



INSURANCE MANAGEMENT

Sponsored by Brownyard PCOpro Insurance



Time to Adjust the Sails: How Climate Change is Altering the Pest Control Industry

By John Culotta

When the weather changes, the phones at pest control businesses start ringing. Different pests come out of hiding or hibernation to find their new home, food source or hunting ground. As a result, clients see an increase in activity and call in the pest management professionals (PMPs).

Climate change has brought a new meaning to such weather shifts, transforming the patterns in pest activity that PMPs are accustomed to seeing.

More Pests, Business and Challenges

There are many pests that thrive in warmer weather. Mosquitoes, ticks, ants and a host of stinging insects come to mind. As climate change drives temperatures higher and sustains warm weather for longer periods of time, these pests develop and reproduce faster, and build immunity to weather-related circumstances that historically kept populations down such as frost, temperature and even disease. Such strong periods of growth contribute later to the percentage of pests that survive the winter, ultimately contributing to higher year-over-year pest growth.

An increase in pests, and their immunity, will have an impact on many industries like agriculture, limiting crop production or public health, with an increase in disease transmission as noted in a recent, exclusive report from [The Washington Post](#). Pests are more than a simple household nuisance; they can also be a major threat to society.

Such an uptick in pest activity presents greater opportunities for PMPs, as consumers turn to them for pest mitigation over longer periods of time. But with these opportunities also come new challenges PMPs may not have faced or be prepared to face, including:



The ♥ of
Our Business
is YOU

Insuring your business
is at the heart of ours.

Contact us for a
no-obligation quote:
888-609-4378.

BROWN YARD®
PCOpro

LEARN MORE

Employee Recruitment: One challenge resulting from an increase in business is the requirement to hire more employees, potentially in markets where talent is difficult to find. Pest control organizations will face the additional expense of hiring new staff, along with the added risk that new staff may not be properly trained or qualified. When hiring for growth, pest control business owners should maintain diligence in checking that potential candidates have the proper qualifications. Importance must also be placed on providing comprehensive new employee training.

The advertisement is a vertical rectangle. The left half features a photograph of a person in a blue shirt and gloves, kneeling on a wooden floor and applying a substance from a small container. Two hands are superimposed over the photo, forming a heart shape around the person. Below the photo is the 'BROWNYARD PCOpro' logo, with 'BROWNYARD' in black and 'PCOpro' in red. At the bottom of the left half is a black button with the text 'LEARN MORE' in white. The right half of the advertisement has a red background at the top with the text 'The ♥ of Our Business is YOU' in white. Below this is a black background with the text 'Insuring your business is at the heart of ours.' in white. At the bottom of the right half, it says 'Contact us for a no-obligation quote: 888-609-4378.' in white.

The ♥ of
Our Business
is YOU

Insuring your business
is at the heart of ours.

Contact us for a
no-obligation quote:
888-609-4378.

BROWNYARD
PCOpro[®]

LEARN MORE

Scaling for Growth: As PMPs gain new clients or field an increase in calls from existing clients, they will have to scale their entire organization. This includes not only bringing on more talent, but ensuring there are enough vehicles in the company fleet, enough

resources for mitigating pests, and the right coverage to protect their organization against liability. For example, as an organization grows, its insurance coverage needs will also grow, and the existing policy may no longer meet its needs. As pest control organizations scale for business growth, they should keep any changing needs top of mind and work with partners and vendors where possible to adapt to meet these needs.

Do Your Part: PMPs are increasingly called upon to field more calls thanks to climate change. Thus, they must also consider green management tactics to ensure they are not contributing to the greater environmental issues. This might mean learning new tactics, exploring alternative products and more. Trial and error will be a crucial tactic to find the most effective low-impact strategies possible.

PMPs must look to “adjust the sails” and ensure their businesses are prepared to correctly manage and mitigate an increase in pests.



John Culotta is program manager of PCOpro, the pest control operator program at Brownyard Group, a leading administrator providing specialized insurance coverage for select industry groups. He can be reached at jculotta@brownyard.com or by calling 888-609-4378, ext. 122.

PMP's Direct To You provides pest management professionals with educational refreshers on timely and critical topics essential to operational

success. This content is not to be used as a substitute for obtaining legal advice from an attorney licensed to practice where you live. See our archives for more content at mypmp.net/direct-to-you-archive.

This newsletter was produced by North Coast Media's content marketing staff in collaboration with **Brownyard Group**.

BROWNYARD GROUP

MORE ON INSURANCE