can have a pleasant smell.

**Pros:** Work immediately to provide a more pleasant aroma. If the fragrance outlasts the foul odor they are very effective.

**Cons:** Do not rid odors, they simply cover them up. Can be annoying to people with fragrance or chemical sensitivities. Not long lasting unless a periodic spraying occurs.

**Examples:** SPECKOZ Z-Pro

*Residex can help you Get Started<sup>SM</sup> in these ancillary revenue streams. Training, sales support, and Get Started<sup>SM</sup> kits are available for your use. Ask your local Residex representative today! Stepping out of the box and introducing new products and services to your customer base will grow revenues and build loyalty. Many PMP's are already offering these add-on services and gaining increased revenues and new accounts! Get Started today! For more information contact your local Residex representative or call 800-526-4222.*



## What's **HOT** in Odor Control...

### Earthcare's "Clear the Air" Odor Remover Bags

This product is unique from all other odor control products. Simply hang the bag in a room and it will absorb foul odors. It is effective on a broad range of odors such as musty mildew smells from previously flooded areas or dead rodent odors from a dead rodent trapped in a wall. The bags remove the odor even though the carcass may still be in the wall decaying. Odors are typically gone within 24 hours.

Earthcare bags are a green product and are made from all natural products. They are safe if touched or even if swallowed. The bags do not have to come into contact with the odor source in order to work. The bags do not mask odors they eliminate them and clean the air. The bags are long lasting as well!

### SPECKOZ Z Pro Metered Fresheners and Dispenser

SPECKOZ Z Pro Line chemically destroys molecules of odor. They keep an area continually smelling clean and fresh and can treat up to 6,000 cubic feet of space. Their universal fit allows them to interchange easily into already installed dispensers. They are available in six popular scents: Mango, Pina Colada, Baby Powder, Citrus Bouquet, and Traditional Pine.



## Residex is Proud to Announce that Rick Allen, NY Regional Manager, has earned his Associate Certified Entomologist (ACE)



Rick Allen, Residex NY State Regional Manager, recently passed his qualifying exam to become an Associate Certified Entomologist (ACE).

Residex is proud of Mr. Allen's achievement which goes hand in hand with our philosophy of extending knowledge to the pest management professional. "Rick Allen's achievement is just another example of his commitment to serving his customer base," said Chris Donaghy, President, Residex, LLC.

Rick Allen is a Regional Manager with Residex for over 15 years serving all of New York State. Residex has Sales Service Center locations in Elmsford and Hicksville, NY with 15 others located up and down the East Coast of the US.

An American Promotion...



Buy 1 case of Woodstream Tincats and receive a Case of Mouse M309 Glueboards FREE!

*Available only at Residex during the month of July, 2008.*



**Made in the USA!**

USA Steel  
USA Factory  
USA Workers  
Buy the best...  
Buy American!

**Only Victor Tincats have a patented "no escape" design!**

# residex<sup>®</sup> CALENDAR O F E V E N T S



Residex Training is *By Invitation Only* and reserved for Residex Customers.

## Baltimore, MD

**July 18, 2008** 11am - 3pm *Residex Open House Don't miss Free Lunch for all as well as giveaways, specials and a chance to meet with your manufacturer reps.*

## Hicksville, NY

**July 16th 2008** 6pm-9:15pm *Rodent Control Update 2008 with Bobby Corrigan, sponsored by Bell Labs*

**August 19th 2008** 6pm - 8:30pm *Customer Appreciation Barbecue/Seminar Meet your manufacturer reps, join us for dinner!*

## College Park, MD

**August 27, 2008** 11am - 3pm *Residex Open House Don't miss Free Lunch for all as well as giveaways, specials and a chance to meet with your manufacturer reps.*

## Norwood, MA

**July 17th 2008** 12noon-3:30pm *Residex Annual BBQ & Training Meeting. Join us for training, BBQ, Raffles, Prizes & FREE Giveaways! We will cover Bee & Wasp Control, Ladder Safety & Why Safety is Necessary, Hymenoptera Stinging Issues, Honey Bees & More!*



### Phantom/Termidor Companion Pack Offer!

Purchase a specially packaged case of 2-Btl Termidor 20oz & 2-Btl Phantom 21oz and receive a \$20 instant rebate from Residex! Contact your local Sales Service Manager for special Companion Pack pricing. Offer good while supplies last.

### FMC Spring Savings on Transport & Talstar

Purchase 1 case of Transport 4x7.5oz water soluble bags and receive a \$60.00 rebate direct from FMC. No paperwork to fill out, no rebate form to send in. Simply make your purchase and FMC will send the check in the mail. Offer extended through July 31st 2008

Receive \$8 off instantly from Residex on any Talstar Professional 3/4 Gal. Purchase 4 cases of Talstar Professional 3/4 Gal and receive an extra rebate of \$128 which is \$32.00 per case or \$8.00 per unit direct from FMC. PMP must fill out the rebate form found at [www.fmcprosolutions.com](http://www.fmcprosolutions.com) to receive the rebate. Offer good through July 31st 2008.

### Spring Savings on Bayer Products

DeltaGard Granular 20# Bag - Purchase 1 pallet (48 bags) and receive 10% off and FREE Delivery. Purchase 1/2 Pallet (24 bags) and receive 10% off (1/2 pallets must be picked up or delivered by Residex truck, where available).

10% off every case or 15% off every 3 cases of the following: Suspend SC Pint or Gallon, Tempo 240ml, Tempo 900ml, Tempo 420 gram Ultra.

Purchase \$5,000 worth of any combination of Suspend SC Pint or Gallon, Tempo 240ml, Tempo 900ml, or Tempo 420 gram Ultra and receive 15% off plus extended terms. -Offer good June 1st - July 31st 2008.

Purchase 2 full cases of any combination of Maxforce FC Magnum Roach Killer Bait Gel, Maxforce FC Ant Killer Bait Gel, or Maxforce Carpenter Ant Gel & receive a FREE Maxforce Piecemaker Bait Injector & holster! Offer good June 16th - July 31st 2008.

### Residex Locations

CT • Hartford	888-267-7751
FL • Jacksonville	888-737-0881
FL • Longwood	800-667-7410
FL • Riviera Beach	800-226-3532
FL • Sarasota	800-399-0469
MA • Norwood	800-542-0426
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MD • College Park	800-769-6787
NJ • Blackwood	800-245-5604
NJ • Cranford	800-526-4222
NJ • Saddlebrook	877-354-5988
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NY • Hicksville	800-339-8772
PA • Monroeville	800-828-4339
VA • Richmond	800-782-8629
VA • Vienna	800-247-8528
VA • Virginia Beach	800-542-4384

Get Started<sup>SM</sup> is a Service Mark of Residex, LLC