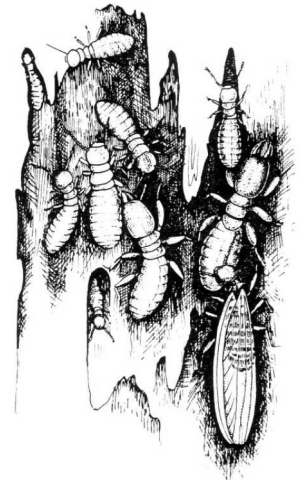


The rather simple design of a termite monitor hides the basic science behind this device. The wooden stake inserted below grade is programmed by nature to attract moisture and ultimately decay fungi. This is the ultimate attraction for termites foraging in the soil.



“Subterranean termites remain active during winter and will feed in moist soil where the temperature is 40° F or more.”

Bill Robinson

The cardboard food source (in the B&G TM-1 Termite Monitor) at the top is designed to attract and hold moisture, to accommodate termites that find the wooden stake and tunnel up for more food. The cardboard becomes an additional food and harborage for the foraging workers. The flat top acts as a slight heat-sink to maintain suitable temperatures even during cold weather.

Season. Termite foraging is in full swing during summer, especially for those species that tunnel close to the surface. When temperature and humidity are favorable, foraging termites can be found in (moist) bark mulch and wood debris at the soil surface. But monitors can be installed any time of the year, including fall and winter. In fall termites remain active and continue to forage as long as the soil retains moisture. Cool air temperatures do little to change their foraging activity. In winter, the top 1-2 in. of soil may be frozen, but below that the soil will be soft enough to take the stake. Subterranean termites remain active during winter and will feed in moist soil where the temperature is 40° F or more.

Location. Sheltered and shaded locations provide extended periods of moist soil and protection from temperature extremes. In open areas, soil moisture is usually low, especially in summer when daytime temperatures are high. Dry and hot soil is not a favorable foraging site for subterranean termites. Monitors in these sites will not be as useful as those in shaded sites. The monitors in shaded sites with moist soil are likely to have activity year round. Monitors in open and sunny locations are likely to have activity in spring and fall.

Soil covers such as gravel and stone, may not seem very favorable for foraging termites and be overlooked as a place for a monitor. But these substrates are quite favorable—in fact, termites eat more cardboard from monitors in stone and gravel ground covers than in mulch. These rock ground covers do a much better job of lowering the temperature of the underlying soil than mulch; monitors in these materials provide a cool refuge for the day-time foragers of subterranean termite colonies.



How to break through the 'glass-ceiling' of market saturation

If termites do \$5,000,000,000 worth of damage annually, why don't we have more market share?

By Robert Heiney

Has the professional pest control industry reached the saturation point? You might think so if you consider only those consumers who already use a pest control service. But as we all know, probably less than 3 out of 10 people use a pest control service in most states except Florida. That means 7 out of 10 people are still potential prospects in most markets. Perhaps it's possible to look at the industry as being full of growth potential instead of saturated.

One area that may not have reached its maximum potential is the termite monitoring market. Termites reportedly do \$5 billion in damage per year to structures which is more than hurricanes, tornadoes, and earthquakes combined. It's easy to see with these statistics that property owners are concerned about protecting their homes and property. And with that concern, comes motivated homeowners who are more likely to purchase a sensible termite monitoring program.

How many might there be?

PCT magazine on-line recently reported that "75% of homeowners have some interest in termite monitoring" and "market research found 80 percent of homeowners would want a professional treatment if termites were found on their property." That means in theory at least, you could walk into any subdivision and 7 out of 10 houses on each block are potential customers.

Discovering new prospects can be as simple as taking a quick walk around the outside of a house in a subdivision.

No termite monitors equals possible new customers.

In fact, savvy pest control company owners are installing termite monitors as a free upgrade to their general pest control service accounts. This is having the effect of stimulating new cash business while increasing customer retention.

Termite monitoring customers are more likely to renew their contract than general pest control service only customers. Every existing customer that renews their contract this year is one less you have to sell next year. And that equates to growth.

With the potential for property damage from termite infestation coupled with the number of homes without a professional termite monitoring program, it's reasonable to suggest that the industry is far from being saturated. Just about every property owner can use a termite monitoring system.

How many homes in your area have one?



- ✓ Find termites
- ✓ Cross-sell new jobs
- ✓ Retain more customers
- ✓ Increase growth
- ✓ Promote your company name

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