

Bed Bug Monitoring

Increase Recurring
Revenues



Increase the Equity
in Your Business

The Complete Framework for Starting Your Bed Bug Recurring Revenue Stream

Professional pest management firms perform their general pest services on residential homes according to either an “outside in or inside out” approach. The following turn-key model is easily adaptable regardless of what your approach may be. With bed bugs regularly in the news, homeowners have serious concerns about bed bugs. Homeowners often inquire about the possibility of having an infestation in their home. These concerns are not unfounded as bed bugs are difficult to detect and even harder for an untrained eye, like that of a homeowner, to find and properly identify.

SenSci’s ActivVolcano

SenSci’s ActivVolcano provides the pest industry with an active monitor that detects bed bugs and provides a level of security to the owner of a single family residence. Utilizing the active monitors as part of a Bed Bug Monitoring Program can help uncover bed bugs early on in their introduction to a home, making eventual remediation much easier. Conducting regular quarterly inspections of the monitors naturally lends itself to a new recurring residential revenue stream for the pest management company.

The following model will give you a starting point to create a model that works with your business model.

Implementing a Bed Bug Monitoring Program

- Introduces ongoing bed bug monitoring in areas that an infestation is most likely to occur
- Provides the homeowner full coverage of the cost of treatment in the event bed bugs are found
- Provides an on-going affordable approach to bed bug monitoring and treatment for the homeowner

How the Program Works

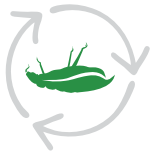
In a three bedroom home, eight (8) SenSci ActivVolcanos are installed with the Activ component, the bed bug lure, being replaced every three months. Two Volcano bed bug detectors are placed at the head of each bed, and two are placed behind each couch. The homeowner may participate in the program by inspecting the active monitors when bed linens are changed, in most cases on a weekly basis. The pest management professional conducts their inspection during their regular, quarterly interior services on the home (assuming a preventive general pest service is being performed).



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A Look at the Numbers

- The pest management company's **cost of installation** will range from **\$50-\$125**.
- The **annual fee as an add-on to an existing contract** generally ranges between **\$150-\$200/year**.
- If bed bugs are detected, a full remediation service(s) are provided at no additional cost. The program also has features to deal with a homeowner finding bugs in their monitors that they cannot identify.

Residential Single Family Homes

One of the more attractive markets for introducing new revenue streams is that of the single family home. There are three sources of potential revenue:

- 1) Homes that are currently under service with bed bugs as an add-on
- 2) Homes that are treated for bed bugs and want on-going protection
- 3) New potential customers who are not under any service

The service includes the installation of ActivVolcanos to detect the introduction of bed bugs along with fully covering the home in case bed bugs are found in the home. The average cost per year for adding on this service will most likely be between \$150 and \$200. However, based on your market and margins the price can vary. Again, that price includes a full treatment if bed bugs are found in the future.

Varying the Model Based on an "Inside Out vs. Outside In" Approach

A significant factor that will affect how you roll out a recurring model is whether you go inside the home at each quarterly visit. There is a large portion of the industry that only treats from the outside or, in colder climates, the company may treat the outside three times a year and come inside just once a year. Depending on how often you are in the home, you can adapt this around the base model or even encourage participation of the homeowner in the inspection of the active monitors.

"Outside In"

The "outside in" pest management program presents some challenges, but you can get around them with some clever tweaks. In our base model, the client becomes an active participant in the program, replacing the Activ bed bug lure packets during the time of the year when you are only treating the outside. In this scenario, the client is taught how to inspect the devices and how to replace the Activ packets. If the client has suspicions about bed bugs found in a monitor they can put the infested monitor in an "evidence bag" (a zip-lock® bag), call your office and put it outside their home for pickup and proper ID. When you arrive, you inspect the device and let the client know what was in the device and also leave them a replacement device.

In this model, in a three bedroom home you will use 8 Activ bed bug lures per quarter, around \$25 per quarter or \$100 per year. In this part of the model, you are providing the lures at cost so you will need to add your margin which will cover your profit and a reserve for treating any homes where bed bugs are found. In our experience, we have found that adding \$50 to \$100 per year will be more than adequate to cover both aspects.



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What if Bed Bugs are Detected?

Part of the fee you are charging should be reserved to cover the cost of performing bed bug treatments. We have found that in most markets less than 5% of the homes will get bed bugs. It will be important for you to analyze your market and project how often you may detect bed bugs along with how much labor it will take to treat.

For instance, if you are servicing 100 homes and you expect 2% to get bed bugs you would be servicing 2 homes. If your cost to treat a home is \$2,000 then you would take:

$$2 \text{ homes} \times \$2,000/\text{home} = \$4,000$$

This amount is then divided by 100 homes, and you would add \$40/year per home for your treatment reserve.

Conclusion

We hope you have found this turn-key Bed Bug Monitoring Model easily adaptable to your general pest services approach. Bed bugs are an on-going concern for homeowners and your role as a pest professional is to help deliver peace of mind to the homeowner by providing ongoing bed bug monitoring services with the assurance that high treatment costs associated with an infestation will be covered should bed bugs be detected.

If you would like to learn more about Activ and Volcano, please visit www.BedBugCentral.com/Sensci.



SenSci Activ Bed Bug Lure



SenSci Volcano Bed Bug Detector



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