

10 REASONS TO OFFER INSULATION REMOVAL & REPLACEMENT SERVICES



Insulation removal and replacement services can be a profitable add-on business for pest management and wildlife management professionals.

Why are insulation and wildlife removal and insulation application a natural fit for busy, revenue-motivated pest management and wildlife management professionals?

Here's why:

1. You are typically the first on the "scene of the accident" and are in the perfect position to describe the problem and provide a solution for your customer. Typically 70% of visits include an attic inspection. Animals enter homes and attics leaving fecal matter, urine, fleas, lice, and mites, often damaging or destroying the attic insulation. The overall problem is that animals can compromise the health and comfort of our number one investment, our home.
2. Your customers need this service whether they know it or not. Damaged insulation costs homeowners every month in higher heating and cooling bills as well as more wear on their heating and cooling units since these units have to work harder to provide the same comfort. If you take a minute to educate your customers and let them know in advance that you will be inspecting their insulation, the sales will come.
3. Profit margins make it worth it. Gross profit margins can range from 70 to 90% for this type of work and will generally bring in about \$250+/hour.
4. Tax Credits or local rebates may be available. Always let your customer know that they may be eligible for any Federal, State, or local tax rebates. Local utility comes often offer energy saving incentives for adding insulation in attics.
5. Homeowners insurance may pay the removal and replacement cost of damaged insulation. Some homeowners insurance will pay for damage done to insulation by certain animals, including raccoons, bats, and pigeons.
6. Finding time to do the job is not an issue. There is equipment available that can be paid off after doing a handful of jobs. What once took days to complete by hand or with a shop vacuum now takes only a few hours with a commercial grade vacuum removing over a ton of insulation in an hour. Since the PMP crew is already staged onsite, installing fresh insulation is a logical, profitable step in the process and can usually be completed in no more than half a day, generating even more revenue.
7. Most homes are under-insulated. Department of Energy recommendations average R-49 in almost all states. Almost all homes will benefit from adding additional insulation on top of the existing insulation if a removal is not necessary.
8. The competition is almost non-existent. Insulation contractors don't have the training or licenses to handle wildlife or pest management problems.
9. Labor is a non-issue when you contract with a local staffing company that will provide fully insured workers for a day or two. Specify the work to be done and the type of employee you need for the day and you won't have to pull your current staff off other paying jobs.
10. Getting started is easy! Support is only a phone call away. Pest Control Insulation, LLC offers turn-key programs. We offer equipment packages, inspection forms, sample contracts, training materials, sales literature, and certification courses.