One Big Media Company

GOHIGHLEVEL SNAPSHOT · PEST CONTROL

Pest Control Agency Sales Kit

Pitch, outreach, pricing and onboarding to land and keep clients in this niche.

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THE OPPORTUNITY

Selling to pest control

Your buyer: A local or regional residential pest control company with a handful of licensed technicians running routes. Revenue comes from recurring quarterly or bi-monthly service plans, plus one-time treatments, termite inspections, mosquito service and rodent exclusion. The owner wants more plan sign-ups, fewer cancellations and a fuller route in the slow months.

Why they buy:

- Calls come in while techs are on routes, and homeowners hire whoever calls back first.
- Most new customers buy a one-time treatment and never hear about the service plan again.
- Customers cancel quietly, and nobody notices until the route gets thinner.
- Termite inspections and quotes go out with no follow-up.
- Reviews only happen when a happy customer remembers to leave one.

Suggested resale pricing

Setup fee	Monthly
$500-$1,200	$297-$597

Pest control margins come from recurring plans, so tie your value to plans sold and cancellations saved. Charge more when you also run their ads and seasonal campaigns.

Pest control lives on recurring revenue, so sell the snapshot as a service plan growth and retention system rather than lead follow-up alone. Launching the Seasonal Pest Pressure Alert four times a year gives you a built-in quarterly campaign to report on, and each plan it sells adds recurring revenue the owner can see.

CLOSE

Pitch script

Can I ask you something? Of the people who call you for a one-time ant or spider treatment, how many end up on a quarterly plan? For most companies I talk to, it's fewer than they'd like, mostly because nobody follows up once the tech leaves. We set up a system that texts every new lead and missed call within seconds, books free inspections on your calendar, and follows up on every quote with a clear explanation of why a service plan works better than a one-time spray. It reminds customers before every scheduled service so fewer visits get skipped, asks for a Google review after each job, and wins back canceled customers. Then at each season change, when ants, termites or rodents start showing up, it sends a seasonal alert to your leads and past customers inviting them to a free inspection. That fills your route and grows your recurring plans. Could I walk you through it on a 15-minute call?

Cold email

Subject: one-time pest customers

Hi {first name},

How many of your one-time treatment customers end up on a recurring plan?

We set up an automated system for pest control companies that texts every new lead and missed call within seconds, books inspections, follows up on quotes and reminds customers before every scheduled service. At each season change, it sends a pest pressure alert that invites leads and canceled customers back.

It runs alongside your routing software.

Open to a 15-minute walkthrough this week?

{your name}

Cold SMS

Hi {first name}, {your name} here. I help pest control companies turn one-time treatments into quarterly plans with automated follow-up and seasonal campaigns. Worth a quick 10-min chat?

Social DM

Hey {first name}, noticed your company is growing in the area. How do you follow up with one-time customers to get them on a quarterly plan? I set up a system that does it automatically. Want to see it?

DELIVER

Offers & onboarding

Offer ideas for the client

- Free pest inspection with a written treatment plan
- Quarterly service plan with free re-treatments between visits
- Mosquito season package for spring and summer
- Fall rodent exclusion and sealing service
- Annual termite inspection for existing customers

Client onboarding checklist

- Collect: logo, brand colors, business hours, service area, Google review link
- Get access: domain/DNS, Google Business Profile manager, Facebook/Instagram admin
- Phone: buy or port a number, register A2P 10DLC, set up call forwarding
- Import the customer list (CSV) and tag it for the reactivation campaign
- Fill in the 20 custom values and publish the workflows
- Run a live test: submit the form, miss a call, book an appointment
- Book a 30-day results review with the client

KPIs to report monthly

- **Speed to lead**: First contact within 5 minutes of every new lead
- **Lead to inspection rate**: Steadily increase the share of leads that book an inspection
- **Plan conversion rate**: Grow the share of new customers who start a recurring plan instead of a one-time treatment
- **Skipped or overdue services**: Keep overdue scheduled services close to zero
- **Win-backs**: Restart canceled plans every season
- **New Google reviews**: Ask after every initial service and grow reviews every week

General guidance only. This is not legal, tax, medical or financial advice. Results depend on your offer, market and execution.