

Create your own swarms

Uncover additional revenue opportunities with BASF Termite Baiting.

Termite control is a \$1.75 billion a year business. Yet, roughly 9 out of 10 homes do not currently have a termite control contract.* This is your chance to change that with BASF termite baiting technologies.

Termite baiting is the perfect opportunity to introduce termite awareness to general pest control customers. With **Advance**® Termite Bait Stations (ATBS), simply install these discreet stations around the home and wait for termite action. Once termite activity is found within a station, you have the opportunity to upsell the homeowner to an annual bait, liquid, or high-precision treatment. Or, by utilizing **Trelona**® **ATBS** Annual Bait Stations, your customers can have protection at the time of install.

The installation of BASF termite baiting technologies is a powerful revenue-generating tool that can help increase revenue from current general pest control customers without termite service. The advanced technologies of **Trelona** **ATBS** Annual Bait Stations and **Advance** Termite Bait System can help enhance your business while also providing your customers with the peace of mind and home protection they want.

Why BASF termite baiting technologies?

- Premium station design features exceptional bait-to-soil contact to deliver fast hits
- Termite activity within the station is easy for a PMP to recognize
- Low-profile station housing is unobtrusive and attractive to homeowners
- Visible protection reminds homeowners of the valuable termite control service the PMP provides, leading to increased retention rates and satisfied customers

*Gary Curl, Specialty Product Consultant, 2018

Advance®
Termite Bait System

Trelona® **ATBS**
Annual Bait Stations

Before you set up a residential termite baiting program, consider this:

— The Target

Target your current general pest control customers who are familiar with your company and services.

— Sales Approach

To leverage this opportunity, BASF offers highly effective sales tools (e.g., digital and printed homeowner brochures, door hangers) and dedicated BASF sales specialists to partner with you on this new endeavor.

— Service Frequency

Depending on the frequency of your pest control services, you have the flexibility to bundle this offering with quarterly general pest control accounts and/or inspect less often for operational efficiencies.

— Route Expansion

Expect your routes to grow rapidly, as termite control service will increase revenue per stop. With minimal equipment and vehicle, general pest control (GPC) technicians can easily be converted to provide both pest and termite services at any stop on their route (note: some states require termite license in addition to GPC license).

— Reoccurring Revenue

Unlike other ancillary services such as mosquito control, termite bait stations display visible protection and create recurring revenue.

To learn more, visit pestcontrol.basf.us or contact your local BASF sales representative.

Let's do some easy math

For example only

If you have
1,000
current GPC customers
(10% conversion rate to
termite baiting)

=

This may generate
100
new termite accounts
@ \$800 per install
+ \$200 per renewal

=

Which could result in
\$80,000
YR 1 revenue
+ \$20,000 annual
recurring revenue



Advance® Termite Bait System (ATBS)

Cost effective

Inspections easily bundled with quarterly GPC services

No active ingredient until termite activity is detected

Trelona® ATBS Annual Bait Stations

Cost and operational efficiencies

Inspection flexibility

Active Ingredient at time of install

Always read and follow label directions.

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