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Staying Ahead of the Curve: Brownyard's Industry Advice for the New Year

By John Culotta

In 2025, the pest control industry, like many others, will focus on new innovations to solve existing and emerging problems. Investments in resources such as new technologies and environmentally friendly pest control options will help pest management professionals (PMPs) meet and exceed customer expectations and better prepare for unexpected weather patterns, among other challenges. Savvy PMPs looking to get ahead will want to educate themselves on these trends and the resources available to prepare for what comes next.

Looking Back to Look Ahead

As in 2024, we will continue to see advancements in artificial intelligence (AI) and data collection impacting operations and customer service, as well as continued struggles to attract and retain quality talent. The past, as they say, can also be prologue. That said, there are also some new trends to look for in 2025, including:

- **Customer expectations.** The 2025 *Pest Management*

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Professional (PMP) Magazine State of the Industry [survey](#) shows that customer retention will be a clear priority in 2025. In fact, 95 percent of respondents claimed they expect to retain more than 75 percent of their customers. To do so, PMPs will need to focus on customer expectations. Consumers are looking for increased value in the year ahead — and brand loyalty is not expected to be a driving factor. Increasing communications with customers via resources such as surveys, text messages and marketing emails will allow PMPs to gather feedback, set expectations and better engage customers. Building room for frequent touchpoints between PMPs and customers, outlining services, explaining what to expect and asking about the client's experience can help improve customer satisfaction and demonstrate value.

- **Green or environmentally safe options for treating pests.**

Survey respondents also cited a considerable shift in focus toward the health and safety of the public. This shift includes PMPs and customers looking for more eco-friendly pest control offerings. While eco-friendly products are a good option to protect the environment and are generally safe for humans and pets, these chemical alternatives can sometimes be less effective against the target pest. This can lead to unhappy customers. Fortunately, PMPs can tap into a wealth of information about traditional and environmentally friendly pest control options. By becoming educated on the available products, they can make informed decisions regarding pest management and better explain product recommendations to their clients.

- **Technology and AI.** It is likely that the research and exploration of technology conducted in 2024, particularly AI, will shift in 2025 to a development and adaptation phase. PMPs searching for financial efficiencies and insights into customer desires should thoroughly investigate new technology options with specific goals. Do your research, ask questions, talk to colleagues and lean into the data. Then, invest in the technology software that makes the most sense for your organization.

- **Seasonal changes.** Unseasonably warm weather can spell trouble for the pest industry. A warmer winter can mean larger-than-expected insect growth the following spring. This will create more demand for pest control services but can also lead to more

callbacks if PMPs cannot control the outbreak. To avoid unhappy customer experiences, stay connected to local and industry sources to understand recent pest patterns related to weather changes. And, of course, consider focusing on finding the source of such outbreaks and start mitigation strategies from there.

Additionally, year-round warm weather has created harsher-than-ever natural disasters like hurricanes. These weather patterns can create business interruptions, among other problems, for pest control companies. Having protocols and procedures in place and marketing strategies to fuel new business helps PMPs navigate these challenges and see them as opportunities.



With the new year comes new challenges, but 2025 will also present valuable opportunities. Changing weather patterns may bring new customers; evolving technology can create financial efficiencies. Environmentally friendly options can boost customer satisfaction. Take advantage of these opportunities by partnering with the right experts, like specialty insurers, who understand the industry and have experience in the space and can share best practices that help your business evolve into the future.



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