Start a Pest Control Business: Costs

AdvisedSpaces

Print this checklist and check off each step as you complete it.

STEPS (9)

- [ ] **Step 1: Assess the opportunity and choose your service lane**
  Pest control is accessible but not easy. Understand the physical demands, the seasonal swings, and the massive upside before you commit.
- [ ] **Step 2: Get licensed, insured, and legally operational**
  In all 50 U.S. states, applying commercial pesticides without a license is a criminal misdemeanor with fines of $5,000 to $25,000 per violation. Do not purchase a single piece of equipment until you have passed your licensing exam.
- [ ] **Step 3: Claim your territory and secure a base**
  Your location is not for customers. It is a dispatch point, chemical storage facility, and vehicle staging area. Nobody walks into a pest control office.
- [ ] **Step 4: Build a realistic startup budget**
  Forget the blog posts that say you can start for $2,000. Here is what it actually costs to look and operate like a real company on day one.
- [ ] **Step 5: Buy day-one equipment and stock core chemicals**
  Ninety percent of residential calls are for the same five things: roaches, ants, spiders, rodents, and occasional invaders. You can treat all five with a surprisingly small kit.
- [ ] **Step 6: Set pricing that protects your margin**
  You cannot out-cheap Orkin. Compete on speed, quality, and personal accountability — those advantages command premium pricing, not discounted pricing.
- [ ] **Step 7: Launch marketing with Google Business Profile first**
  Nobody browses for pest control. People search when they have a problem right now. Your marketing must dominate the high-intent, need-it-now moment.
- [ ] **Step 8: Build dense routes by neighborhood**
  Once you reach 60 to 80 recurring customers, the challenge shifts from getting customers to servicing them efficiently. This is where route-density economics become operationally real.
- [ ] **Step 9: Track KPIs and scale when capacity is full**
  A disciplined solo operator can take home $80,000 to $140,000 by year two. Here is the growth trajectory, the compounding math, and the traps that kill scaling companies.

NOTES

Read the full guide

https://advisedspaces.com/open/pest-control

Scan the QR code or visit the link for the complete guide.