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# Franchise Opportunity

## Outside is fun again.



# Hot franchise opportunity



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***Overwhelming growth in public demand for eliminating harmful mosquitoes, ticks and other outdoor pests has opened an exciting window of opportunity – you're invited to learn more!***

Mosquito Joe® is pleased to acquaint you with an opportunity that only comes around once in a very great while – a chance for your business to offer a high demand service and have your neighbors happily reporting that “Outside Is Fun Again.”

You can become a vital part of the new industry leader quickly becoming the fastest growing outdoor pest control business in the nation. Timing is everything – during the past several years the national media has made the public more aware of the potential health risk associated with mosquitoes and ticks. As the community's solution for mosquito control, Mosquito Joe is a very well capitalized franchisor that is dominating growth in this emerging industry.

Becoming a Mosquito Joe franchise partner enables you to build a successful business, with recurring revenue streams, serving both residential and commercial customers. Mosquito Joe offers attractive franchise opportunities for both single unit and multi-unit operations.

Qualified individuals can take part in this unique opportunity in the huge emerging outdoor pest control marketplace. The future is bright for Mosquito Joe and it has opened an exciting window of opportunity for you!

The cornerstone of our success is outstanding franchise partners coupled with a comprehensive support system outlined as follows:

**DISTINCTIVE BRAND NAME** – Simply the best name in the business – it works!

**INTEGRATED FRANCHISE MANAGEMENT SYSTEM** – Our integrated system utilizes best in class, cutting-edge software unique to the industry to cut operating costs and make customer recruitment, marketing, scheduling, accounting and training easy for franchise partners.

**LOCAL & NATIONAL MARKETING** – Powerful marketing system proven to recruit and maintain customer loyalty via online marketing strategies, social media, public relations, direct mail and community event marketing.

**MoJo UNIVERSITY** – Extensive training program to help ensure a successful startup and ongoing multi-level training for owners and managers.

**NATIONAL CALL CENTER SUPPORT** – Structured call center operations to help our franchise partners with enlisting customers and maintaining world-class customer service.

Now is the ideal time for you to become involved! We will follow up with you to discuss your options for joining the Mosquito Joe family.

Sincerely,

Lou Schager  
President/CEO, aka Head Joe

**MOSQUITOJOEFRANCHISE.COM • 1-855-JOIN-JOE**



# Be part of a high growth industry with



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**There's never been a better time to invest in a Mosquito Joe franchise than right now. The need for mosquito control is top of mind these days due to the threat of insect-borne illness. The mosquito control industry is an emerging, high growth market experiencing widespread acceptance as a service homeowners and businesses value and desire.**

#### **Joe has done the heavy lifting for you.**

With a catchy name, the capital and an incredible team in place to support our franchise partners, we put deep franchise knowledge and extensive skills across marketing, operations, finance and customer service to work for you.

#### **Joe is committed to the success of local ownership.**

Our culture is one of mutual achievement and we are committed to serving our franchise partners every step of the way with marketing support, call center support and ongoing training.

#### **You can be your own boss with Mosquito Joe.**

Using your talents to build your own success is not always easy. Mosquito Joe provides the independence of running your own business with a strong foundation of guidance and support from an established corporate office.

Our proven system offers franchise partners the benefits of an established brand and the chance to start up quickly. Because you don't have to re-invent the wheel, the risk of making mistakes is low, with solutions already in place to recruit and service customers. Marketing materials carrying our catchy name and tag lines and proven effectiveness make filling your service schedule easy.

#### **It's work that fits your lifestyle.**

A Mosquito Joe franchise is a seasonal business opportunity that can be run from virtually any home or office. It's a great stand-alone business or a nice complement for an existing home-based business.

#### **We're also a clean operation.**

Our technicians use state-of-the-art equipment to deliver EPA-registered solutions to outdoor spaces. No crawling under houses or wrestling with difficult systems. Sometimes, it's literally a walk in the park.

#### **Your success is only limited by your willingness to roll up your sleeves and get going.**

Unique discount programs and a low franchise fee make Mosquito Joe a truly affordable business opportunity. Single franchise territories and area development opportunities are available, and Mosquito Joe offers help with arranging financing.

#### **Providing an effective solution wins repeat business.**

Your long-range profit potential is high with Mosquito Joe, as residential and commercial customers continue to want mosquito control throughout the season and year after year.

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# Mosquito Joe is with you all the way



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**Mosquito Joe has a strong reputation and a recognized brand name helping build demand for your business. Here are just some of the benefits provided for Mosquito Joe franchise partners.**

**A recognized brand and a catchy name.** Mosquito Joe is the best name in the business - easy for consumers to remember and instantly communicates friendliness. Our brand promise, "Outside is Fun Again," keeps smiles on our faces and those of our customers.

**Marketing programs that make customer recruitment easy.** Each franchise starts up with a full array of promotional materials and proven marketing strategies to get the word out about Mosquito Joe, so you can focus on delivering service.

**Call center support.** When customers call, we help franchise partners be responsive. The MoJo Line is always ready to receive calls when you or your manager can't, establishing customer loyalty early on.

**Training to help you excel.** Before launching your mosquito control business, you will spend time at Mosquito Joe's headquarters in Virginia Beach, VA, to complete our extensive training program. Your education at MoJo University is comprehensive, from operation of equipment and regulatory compliance, to marketing efforts and best business practices. Learning and maintaining Mosquito Joe's high standards of quality service is key, with ongoing training available.

## A proven formula.

**Everything is in place for your Mosquito Joe success.**

-  **exploding outdoor pest control market**
-  **low franchise fee**
-  **low startup costs**
-  **marketing that works**
-  **national call center support**
-  **help in finding and keeping customers**
-  **proven support and management systems**
-  **support for securing financing**



## IT'S GOOD TO HELP OTHERS!

Mosquito Joe provides a service that improves the quality of life for people in your community.

Customers are overwhelmingly grateful for the chance to enjoy time together outside without the worry of being bitten or exposed to disease.

Becoming a trusted partner in helping people enjoy their lives more is an added reward. Talk about good karma.



# From our franchise partners



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"I was looking for an opportunity to be in business for myself and fell in love with the Mosquito Joe concept, from the service it provides to the branding it offers and the people running the franchise system. The business model is easy to understand and execute and the web-based software allows you flexibility to manage on the go."

**Chris Cookman, Navy Veteran, Manufacturing Manager**  
*Running his Joe as a family business*  
**Mosquito Joe of Macon and South Atlanta, GA**



"The support by Corporate has been outstanding. It is very clear that they are aware that the success of Mosquito Joe is very much tied to the success of each individual franchisee."

**Kurt and Melissa Godwin**  
**Mosquito Joe of Baltimore and Annapolis, MD**



"I always wanted to own a business and when my wife and I found Mosquito Joe, we saw incredible potential. Our plan was to work hard running the business on the side so that I would eventually be able to quit my job and run Mosquito Joe full-time. I was ecstatic when that day came a year earlier than planned, exceeding my expectations for the growth and success of our business."

**Brad and Stephanie Simon**  
**Mosquito Joe of Arkansas**

**Hear more from our franchisees by visiting our YouTube channel.**  
**[YouTube.com/MosquitoJoeCorporate](https://www.youtube.com/MosquitoJoeCorporate)**

Year after year new franchise partners learn that Mosquito Joe enables you to build a successful business with recurring revenue streams serving both residential and commercial customers. You could be next!



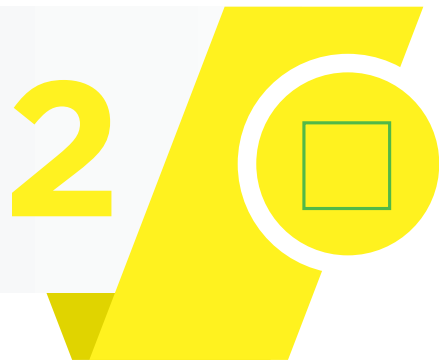
# Getting started as a franchise partner



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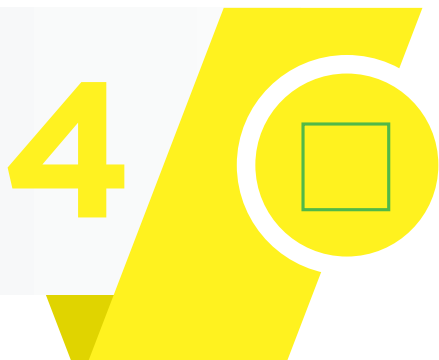
Complete and submit our online inquiry form at our website, [www.MosquitoJoeFranchise.com](http://www.MosquitoJoeFranchise.com). A franchise development representative will contact you with additional information about our franchise opportunity and answer your questions. Congratulations - you've already completed this step!



Begin our mutual evaluation process, starting with an introductory webinar hosted by our Brand President, Lou Schager. Lou will explain how you can (and should want to) be part of the vision for Mosquito Joe's future. If you like what you hear, submit a Request for Consideration form to your franchise development representative.



Next, you'll be invited to attend more webinars, where we'll get into the details to determine if this is the right opportunity for you. Your franchise development representative will be available to assist you with any questions throughout the process.



Complete your Confidential Franchise Application to move forward after careful review of the opportunity.

Now, our relationship is getting serious. Once you've made it this far it is time for us to really take a close look at each other. You will be asked to take the MoJo Ownership Assessment and Qualifications Page (application). You'll then be invited to meet our family at Mosquito Joe Headquarters in Virginia Beach, VA. Get a tour, experience our culture, ask any final questions, and plan your future with Mosquito Joe. **Just make sure you plan extra time for the beach during your stay; it's only a short drive away.**

Attend and complete our Franchise Partner Training program at MoJo University once all approvals have been made and fees submitted. Now you can start the process of opening your own Mosquito Joe franchised business.

**CONGRATULATIONS ON BECOMING  
A FULL-FLEDGED JOE!**

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## **To find out if Mosquito Joe is right for you, you'll be invited to attend a MOSQUITO JOE DECISION DAY**

**You will join us at our Virginia Beach, VA, headquarters to:**

- Meet our Brand President, Lou Schager
- Spend time with the Mosquito Joe team
- Review our advertising and marketing programs
- Tour our facilities
- See a live demonstration of our scheduling and dispatch systems
- Observe a technician demonstration
- See the service delivery vehicle and equipment
- Learn about our management training, startup coaching and ongoing support program
- Ask all remaining questions and get answers

**We place a high value on the time and expense you invest to attend a Mosquito Joe Decision Day and want you to be fully informed and comfortable with the opportunity. Like you, we take this decision process very personally and willingly put our reputation on the line. When you complete the appropriate steps to receive a Decision Day invitation from us, it means we think you may have the qualifications we are looking for.**

**A Decision Day is the final step where we get to know each other better and you experience what it is like to be one of our Joes. After the visit, you should know if this is the life-changing opportunity for you.**

Our franchise development department will be in contact with you throughout your process of exploring the Mosquito Joe franchise opportunity, offering guidance every step of the way.

Don't leave any question unanswered as we get to know each other!





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## NEWS, HEADLINES AND PRESS

We love seeing our name in lights - or in ink - so we thought you would too. Please enjoy some recent press articles about Mosquito Joe and our wonderful (and growing) family of franchise partners. Perhaps you'll be our next Joe to be making headlines!

To read more of the latest press on Mosquito Joe, visit  
**[MOSQUITOJOE.1851FRANCHISE.COM](http://MOSQUITOJOE.1851FRANCHISE.COM)**





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1850  
March, 2017



06:11 PM • 03/21/17

## Success for Mosquito Joe in Tampa, Florida Leads to Multi-Unit Development

*Franchisees Blaine and Kristin Cardinale Continue Adding Service Territories Ahead of Schedule to Meet Demand*

BY: HANNAH KRAMER - MOSQUITO JOE CONTRIBUTOR

When Blaine and Kristin Cardinale signed an area development agreement with Mosquito Joe in 2014, their plan was to open one territory in 2015 that would primarily serve Clearwater and St. Petersburg, Florida. From there, the team would add one territory per year as business grew.

Now, heading into spring 2017, the Cardinales are already ramping up operations for service in five territories just two years after the launch of business.

"We weren't shy about going into the Tampa area," Blaine Cardinale said. "Originally, we thought we could serve territories that we didn't yet own if a customer requested service, but we realized if someone else bought the rights to the territory, we would have to give up those customers. That really influenced our decision to grow more quickly."

For the Cardinales and their team, customer acquisition happened largely through word-of-mouth recommendations, leading to the fast-paced growth they have experienced in the Tampa area. As demand for Mosquito Joe's services grew, the Cardinales recognized a need to add more of the brand's service vans and service routes at a faster rate than they originally anticipated. This also meant onboarding more high-quality talent to work with customers.

"One of my biggest pieces of advice for other operators exploring multi-unit operations would be to front load talent," Cardinale said. "Bring on people who care about their jobs, pay them so that they're happy and will do small extra things for clients to build a loyal customer base and maintain a positive reputation for the business."

Cardinale's growing knowledge for small business success started when his family relocated from Ohio to Florida in 2001 to run Belleair Storage of Florida. Today, he and his parents, Randy and Amy, continue to oversee the storage facility while Blaine and Kristin run Mosquito Joe. Blaine is also a pilot in the Navy Reserve, and graduated from the US Naval Academy in 2004. He became a helicopter pilot in 2006 and discontinued Active Duty in 2014.

The Mosquito Joe brand takes pride in helping veterans find new purpose in giving back to their community by using the same skill set the military gave them to own their own business. Veterans like Cardinale have natural leadership and critical thinking abilities that make them successful franchisees.

"The Mosquito Joe corporate team has been trustworthy from the start," Cardinale said. "They're genuinely good people and care about our growth. Every time I talk to Kevin Wilson, it is a mentorship experience and he is great about reminding us to look at the big picture rather than getting caught up in worrying about tomorrow."

For entrepreneurs like the Cardinales, the guidance of a corporate franchise structure balanced with an ability to grow and modify their business to fit the local needs creates a recipe for success.

"We want to fill up the state of Florida with Mosquito Joe's services," Cardinale said. "Even if we're not the operators opening new territories, we want whoever does to be successful. As a franchise system, we only succeed when everyone succeeds and we are only as strong as the weakest link."

## Colorado Springs Business Journal December, 2016

For veterans who want to transition from the military, leverage their leadership skills and become business owners, but don't want to start from scratch – franchising might be the perfect route.

Franchise owners purchase the name and run a location of a chain business. They can be their own boss and operate a company, but also have the benefit of support from corporate leaders and coaches.

Through a franchise system, the business' marketing and products are already established. Most franchise owners don't need prior experience in the industry of their choice. Franchise options run the gamut from restaurants to retail, from auto repair to real estate – and the list goes on.

Owners pay an initial franchise fee and ongoing royalty payments (a portion of the profits) to the franchisor. And here's where veterans have an advantage: A number of companies offer a discount to veterans to provide them jobs and utilize their skills.

El Paso County has a population of 80,000 veterans and 40,000 active-duty personnel, with a large number leaving their military positions and looking for opportunities to stay in Colorado Springs.

According to some franchisees, companies are becoming more interested in working with former services members because of their valuable skills and to expand the company's presence – including Mosquito Joe, a national mosquito-control business that just opened its first location in Colorado this year.

### MOSQUITO JOE

Founded in 2010 and based in Virginia Beach, Va., the home service company provides services to repel and kill mosquitoes, ticks and fleas for residential and commercial customers, with roughly 170 locations in 29 states.

So far, its only location in Colorado is in Greeley, but the company is interested in Colorado Springs for further development, according to CEO Kevin Wilson.

"Our location in northern Colorado is doing very well and was started by a veteran franchisee," he said. "Most veterans make good franchisees because we give them a roadmap. They know how to follow a plan and execute."

Military veterans own about 17 percent of the company's franchises; Mosquito Joe hopes to reach 240 locations in 30 states next year.

People interested in owning a franchise must have a total initial investment of \$94,500, including a \$25,000 initial fee, with \$2,500 of that waived for veteran owners, Wilson said.

**Through the VetFran program, veterans can browse 600 different companies that offer special assistance and discounts. For more information, go to [vetfran.com](http://vetfran.com).**

"About 22 of our franchises are owned by veterans who are hardworking, take ownership, accountability and appreciate our support and guidance," he said. "We have franchisees from all military branches – excluding the U.S. Coast Guard – and really value them."

Franchise owners have access to in-person training and an abundance of resources in the company cloud, as well as a franchise coach.

"Their coach is their first point of contact who visits them twice a year and is always available as a resource," Wilson said.

The company conducts a thorough screening process for potential franchise owners, including meetings with corporate staff to make sure they're a good fit, he said.

"Recruiting franchisees is the hardest thing we do because in the beginning, candidates put their best foot forward, and it doesn't always work out. But veterans who've been Army Rangers, Navy Seals or along those lines often possess valuable traits that are important and appealing to us," Wilson said.

Franchising with Mosquito Joe can lower potential business owners' risk of losing money and the business going under, Wilson said.

"I tell them, 'You're in business for yourself, but not by yourself,'" he said. "They will have our support. We develop the system, products and marketing materials – it's like business in a box."

### FREEDOM IN FRANCHISING

For Hand and Stone franchisee Douglas Paul, the spa industry is an entirely new career path.

After serving in the Army for 27 years, he decided he was tired of military travel and ready to transition into business.

Paul opened the first Hand and Stone in north Colorado Springs in July, but it took him a year to get it up and running. He said his biggest challenge was working the backside of the business, including working through construction costs and delays, and securing loans.

But Paul said he's received good input from a number of sources along the way, working closely with a Hand and Stone regional developer to work out details of the spa, and a franchise coach to lay out details of the business.

Initially, he said he looked into buying a gym franchise, but soon realized the market in Colorado Springs was pretty saturated.

"While deployed in Kabul, Afghanistan, I noticed a lot of soldiers utilizing spa and massage services on a few bases to relieve anxiety and stress," he said. "I've been a big believer in massage for natural relief and muscle/body issues."

Paul came across the Hand and Stone business model and said he was impressed.

"When I met with corporate leaders they seemed to really know the business and had franchisees of their own," he said. "I liked the brand services and business model they offered and decided it was for me."



Hand and Stone franchisee Douglas Paul



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**Miami Herald**  
September, 2016

**prweb**  
July, 2016

SMALL BUSINESS SEPTEMBER 9, 2016 12:47 PM

## Mosquito control businesses in high demand as Zika fears mount

BY NANCY DAHLBERG  
[ndahlberg@miamiherald.com](mailto:ndahlberg@miamiherald.com)

Despite the Zika scare, some South Florida companies are doing well: Those in the business of mosquito control have seen customer interest skyrocket.

Yoel Gutierrez is co-owner of a Miami-Dade Mosquito Joe franchise that opened in October 2014. Last spring, business began climbing. August was off the charts.

Without doing any Zika-themed marketing, he said his calls were up four-fold over last year. Many came from expectant mothers and families; some were from commercial customers such as hotels and parking lots.

Although Mosquito Joe's spraying service typically keeps the property protected for two to three weeks, depending on whether clients choose organic or synthetic methods, Gutierrez said he has been fielding requests from current customers for more frequent service along with potential new customers.

**READ MORE: Zika takes big bite out of Miami economy**

To meet the demand, in the past month he has doubled his employee count to eight, bought another truck and added an ATV sprayer to do larger properties. "And another truck is on the way," said Gutierrez, who jumped from an IT career to owning the franchise.

Steve Jenkins has been in the mosquito control business for 15 years but had never seen an August as busy as last month.

"Calls were up three times over last August and we are booked out two to three weeks," said Jenkins, noting that the majority of the calls came from Miami-Dade. "People are nervous."

Jenkins' company, SWAT Mosquito Systems, is addressing the mosquito-transmitted Zika with misting systems for South Florida homes and businesses.

As the company explains it, Pyrethrum, a solution derived from chrysanthemums that is deadly to mosquitoes, is misted for approximately 30-60 seconds, three or four times per day. The spray directly affects the nervous system of biting insects, which kills rather than just repelling.

The misting system, which can be operated through an app on a smartphone, typically costs about \$4,000 to install and another \$1,000 a year to operate.

Jenkins said he hadn't considered doing Zika-related advertising, but he may reconsider because people are looking to do whatever they can to limit their chances of contracting the disease. "When we started doing this, our intent was to give you a way to enjoy your backyard," said Jenkins, who employs about 25 people.

Bigger companies are gaining, too.

A spokesman for CVS said its South Florida pharmacies have seen an increase in sales of insect repellent but declined to name a specific number.

And Aileen Marty, a professor of infectious diseases at Florida International University, said she hoped the disease would stimulate research at healthcare companies in South Florida.

Nancy Dahlberg: 305-376-3595, @ndahlberg

## Mosquito Joe Recognized by Leading Industry Publications as Top Franchise Opportunity for 2017

Entrepreneur Franchise Business Review and Franchise 500 list feature the growing brand in their covered annual rankings.

VICTORIA BEACH, VA (PRWEB) FEBRUARY 22, 2017

Mosquito Joe has been ranked in the top 10 in the pest control industry since it began franchising in 2013. Its unrivaled service makes the outdoors fun again—the brand's thorough sprays and backyard treatments create a strong barrier between families and mosquitoes. That's why it's no surprise that consumers across the country are increasingly relying on Mosquito Joe to rid their yards of pests. Especially via mosquito-borne illnesses like West Nile and the Zika virus continue to pose a threat, demand for the brand's service is at an all-time high. But that real demand isn't limited to consumers—Mosquito Joe's franchise opportunity is also growing at record-breaking rates. And the franchising industry is taking note.

Mosquito Joe has been ranked number one in category and number 91 overall on Entrepreneur's 2017 Franchise 500 list. The brand earned that spot through a combination of its affordable costs and fees, impressive size and growth, strong support, promising brand strength and financial strength and stability. After receiving nearly 1,000 applications, Entrepreneur recognized that Mosquito Joe's franchise opportunity stood out as one of the best for the year ahead, especially in the maintenance services segment.

"We're incredibly excited and honored to be ranked so highly on Entrepreneur's coveted Franchise 500 list. As a corporate team, we're constantly working to improve our systems for our franchisees, so it's great to see that hard work being recognized," said Kevin Wilson, Mosquito Joe's CEO. "We're going to use this ranking as a surge jumping off point for the new year—Mosquito Joe will build on the momentum Entrepreneur's ranking gives us by continuing to introduce top-tier franchisees into our system in communities across the country."

Entrepreneur isn't the only industry publication recognizing Mosquito Joe's strong potential for growth. In 2017, The Franchise 500 and Entrepreneur also named the top 100 Franchise 500's list of the new year's fastest growing franchises. Not only does the number one ranking signal that Mosquito Joe is experiencing rapid expansion, it also shows that the brand is creating an environment in which its franchisees can thrive.

It's clear that Mosquito Joe's existing local owners back up that claim. The brand was also named one of the top 100 franchisees of 2017 by Franchise Business Review. This ranking differs from the Franchise 500 and Franchise 500 in that it's determined based on feedback from existing franchisees. That means Mosquito Joe's owners gave the brand high scores when it comes to franchisee satisfaction.

Heading forward into the new year, Mosquito Joe plans to build on the momentum provided by these coveted rankings. With plans to partner with even more franchisees in key development markets like Dallas and Washington in the first quarter of 2017, the team will continue to position itself as the leading pest control franchise. And with 170+ units already successfully operating, it's clear that the brand's system is working.

"Our goal for 2017 is to continue working with top quality franchisee candidates. The passionate and dedicated local owners currently operating in our system are ultimately the reason we received such high ratings from Entrepreneur, Franchise 500 and Franchise Business Review. That's a trend we want to continue," said Angela Paulus, vice president of marketing at Mosquito Joe. "We're looking forward to expanding our footprint and growing in new territories throughout the new year."

### ABOUT MOSQUITO JOE

Virginia Beach, VA-based Mosquito Joe provides mosquito control treatment to residential and commercial customers nationwide. Technicians are trained mosquito control experts dedicated to getting rid of mosquitoes so people can enjoy being outside again. While each Mosquito Joe is an independently owned franchise that offers customers reliable and effective service from a trusted community member, it is also backed by a national network of technical expertise. For more information or franchising opportunities, visit <http://www.mosquitjoe.com>.



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## Franchise Times

### July, 2016

### Rise of Zika fuels pest control brands

BY POORNIMA APTE

Published: 07.21.2016



A Mosquito Joe technician sprays a customer's yard.

*Aedes aegypti*. If that name doesn't sound familiar, the disease that this mosquito transmits might: Zika.

The innocuous-looking mosquito has been striking fear around the globe for centuries now by being an effective vector for a whole range of diseases. The latest of these health threats to grab the headlines is Zika, and public fear has been compounded by media images of babies with alarming birth defects.

In Brazil, babies have been born with conditions such as microcephaly, where the brain and skull forms smaller than normal, and this has been traced to the virus. In addition, Zika has the potential to cause Guillain-Barré Syndrome, which

can induce debilitating paralysis.

The headlines have been enough to cause panic and misinformation about the disease, and are having phones ring off the hook at mosquito-control franchises around the country.

The Centers for Disease Control in Atlanta has been serving as a clearinghouse for much of Zika-related information and, as of mid-June 2016, reported there were no "locally acquired vector-borne cases" of Zika in the continental United States. In other words, as of mid-June 2016, nobody in the mainland United States had contracted Zika from a local mosquito bite. In Hawaii and the U.S. territories, however, which include Puerto Rico, the U.S. Virgin Islands and American Samoa, the CDC number for locally acquired cases of Zika equaled 1,301.

Within the continental United States, the CDC reported there have been 691 travel-related cases of Zika and 11 sexually transmitted incidences.

In February 2016, the World Health Organization declared Zika to be a Public Health Emergency of International Concern and the CDC subsequently elevated its response efforts to a Level 1 activation, the highest response level at the agency.

Mosquito control franchises around the United States have reported an increase in call volume and sales as a result of all the media coverage of Zika and because the public at large is anxious about protection from the disease.

"From our perspective, Zika without question has helped so far this season, especially in some of our franchise locations in Florida and Texas," said Kevin Wilson, CEO of Mosquito Joe, headquartered in Virginia Beach, Virginia. "Just the awareness that the press has brought to the forefront with the issue in Brazil. That really causes people to be very frightened, so our phone has been ringing a lot."

Chris Grandpre, CEO of Mosquito Squad headquartered in Richmond, Virginia, agrees. "The call volume and growth rate have really accelerated this year and the calls also started earlier this year," he said. "The types of questions we're getting have included consumers asking about Zika. Customers have called asking if the service will protect against Zika, what they can do outside of a mosquito-control service to protect themselves."

"We've even had consumers who called us and said their obstetrician recommended that they engage Mosquito Squad as a layer of protection to make sure that while they're going through a pregnancy, they were not exposed to Zika," Grandpre added.

#### Walking a fine line

While sales are a good thing, mosquito control franchises are expending a lot of energy into walking the fine line between doing business as usual and taking care not to play on already high public hysteria about Zika.

Things are made worse by misinformation about the number of reported cases, likely effects, and points of transmission of Zika. For example, when the first travel-related cases of Zika were reported in the United States, there was a lot of attendant panic because people assumed the cases were from local mosquito bites, said Michael Moorhouse, CEO of North Attleboro, Massachusetts-headquartered Mosquito Shield.

## Lawn & Landscape

### July, 2016

### Be the S.W.A.T. team

Features - Mosquito Control

Here's what you need to know about knocking down mosquitos as an add-on service.

July 12, 2016

Kristen Hampshire

SUBSCRIBE

You've heard the news reports. Mosquitos are making headlines and their disease-carrying trait are making many think twice about those buzzing insects that escape the swatter. Beyond being a bother, mosquitos are a potential health threat. But don't panic.

Mosquitos have always carried with them the ability to spread sickness. West Nile cases have grown in number and now there's Zika. Customers on your routes might be asking, "What can I do about mosquitos?"

#### Part of the solution.

A couple of years ago, Brad Johnson added mosquito control to his company, LawnAmerica. It's a separate division of his Tulsa, Oklahoma-based business, Buzz Off.

"West Nile was an issue, especially here, and we had some illnesses so we wanted an add-on service to help our customers," he says.

Meanwhile, four years ago, Kevin Wilson started a single Mosquito Joe location in Virginia Beach, Virginia. It was the same story. He saw a demand and launched a business to fill it. In that short time, Mosquito Joe has grown to 170 franchises in 26 states – and 80 more are coming online this year.

Wilson says four factors have played into the franchise company's success. One is the sheer mobility of sprayers today compared to a decade ago. "With smaller backpack sprayers, companies like ours can develop customized treatments," he says.

Also, we now know that mosquitos do not travel far from where they're born. "So there's this notion of creating a barrier around someone's home," Wilson says.

And, of course, there are the news reports. "(Diseases) are definitely getting bigger than what we have seen in the past," Wilson says. "And this awareness of disease generates a lot of demand for a service."

Add-on services are a smart way for lawn care companies to grow revenue beyond their existing customer bases, Wilson says. They can attract customers who are searching for mosquito control and upsell clients who already pay for lawn care. And those who buy mosquito control may eventually decide to opt in on lawn treatments.

Lawn care companies could be winning if they're prepared, properly licensed and trained to effectively provide the service.

"Mosquito control is not as easy as just starting a service," says Stan Cope, president of the American Mosquito Control Association and Terminix's director of entomology and regulatory services. "You have to be licensed to do the service and state laws are specific and quite variable."

So, there's licensing to consider. And branding, Wilson adds. Four of the U.S. Mosquito Joe franchises are operated by landscape firms that tried to offer the service on their own, but failed.

"A lot of the success is how you position your brand," Wilson says. "No one is going to call Mosquito Joe to do landscaping and consumers don't think about calling landscapers to do pest control."

But, with the right mosquito control model and business systems in place, the service could open up a significant opportunity. That's what Johnson sees. "We have just begun to market it through our newsletters, brochures and blogs, and by calling people," he says. "We expect to have at least 1,000 mosquito customers this summer."

#### Educate customers.

If lawn care companies do nothing else to control mosquitos in terms of offering a service, what they can do that's valuable (and appreciated by clients) is provide education and helpful pointers.

"Our approach has been to educate customers about protecting themselves from mosquitos with less emphasis on the diseases because there is plenty of that information out there," Cope says.

Speaking of education, it's important to know that Zika mosquitos behave differently than those that carry West Nile virus, Cope says. This is changing the way professionals must treat for this particular mosquito. "Traditionally, mosquito control was for nighttime biting mosquitos like those that spread West Nile," he says. "The Zika mosquitos are different. They are almost exclusively daytime feeders and they tend to harbor in and around people's homes. They don't fly far – only about 100 yards or so."



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### Money in mosquitos

January 9, 2015 - By Jonathan Katz



Southern Lawn & Pest in Memphis, Tenn., diversified by adding a Mosquito Joe franchise in 2013.

*Adding a mosquito-control service proves to be a business booster for Memphis, Tenn.-based Southern Lawn & Pest.*

The Great Recession nearly brought Steve Clark's lawn mowers to a halt. At the time, he owned a Memphis, Tenn., commercial lawn maintenance business called Southern Lawn Care. The business, which he started in 2005, grew quickly. But by 2010 revenue had dwindled.

Clark had relied too heavily on a few large, commercial clients. Early on, he saw the need to diversify his offerings, but he didn't act quickly enough.

"I realized that we needed to offer weed control and fertilization as part of our service mix because we were leaving a window open for other companies to come in and build relationships with our customers," Clark says.

Clark has since changed the name of his company to [Southern Lawn & Pest](#) and launched a [Mosquito Joe](#) franchise as a subsidiary in 2013. The addition of the mosquito-control services opened Clark's business to a new customer base and provided him with invaluable marketing resources.

#### Making a comeback

As of press time, Clark expected revenue to reach \$315,000 in 2014 with about a third of that from Mosquito Joe. It's a considerable jump from his low point when revenue plummeted to \$69,000 in 2010. It was \$280,000 in 2008.





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## LANDSCAPE MANAGEMENT, JANUARY 2015 (CONTINUED)

That experience taught Clark the importance of developing multiple revenue streams and the value of marketing support.

Until 2013, Clark, now 32, was living two lives. During the day he was an agriculture and biology teacher at a local high school, while he managed Southern Lawn in the evenings and on the weekends. His days started at 4 a.m. and ended around 10 p.m.

The teaching job helped Clark endure his toughest year as a businessman in 2009. Clark had lost his two largest commercial clients, which nearly sunk the business. In February 2009, Clark sold his mowing division and focused on marketing his lawn care services to the residential market. He spent the next two years working to pay off debts he owed on his maintenance equipment.

His business is now 95 percent residential and 5 percent commercial. In 2013, he added perimeter pest control services and changed the name of his business to Southern Lawn & Pest. The pest control service accounts for approximately 3 percent of the company's revenue.

The growth of the business allowed Clark to finally leave his teaching job in 2013 to focus full time on the lawn care and the pest control businesses.

### Light bulb

Last summer, an outing at an outdoor concert sparked Clark's interest in controller mosquitoes. He noticed the pests weren't as ravenous as usual. He learned that someone had treated the lawn for mosquitoes. The proverbial light bulb went off and Clark began researching mosquito control as a business opportunity. He learned about Mosquito Joe from his father, who showed him a Kiplinger magazine article about a Mosquito Joe franchisee. Mosquito Joe franchises treat yards with barrier spray pyrethroid insecticides. Clark chose the franchise path because the start-up costs were affordable.

"After running the numbers to create new marketing materials and begin branding the business for mosquito control, I could see that it was going to be cheaper for me to buy a franchise," Clark says.

Clark paid approximately \$20,000 in franchise fees to get his Mosquito Joe business started. But he estimates it would have cost him approximately \$44,000 to market the business if he started his own mosquito-control service.

After selling its mowing division to focus on turf care and pest control, the company became Southern Lawn & Pest in 2013.

Mosquito Joe's corporate office provides franchisees with free use of its direct-mail program, which includes a direct-mail list, during the first year. The company also provided Clark with training materials for his technicians and budgeting software. Clark mailed postcards to about 30,000 households in his territory. The postcard provides information on the company's service along with an introductory offer for a free mosquito-control application. He also uses Mosquito Joe's online pay-per-click campaign, but so far, direct mail and referrals have yielded the best results. Clark offers his Mosquito Joe customers \$25 off from their service fee for referrals.

Clark's Mosquito Joe business logged \$110,000 worth of business in the first year, \$95,000 after discounts. Clark estimates that he would have likely generated no more than \$10,000 in mosquito control business without the marketing help. He based the estimate on growth figures from his lawn care business. His direct mail efforts for Southern Lawn only generated 40 to 50 new customers in the last year. With Mosquito Joe's direct-mail program, Clark can reach more potential customers because the direct-mail service sends three or more postcards to each address over a wider geographic area, he says.





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## LANDSCAPE MANAGEMENT, JANUARY 2015 (CONTINUED)

Clark expects his primary business to benefit from the addition of Mosquito Joe. For example, the franchise has favorable pricing contracts with many chemical suppliers, so Clark can leverage that relationship to gain pricing advantages for Southern Lawn. He also expects the two businesses to feed off of each other for new customers. By the end of 2014, he expects to convert about 50 Mosquito Joe customers into lawn care clients as well.

“I’m a small businessman, and time is something I don’t have a lot of,” Clark says. “Anything I can bring to Southern Lawn from Mosquito Joe is an advantage.”

*Photos: MOSQUITO JOE/ Southern Lawn & Pest*

*Katz is a freelance writer based in Cleveland.*





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ENTREPRENEUR MAGAZINE, APRIL 2015

# Curbside enthusiasm

WITH LOW STARTUP COSTS, RAPID RETURNS AND THE ABILITY TO OPERATE INDEPENDENTLY,  
**MOBILE FRANCHISES** ARE PUTTING ANYTHING AND EVERYTHING ON WHEELS

BY JASON DALEY



PHOTOGRAPHY BY  
GRANT HARDER

**F**RANCHISING has seen significant advancements in the past decade, from the emergence of fast-casual dining to the development of apps and cloud services to help run operations. But one of the biggest changes came on four wheels—the rise of mobile franchising.

Mobile-based businesses were once the realm of plumbers, handymen and other service technicians who would roll up to clients' homes in vans. But today it's much more, with franchises putting entire coffee

shops on bikes, building restaurants and bakeries into the backs of trucks and jamming anything they can think of into RVs. And customers love it.

During the Great Recession, as financing dried up, the franchise community began thinking about ways to make offerings more affordable. The solution, in many cases, was to put the concepts on wheels. Mobile businesses tend to have lower startup costs than brick-and-mortar operations. They also have

a shorter ramp-up, so franchisees can start bringing in revenue almost immediately, rather than negotiating a lease and waiting for a build-out.

As mobile businesses became more common, franchisors realized that the strategy wasn't just a stopgap or add-on service; mobile could be at the core of a concept. They found that time-strapped and overworked consumers wanted services brought directly to their homes or businesses. >>>





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## ROLLING, ROLLING, ROLLING

One of the most impressive mobile franchises is Velofix, a Vancouver-based bike-repair shop. The concept came about from the founders' frustration with storefront alternatives.

"Most independent shops don't have a preset system for booking bikes for service," explains Chris Guillemet, who founded the company with Davide Xausa and Boris Martin in 2012. "In good weather, people will bring their bikes into shops in waves and create a backlog. People sometimes have to wait one or two weeks for their bikes to get serviced."

That can be a long time to wait, especially for those who depend on their bikes to get to work. So the Velofix team developed a mobile shop that allows its techs to go directly to a customer's house or office and work on the bike from the company van.

The setup is sophisticated: a 24-foot Mercedes Sprinter van loaded with everything a full-service bike shop would need. All equipment runs on rechargeable marine batteries, meaning there are no noisy diesel generators. Skylights minimize the need for electric lighting. Tools are secured by hooks and magnetic strips and can be moved around to fit the ergonomic needs of the individual mechanics.

Each shop-on-wheels even has a small lounge where customers can sit and have a drink while talking to the mechanic as their bikes are serviced.

"I'd say 70 to 80 percent of our clients stay with us during the service," Martin says. "We have Wi-Fi, and we live-stream cycling events. They can have a coffee and chat about bikes and learn a lot about bike care and maintenance."

Customers can buy things, too—Velofix vans carry a wide range of accessories, from lights and GPS units to wheel sets (although they don't stock larger items like helmets and shoes).

Velofix has five active units in Toronto, Calgary, Ottawa and the Vancouver area and is getting ready to roll out 20 vans in the U.S. by the end of the year.

## BEST IN SHOW

Donna Sheehey, based near Boston, was similarly motivated by frustration when she launched her mobile dog-grooming franchise, Zoomin Groomin, in 2004. She eventually outfitted a van with a self-contained grooming system.

Zoomin Groomin now has 11 units on the road. Though the company temporarily suspended franchising, it is relaunching the program this spring and aiming for aggressive growth. New franchisees

will operate out of Ford Transit Connects.

"Through trial and error, we figured out our layout," Sheehey explains. "We don't need a separate cab, so it's all one interior. We have a rear temperature control and comfortable flooring with lots of cabinet space. There's enough room for two people to work, though we typically have one groomer."

What makes Zoomin Groomin viable is the grooming equipment, which fits easily into the vans. The 13-gallon Eco-Wash unit uses 90 percent less water than other systems, and the hand-held wand gently sucks dirt and debris from the dog's skin in a massaging motion. The company uses Pure Oxygen Ultra Shampoo, a nontoxic product that leaves no residue. By the end of the wash and cut, dogs are about 70 percent dry.

While Zoomin Groomin is built on the idea of convenience, Sheehey admits that it's a luxury product. "We operate in more affluent areas right now," she says. "We're more of a premium type of service for people interested in organic solutions for their pets."

As many young professionals put off having children, much of their disposable income and attention is spent on pets, she explains. "They are one of our larger demographics. No expense is spared.



Road work: (from left)  
Chris Guillemet,  
Davide Xausa  
and Boris Martin.





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The pets are in their beds, in their cars, and they want them cleaned organically. But they are too busy to take them to the groomer. That's where we fit in."

### NO EXCUSES

One day when Josh York was working as a personal trainer, a customer apologized for being late because she had to drop her children off at school. "She said, 'I wish you could come to my house!'" York recalls. "I was up until 2 in the morning thinking about that. I thought that if I could professionalize that concept, how cool would it be?"

That's how his mobile fitness franchise, GymGuyz, was born. The Plainview, N.Y.-based company has 21 units and plans to open another 25 to 35 this year. It's a win-win situation: Customers get to work out at home, and trainers don't have to sit at a gym all day waiting around for clients or working the front desk.

But the heart of GymGuyz is its customized vans, which carry 365 pieces of exercise equipment, from a weight bench to medicine balls to parachutes. York, a self-described neat freak, spent a long

time figuring out a way to organize all the equipment within a vehicle.

"I could put you through a comedy hour telling you all the things I tried," he says. Eventually he found the right formula: a system of shelves, hooks and reinforced plywood cabinets. When franchisees switch to new vans, which they do every five years or so, they're able to reuse the infrastructure.

"It took a while to figure out, but good things take time to create," York says. "This stuff is very, very strong. You can't even break it with a sledgehammer, and it always looks clean."

The variety of equipment is necessary since GymGuyz workouts are customized for each client. Trainers pull out what they need from the van based on a client's fitness level and keep track of progress on proprietary software. One trainer even went out to meet a client who was stuck in traffic, and the two headed nearby for a quick workout.

### BUZZKILL

While mobile franchising is becoming more popular, it's not for everyone.

Employees spend their days working out of a van, often without the structure or companionship of other workers. Brad Simon—who operates four Mosquito Joe pest-control trucks in two territories in northern Arkansas—says it takes a unique personality to work in a mobile unit.

"It needs to be someone who works well independently and someone who takes pride in their work," explains Simon, who plans to add three more territories this year. "Most of those types of people tend to be introverts, but for our business, customer interaction is critical. We need someone extroverted enough to make customers feel comfortable and who can explain our concept to interested neighbors. The task is to find someone with that fine balance."

Franchisors also need to find responsible workers who will represent the brand in a positive way as they move around town. "Our vans are a rolling office," Simon points out. "The image of our company is what people see in those vans. They're a bright yellow, rolling billboard. When I'm driving one, I'm constantly aware—to the point of



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paranoia—that I’m going to do something wrong or cut someone off!”

Like many other mobile franchises, Mosquito Joe uses customized Ford Transits. Each carries a 100-gallon tank of water, plus a custom rack to hold the sprayers that are used to rid clients’ yards of mosquitoes.

But the key to the system is its technology package, says Kevin Wilson, CEO of the Virginia Beach, Va.-based company. Each van is outfitted with a tablet that syncs with the company’s CRM system to optimize routes and update appointments on the road.

“It’s really pretty slick,” Wilson says. “Those apps cut down on the wear and tear on our trucks and save us gas. And it really makes our techs more productive.”

#### PARTY CENTRAL

Not all mobile franchises fit into a standard van. Tempe, Ariz.-based GameTruck uses customized RVs to



bring mobile arcades to birthday parties and other events.

“Our rigs are built in Indiana, the holy land of RVs,” says founder Scott Novis. “They have an incredible infrastructure down there. Our rigs are made of aluminum, so they are lightweight, don’t rust and save on fuel costs. We have a really advanced heat pump, which saves on wear and tear of the power plant.”

The sides of most RVs open up, allowing for indoor and outdoor screens, a dance floor and enough seating and consoles for 16 to 20 kids. An advanced cable-management system minimizes

tangles, and the interiors are handcrafted with a heavy emphasis on quality and durability.

“The worst thing that can happen is disappointing a kid,” Novis says. “That’s why our trucks are tough and easily serviceable. If a plumber’s van breaks down and he has to cancel, he disappoints one family. If we have to

cancel, we disappoint 20 families.”

Novis argues that with the demise of arcades and the advent of social media, kids are losing the magic that comes from social interaction—even if it’s while playing video games. That, he says, is what his mobile operation brings to the picture. “The core of our business is making new connections and interacting with people. People get really happy when we show up. They feel an energy that is uncommon in their lives.” <sup>®</sup>

JASON DALEY, A FREQUENT CONTRIBUTOR TO *ENTREPRENEUR*, WRITES FROM MADISON, WIS.





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WALL STREET JOURNAL, JUNE 2015

# Running a Seasonal Franchise Can Also Mean Time Off

SEASONAL FRANCHISEES FIND THEY CAN USE DOWNTIME TO TRAVEL, SPEND TIME WITH FAMILY OR EVEN RUN ANOTHER BUSINESS

By Julie Bennett

**F**rom January to April, Larry and Kryssi Contreras of The Colony, Texas, spend long days supervising the 300-plus employees who work in their 10 Liberty Tax Service franchises in the Dallas suburbs. But in the summer they don't work at all, and travel the country instead.

While most franchises require a full-time commitment, others—like lawn care, pool maintenance, mosquito abatement and tax preparation—allow franchisees to work other careers during the downtimes, or not. Before 2008, Kryssi Contreras was an insurance adjuster and Larry ran a number of businesses, “until I opened my own tax-preparation office and did horribly,” Mr. Contreras says. “We had a five-year lease, so I looked for a franchise in the field and found Liberty. That changed our lives in ways that are incredible.”

The Contrerases signed on as co-owners of their Liberty Tax office, divided tasks—“Larry is all marketing,” Ms. Contreras says, “and I’m great with numbers,”—and expanded by opening one or two more offices each year. “We spend four months working hard, four months enjoying the summer and four months revving up for the next tax season,” says Mr. Contreras. “It was hard to build but, once you have employees trained, your business almost runs on autopilot.”

## FUN AND LUCRATIVE

Martha O’Gorman, chief marketing officer for Liberty Tax, in Virginia Beach, Va., says the tax-preparation franchise has 1,900 franchisees, with about 900 single-unit operators; the others have at least two offices and the largest has 58. “Our biggest challenge,” she says, “is to get people to understand that preparing taxes can be a lucrative and fun business.

When you become a Liberty Tax franchisee, you don’t prepare clients’ taxes yourself. You hire and train office supervisors and tax preparers to do the work. Your job is to monitor the business, make sure your store opens at the right times and set reasonable rates for your services.”

Because the franchise is busiest from October to April, many franchisees, she says, have second careers, selling real estate or health insurance, or operating businesses that are most active in the summer months.

Miles Lanacone, who has a single Liberty Tax franchise in Naples, Fla., goes to baseball

games. “You can’t get rich running one store,” Mr. Lanacone says, “but you can make a middle-manager’s income. My wife and I had sold a business in the construction field and I was looking for something else to do when I met John Hewitt, Liberty’s founder and CEO. I never would have thought of preparing other peoples’ taxes for a living, but John was pretty convincing.”

Mr. Lanacone opened his office in 2007, works eight- or nine-hour days seven days a week during tax season, and spends a few afternoons in his tax center during the summer, unless he and his college-age son have tickets for the Miami Marlins or the Tampa Bay Rays. “Owning a seasonal franchise affords the opportunity to be somewhat semi-retired,” Mr. Lanacone says.

When new franchisees ask about summer businesses, Liberty Tax salespeople often refer them to a franchiser neighbor, Mosquito Joe, also in Virginia Beach, and so far five couples have purchased both concepts, Ms. O’Gorman says. Like preparing taxes, eradicating mosquitoes is not high on most people’s lists of rewarding careers, jokes Kevin Wilson, Mosquito Joe’s chief executive officer.

Mr. Wilson says he was a partner in a private-equity firm when an independent mosquito-abatement company came to him for advice. “I saw a real opportunity there,” he says, and left the PE firm to run Mosquito Joe. Mr. Wilson says he was attracted by the unit economics. “This is a low investment (about \$75,000), high-margin business with which franchisees can usually reach cash-flow break-even at the end of their first year,” he says.

Mosquito Joe franchisees are not expected to kill mosquitoes themselves, Mr. Wilson says. “All new owners must go through training and learn all aspects of the job, but we are looking for people who are



A Mosquito Joe franchise is a seasonal business opportunity.

good at running a business, who can hire a team of technicians and marketing people to recruit customers. Our motto is, ‘Outside IS Fun Again,’ and homeowners who use our service once tend to stay on as steady customers.”

Mosquito Joe has 85 franchisees keeping the outdoors bug-free in 112 territories across 23 states. Mr. Wilson says about half of established franchisees use the franchise as their major source of income.

## TIME TOGETHER

Kurt and Melissa Godwin, of Howard County, Md., for example, started their franchise in the Baltimore/Annapolis area in 2013. “When I married Melissa, she had worked for 25 years as a state government employee,” Mr. Godwin says, “and I was a commercial pilot. It was a second marriage for both of us and flying airplanes takes you away from home. We were looking for something we could do together when I ran across Mosquito Joe on the Internet. Melissa is a mosquito magnet and when I asked her about killing mosquitoes for a living, she said, ‘Tell me more.’”

The Godwins began with one truck and two technicians. Kurt Godwin kept his day job while Melissa set up mosquito-control appointments from their home. Today, their customer-service function operates from a rented office and they have five trucks, 10 employees and scores of

customers whose yards they spray every 21 days, from April through October. Mr. Godwin has stopped flying airplanes and “in November and December, we head for the islands, the Virgin Islands in particular,” he says.

If you, too, dream of spending part of the year traveling or watching baseball games, you might also consider a seasonal franchise, but don’t expect to take time off right away. “One of the challenges of a seasonal franchise,” Mr. Wilson says, “is that you don’t have a full year to build your client base. It can take two or three years to replace your current income. We tell franchisees not to drop their other jobs right away.” Couples make ideal candidates for seasonal franchises, he says, because one spouse can keep his or her year-round job while the other one launches the franchise.

“Although Melissa and I are working harder now, it’s more rewarding,” Mr. Godwin says. “Providing a living for our employees makes us feel really good and we are building something for ourselves.”

“I had always worked full-time jobs,” says Ms. Contreras, “and never knew this other life existed. Now I can’t imagine going back to working year round.”

Julie Bennett is a freelance writer specializing in franchising, small business and employment issues.

“WE SPEND FOUR MONTHS WORKING HARD, FOUR MONTHS ENJOYING THE SUMMER AND FOUR MONTHS REVVING UP FOR THE NEXT TAX SEASON.”



From January to April, Kryssi and Larry Contreras of The Colony, Texas, manage 10 Liberty Tax Service franchises.



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## RECENT ACCOLADES

Not only has Mosquito Joe been mentioned frequently in the press, but the recognition extends to industry leaders as well. We are very pleased to receive these awards as a testament to our excellent brand and service.



For all media inquiries, please contact: [Marketing@MosquitoJoe.com](mailto:Marketing@MosquitoJoe.com)