

PEST PERCEPTIONS REPORT

From hotels to nursing homes, all businesses face a unique set of challenges, and when it comes to pest control, it's no different. While a retail store in San Antonio might be battling termites, the biggest concern for a restaurant in Boston might be rodent control.

Seventy-eight percent of business leaders with pest control in place feel confident their facilities are pest-free, yet 65 percent still feel vulnerable to an infestation. The report also reveals the most commonly reported pests are ants, cockroaches and rodents, yet pests affect each industry differently.

Businesses need a partner with knowledge of these diverse challenges and the capabilities to defend your employees, facility and investment. That's where Terminix Commercial comes in. As a leading pest control provider for over 90 years, Terminix Commercial understands what makes businesses tick and how to protect against pests to help protect your business's bottom line.



Terminix Commercial is committed to putting business first, as demonstrated by our newly-refreshed brand, our 110% customer satisfaction guarantee and unique resources like the following report. It contains information that can help business owners learn about how other professionals approach pest management and trends among commercial facilities. We hope it is helpful to you in considering how Terminix Commercial can serve you as a partner.

Terminix Commercial partnered with B2B International, a third-party market research provider, to research decision makers' attitudes and perceptions of pest control services through a survey and focus groups. The survey reached 900 decision-makers and significant influencers on purchasing pest control in key verticals, including retailers, restaurant owners, hoteliers and real estate property managers across the country.

PEST THREATS FACILITIES FACE

While every commercial facility is unique, business owners report some pests more commonly than others:

MOST COMMONLY REPORTED PESTS ACROSS INDUSTRIES:



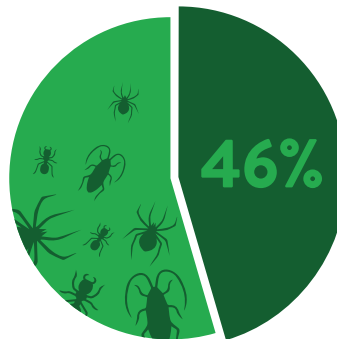
ANTS (21%)



COCKROACHES (18%)



RODENTS (16%)

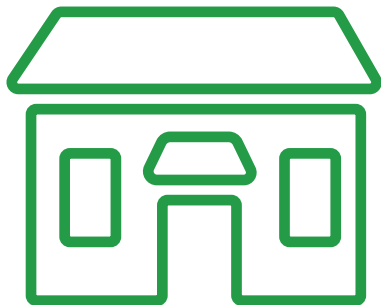


Facility managers in smaller healthcare facilities encounter ants, beetles and spiders more than other pests.*

Small- and medium-sized merchants, such as restaurants, retailers and hotels, report significantly more challenges with pests such as rodents and flies.

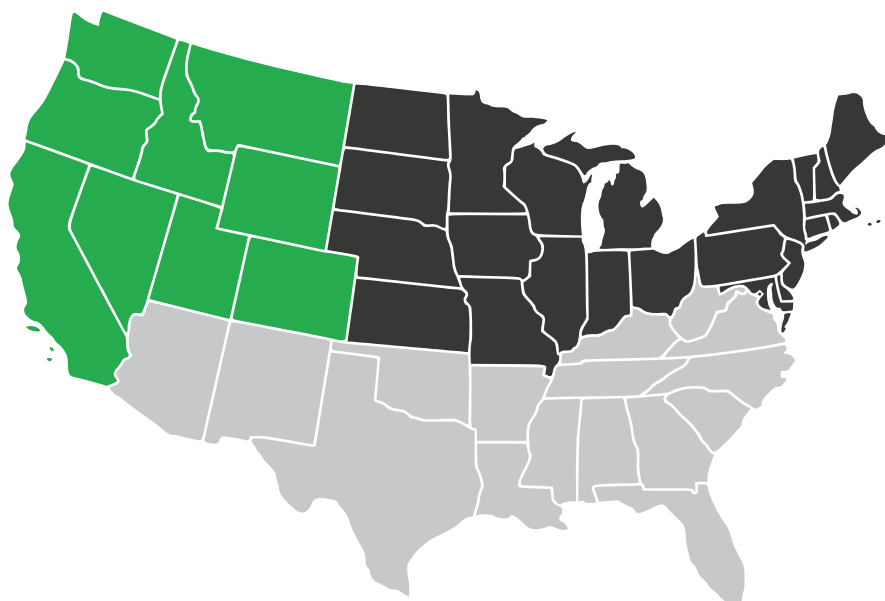


Large-scale retail professionals proportionally encounter more bed bugs than their peers in other industries.



While rodents are an issue for industries across the board, they affect food manufacturing and merchant facilities more than other industries.

From geography to industry, many factors can impact what type of pests businesses encounter.



Businesses in the Western region encounter termite problems more than other parts of the country

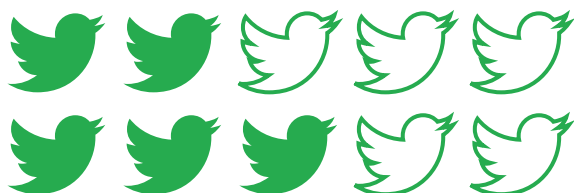
Cockroaches are a particular threat for local real estate facilities and those in the Southern region of the United States

Understanding the unique threats facing each and every business is a critical element of a successful pest management relationship. When considering a pest management provider, ask what pests most commonly affect businesses like yours in your region and how you can best prevent an infestation.

IMPACTS OF AN INFESTATION

When a pest infestation occurs, it can affect a business in countless ways. Business owners cite disruptions to their operation or damage to their facility among the top impacts of an infestation.

For most businesses, the damage to their reputation is the biggest impact.



More than 50 percent of businesses say negative word of mouth causes the most harm.*

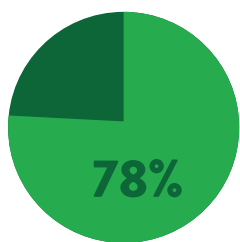
Proper preventative pest control measures help guard against the disruption, loss of hours and inconvenience that an infestation can cause. A qualified pest management professional can assess your circumstances and advise you of the potential impacts pests could have on your facility.



For facilities such as warehouses and food manufacturers, the biggest harm actually comes from operational disruptions.

CONFIDENCE AGAINST PESTS

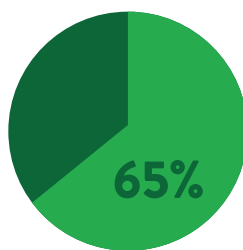
After all businesses do to fight against pests, they want to believe they're doing the right thing to prevent an infestation.



Among business leaders with pest control services currently in place, **78%** are confident their businesses are pest-free.*

However, that doesn't mean organizations aren't realistic about the challenges facing them.

65% of businesses feel vulnerable to a pest incident.*



Furthermore, roughly **1 in 5** business owners don't work with a qualified partner to conduct critical pest prevention efforts.



In doing so, they may be leaving themselves without necessary expertise to protect their business.

Ultimately, even the best preventative plan will occasionally fall victim to relentless pests. That's why it's crucial that every business has a relationship with a qualified pest management partner who understands their unique circumstances to help protect their investment and reputation.

*B2B International Terminix Commercial Segmentation

MOTIVATION FOR SEEKING PEST MANAGEMENT SERVICES

In the face of these threats, business owners report that their foremost concern is sanitation, followed closely by employee safety and preventing potential impacts to their reputation.

1. Maintaining a high level of sanitation



2. Safety of employees and guests



3. Preventing damage to reputation



Food manufacturing facilities are more likely to be concerned with meeting the demands of company policies and audits than professionals in other industries.



Relative to other industries, local real estate companies are more concerned with minimizing potential pest-related losses to revenue.

Understanding what motivates businesses is critical to tailoring the most valuable pest control solution. When selecting a pest management provider, business owners should be sure that their new partner takes the time to learn about their needs and is prepared to deliver.

DRIVERS OF SATISFACTION

Every business owner's approach to protecting their business from pests is unique. Those who work with a professional partner cite several common themes that drive their satisfaction:



Thoroughness of technicians during site visits



Knowledgeable staff

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A brand you can rely on

With the right professional pest management partner in place, commercial facility managers and business owners need not worry about pests taking a bite out of their bottom line.

PROFESSIONALS WITH A PEST MANAGEMENT PARTNER REPORT FEELING:



More confident



Better taken care of



More able to focus on other tasks



More valued by their organization

**To learn how your business can partner
with the most trusted name in commercial pest
management, visit Terminix.com/Commercial
or call 1-877-837-6464.**

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