

One voice. Infinite impact.

2025 ANNUAL REPORT



Professional
Pest Management
ALLIANCE

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Rose Pest Solutions



William Tesh
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Systems



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Terminix Service
Emeritus

Dear Friends & Colleagues,

As I reflect on the past year, I'm blown away by what we've accomplished and even more excited about what's ahead. Our industry is stronger, more visible, and more trusted than ever. Across homes, schools, hospitals, and businesses, recognition of professional pest control's essential role continues to grow. That matters. And it's no accident — our collective work is driving that momentum.

2025 marked a turning point for our organization. We stayed grounded in our mission and rebranded as the Alliance — the voice of the industry. This evolution was not about a fresh coat of paint. It was about forward progress. Our refresh reminds us that when we work together to advocate and advance our industry, there's nothing stopping us. And now, with the Alliance as our foundation, we're fired up for the future.

And you should be too. When businesses invest in the Alliance, they're choosing to be part of something bigger than any one company. Together, we're showing customers why professional pest control matters. We build trust through the work we do and create demand that benefits us all. That work helps open doors in local markets and makes your own marketing efforts more effective over time. And we couldn't do it without you and the continued support of our investors.

All of that lays the groundwork for what's next, and turns awareness into real business. Through the Alliance, we educate residential and commercial customers about pest threats and the value of professional services. A \$1,500 investment with the Alliance reaches nearly 900,000 potential customers. That same spend on its own would reach only a small fraction of that. That is the power of working together and speaking through one collective voice.

I believe deeply in this work. I've seen what's possible when we move forward together with purpose and clarity. As you reflect on our potential, I hope you carry that momentum into your markets and your work.

Thank you for being part of this movement. And if you're not yet involved, now is the time. It takes all of us — every company and every voice — to elevate our industry. I can't wait to see what we build next, together.

With optimism,



Bobby Jenkins

Chairman,
Professional Pest Management Alliance
ABC Home & Commercial Services
Austin, TX



Dear Alliance Supporter,

2025 was one for the books. As I comb through this annual report, I'm struck by how much we packed into 12 months. These pages tell the story of what we set out to do and how it all came to life, from fresh new strategies to the consistent excellence of our core programs.

This was a transformational year for us, marked by both evolution and results. Our media relations program more than doubled from 2024, landing quality placements across the country. We captivated audiences far and wide with our "Bed Bugs Exposed" campaign, forged strategic influencer partnerships, and expanded our commercial research to better understand the decision-makers we're trying to reach. Our new Bugs Without Borders survey broke new ground, too, uncovering insights that will shape our strategies for years to come.

Perhaps the most significant milestone was unveiling our brand refresh as the Alliance. It involved strategic planning, board collaboration, and listening intently to member voices to ensure we're positioned for maximum impact. The reception has been incredible, and I'm energized by what this evolution represents.

As we look forward, we hold true to our core purpose, which is to help grow your business. Here's how I think about the Alliance: If you imagine the universe of potential pest control buyers as a pizza, every company is competing for a slice. When we work together to make the entire pizza bigger, every slice grows with it. We're not competing for market share; we're expanding the market itself.

The results speak for themselves. Over the past two decades, the use of professional pest management among higher-income homeowners has more than doubled, adding roughly 10 million households to our market. Last year alone, the Alliance campaigns generated billions of impressions through earned media, public service announcements, and paid digital outreach.

Rather than shifting demand from one company to another, we created new demand and educated people who weren't thinking about professional pest control at all. We turned awareness into action.

Our investors are the reason this works. Your contributions give us the resources to think big and act boldly — launching campaigns that reach billions, securing media wins that build trust, and driving innovations that keep us ahead.

The best is yet to come, and I'm grateful for your partnership in making it happen

With sincere appreciation,



Jim Fredericks, Ph.D.

Executive Director,
Professional Pest
Management Alliance



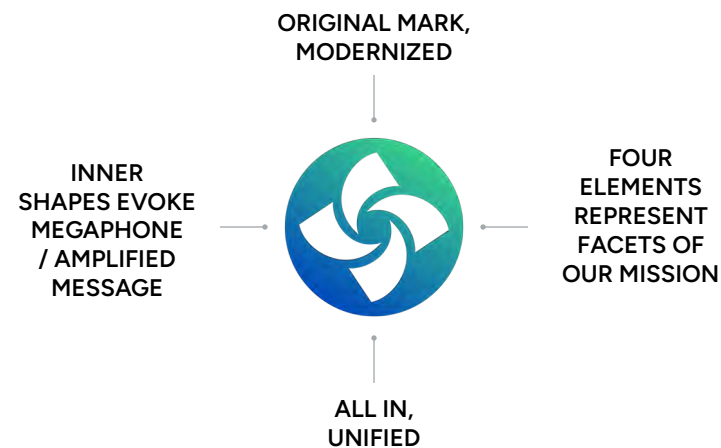
One Industry. One Voice. One Powerful Evolution.

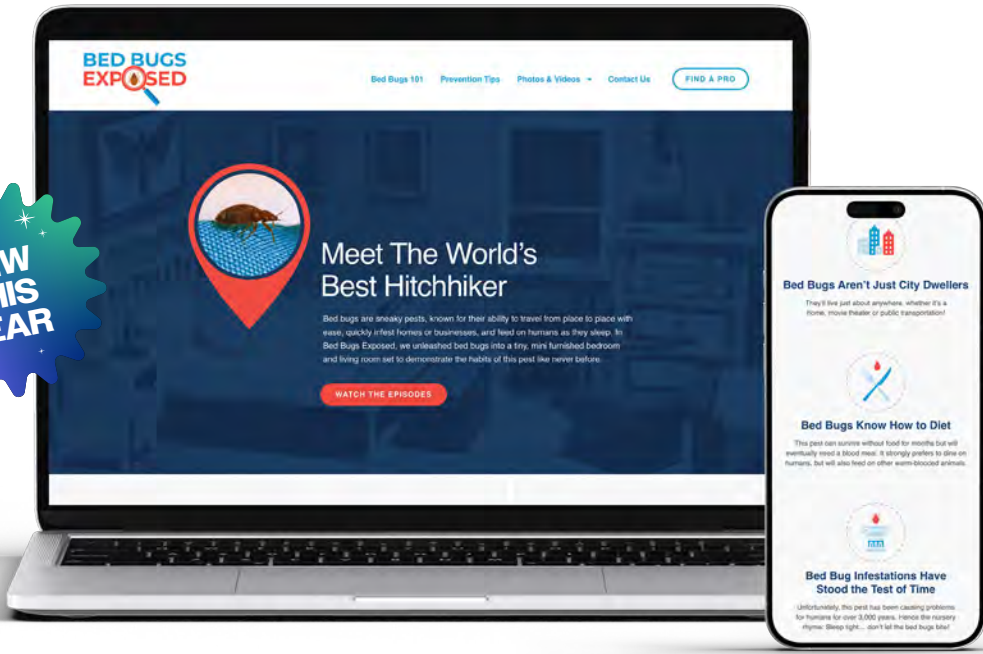
The Alliance is the voice of the industry. Together, we drive demand for your services through innovative marketing programs that educate consumers and earn their trust. Since 2004, use of professional pest management services among U.S. homeowners earning \$75,000 or more jumped from 18% to 42% — a testament to our collective efforts over the past 25+ years. Because when we come together and speak as one industry, we create more customers and help your business grow stronger, faster.

Our brand evolution captures the incredible power behind our decades-long movement while honoring our core and steadfast mission: grow, promote, protect, and defend the industry.

Shaped by strategic planning and member voices, our identity now features a **sleek, modern visual design** with fresh colors and a bold new look that reflects where we're headed. It also comes with **new funding levels** and **enhanced benefits** to accelerate what we do best: driving demand for professional pest management services.

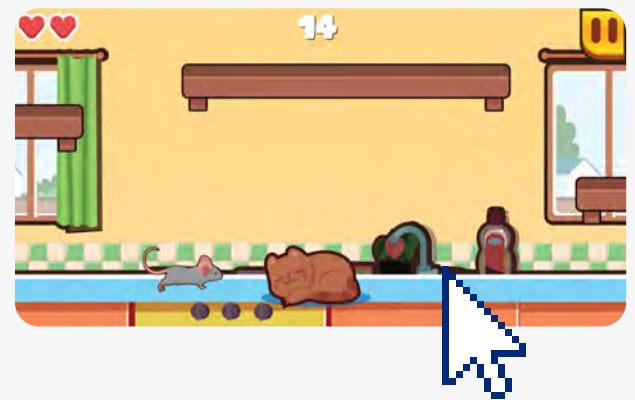
Here's the truth: A single company can only reach so many. **But together? We're unstoppable.** Through the Alliance, we're changing perceptions, expanding markets, and creating more customers for every business. This is more than smart marketing — it's a movement that's growing stronger every day.





Mouse in the House

Mouse in the House, an interactive game on PestWorldForKids.org, makes pest education entertaining for all ages. Players help a clever mouse jump around kitchen objects, including a sleeping cat!



More Than a Website: A Digital Destination

AI Overviews and algorithm changes are fundamentally altering discoverability, highlighting why strategic adaptation matters more than ever. Our **4.4 million sessions** to PestWorld.org reflect the strength of diversified traffic strategies. Earned media and paid advertising successfully drove homeowners, educators, parents, and curious kids to our resource hub as organic search dynamics evolved.

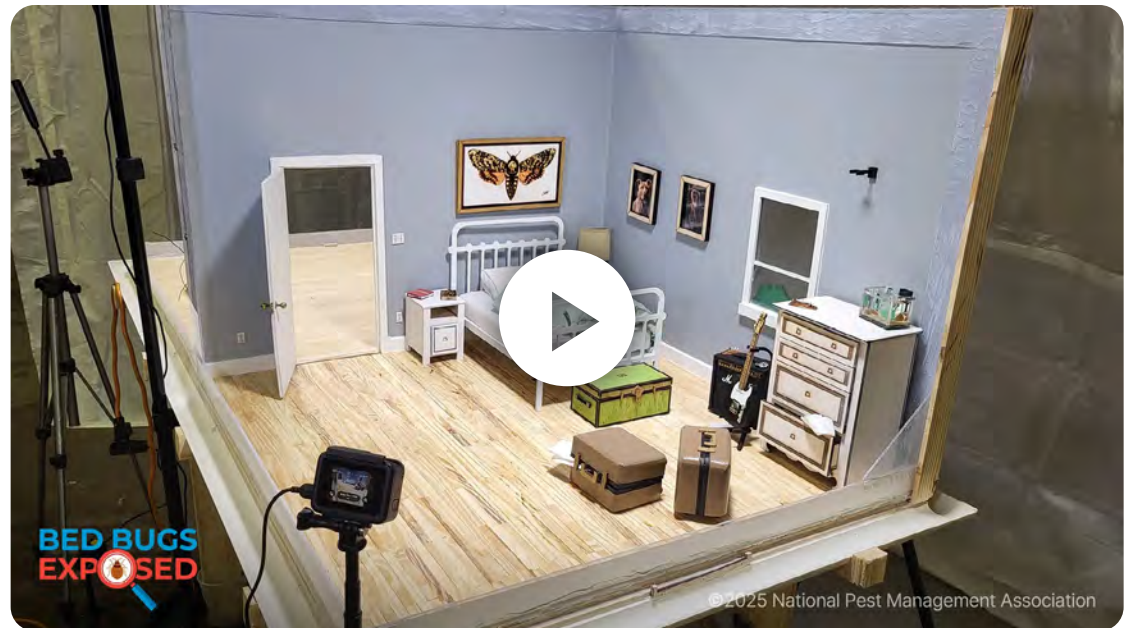
Eight custom microsites, including the new "Bed Bugs Exposed", added **1.1 million sessions** through targeted pathways to the information people need.

The landscape is shifting, and we're evolving with it. Our priorities ahead: optimizing for AI-driven search, diversifying traffic sources, and refining our content strategy to ensure PestWorld.org remains the trusted destination — no matter how consumers find us.

Turning Hidden Threats into Visible Opportunities

Only 29% of Americans can identify a bed bug. Just 28% check hotel rooms before unpacking. That's a significant awareness gap — and a massive opportunity.

Launched during Bed Bug Awareness Week (June 1-7, 2025) and timed perfectly before peak summer travel season, our "Bed Bugs Exposed" project reached consumers exactly when they needed this information most. The dedicated microsite captured **7,500+ sessions** in the first six weeks, while the video series and infographics drove engagement across social media and earned media placements. Every view represented a homeowner or traveler who now understands they can't handle a bed bug infestation alone and knows exactly who to call.



114K+ video views

4.7M earned media impressions



Toolkit Available on
 **MAINFRAME**
 Powered by the Professional Pest Management Alliance

UNWELCOME TRAVELERS
and how to spot them

Don't let these expert showaways turn your dream vacation into an itchy nightmare. Before bed bugs book a one-way ticket to your home, learn the signs to spot and stop them in their tracks.

Bed Bugs Love a Cozy Spot
Whenever you're staying in a new space, check these common hotspots to see if bed bugs have settled in first.

Red Flags on the Road
You'll usually see the signs of bed bugs before you spot the pests themselves. Look for these telltale traces of the master travelers.

76% of pest professionals say bed bugs are the toughest pest to get rid of.
According to the National Pest Management Association

This Isn't a DIY Job — Call a Pro!
 If you spot any of these signs, turn to a qualified pest control professional.

Learn more at BedBugsExposed.PestWorld.org

NPMA National Pest Management Association
BED BUG WEEK

Pests in the Press

From ticks and termites to rodents and everything in between, pests created national buzz like never before. Our media relations efforts delivered a record-breaking year, securing **1,700+ media hits** and **5.3 billion impressions** nationwide — **a standout 49% increase** over the previous year. This surge points to growing demand for expert-led guidance and further cemented NPMA’s position as the trusted, go-to source for timely pest insights, prevention strategies, and public health concerns.

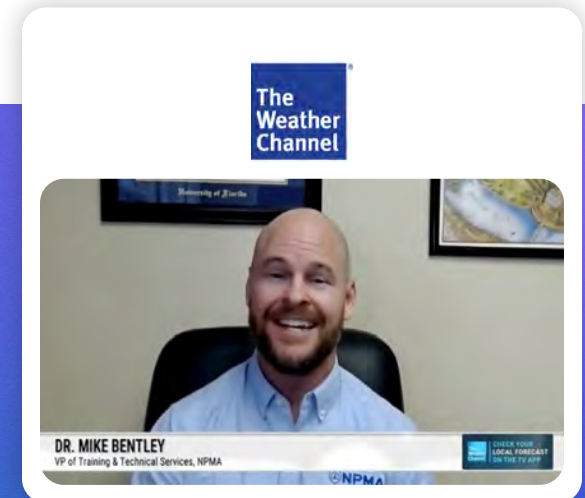


What I love is seeing the synergy across Alliance members — everyone working together to raise awareness about public health. There’s no bias, just a factual stance on these matters. To consumers, this helps represent the industry in a neutral, unbiased way, which is so important. Being part of the Alliance is being part of building the future of our industry.”

Daniel Headrick | Moxie Pest Control

1,700+ media hits

5.3B impressions



Forecasting What's Bugging the Public

We elevated our seasonal pest forecasts with a strategic rebrand: **Vector Sectors** became the **Public Health Pest Index™**, strengthening the connection between weather, pest activity and public health. The rebrand created immediate impact — the first release alone generated more than **200 media placements** and renewed national attention around disease-spreading pest risks.

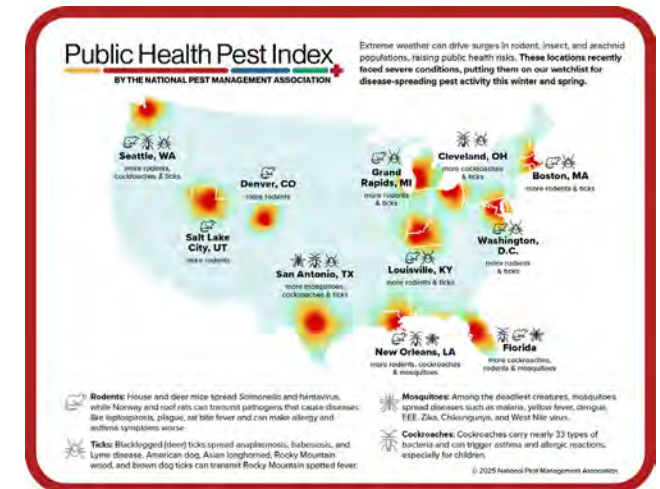
The Bug Barometer® also got a major upgrade with a new interactive map that allows consumers to click on their region, view the forecast, and access additional educational resources on PestWorld.org.

In total, our bi-annual seasonal pest forecasts earned **477 media placements and over 1.27 billion impressions**, fueled by a focused media and digital strategy that delivered timely insights on how weather and environmental conditions drive pest activity and put consumers' homes and health at risk.

BEFORE



AFTER



477 media placements



1.27B impressions

enough "steps" to make it to the moon and back with room for a victory lap!

Leading the Charge in Commercial Pest Education

2025 was a breakthrough year for educating key commercial sectors about the serious threats posed by pests. We tackled emerging challenges head-on, exploring new topics like rodent control in grain-processing facilities with *Feed & Grain* and highlighting how pest prevention serves as a cornerstone of sustainable pest management with *Green Lodging News*. Throughout the year, we amplified awareness of pest threats to commercial facilities during critical pulse periods like Termite Awareness Week, National Pest Management Month, and Bed Bug Awareness Week — ensuring decision-makers had the information they needed, when they needed it.

We also broke into a powerful new medium: podcasting. Through interviews with *Feed & Grain* and *Food Safety Magazine*, we brought pest management expertise directly to commercial facility managers in an accessible, on-the-go format. Our efforts delivered impressive results, generating more than **315,000 impressions** across all platforms and securing **49 placements** in key industry publications.

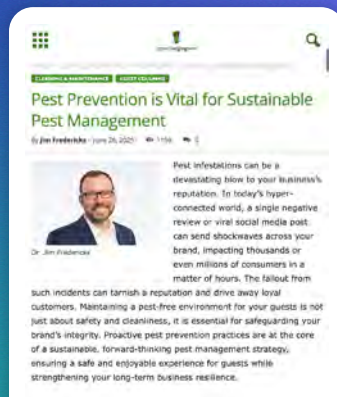
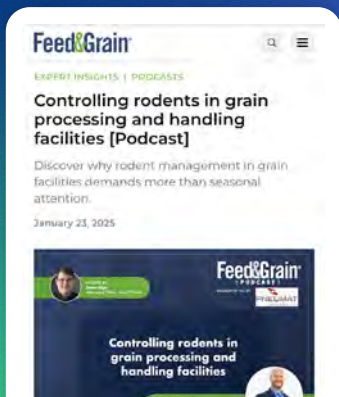
315K+ impressions

49 placements

Dominating the Feed with Short-Form Video

As TikTok, Instagram & Facebook Reels, and YouTube Shorts continue reshaping how Americans consume content, we made a strategic decision to go all-in on these channels — and the results speak volumes. We leveraged our social platforms to educate consumers about pest prevention, identification, and control through engaging, bite-sized content. Our dynamic content mix ranged from entomologist-filmed videos and vertical cuts of our major campaigns to pest footage and real-time responses to trending moments.

Rather than just showing up on short-form video platforms, we dominated them, garnering **24.6 million views**. Combined with our broader social media efforts, we generated **35.2 million organic impressions** — **a 42% increase year-over-year** — proving that the right content, in the right place, commands consumer attention.





35.2M IMPRESSIONS



The Alliance brings us so much comfort in being able to provide trusted information to our customer base. For social content, we go to Mainframe for stats, images, videos, and ready-to-use formats. It saves us so much time on social marketing efforts and gives our customers a trusted place to go for information. The formats are always evolving too — reels, carousels, and more — and we're able to access all of it through the Alliance.

Amanda Forrestal | Pest-End

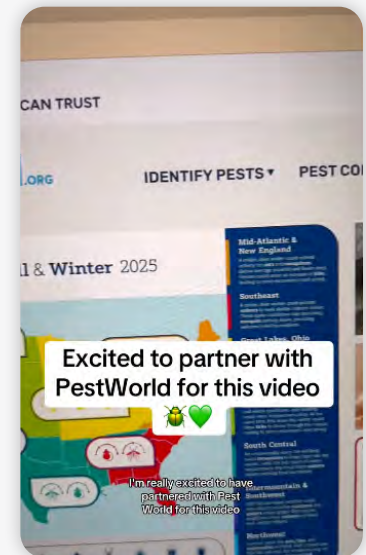
From Fall Cleaning to Viral Sheds: How Influencers Amplified Our Reach

Influencer partnerships gave PestWorld a new lane to reach audiences where they already scroll, and the results speak for themselves. We teamed up with Neat Caroline to weave pest prevention into her fall cleaning routine, showing followers how simple habits like proper food storage and door sweeps can keep pests out. Then we took it up a notch: when Casey & Rashad's mouse-infested shed went viral, we didn't just watch, we sent Dr. Mike Bentley straight to their doorstep to tackle the problem on camera. Together, these partnerships racked up over **1.3 million video views**, proving that when you meet creators in their world with credible expertise, you don't just get eyeballs, you get engagement, trust, and a direct line to the people who need to hear your message most.



Casey & Rashad Partnership

1M+
video views



Caroline Solomon Partnership

30K+
video views

Reaching Millions through Precision Targeting

Our social ad campaigns utilize a strategic mix of platforms to connect with audiences where they're most engaged. This year, we expanded to Nextdoor, capitalizing on the platform's highly active, community-focused audience to deliver hyper-local pest prevention messages directly to homeowners.

The results were exceptional. These multi-platform paid campaigns generated a combined **85.1 million impressions**, while our content syndication performance nearly doubled year-over-year (**93% growth**), delivering **343 million impressions**. By combining platform diversity with precision targeting, we amplified our pest prevention expertise to drive awareness and action across every channel.

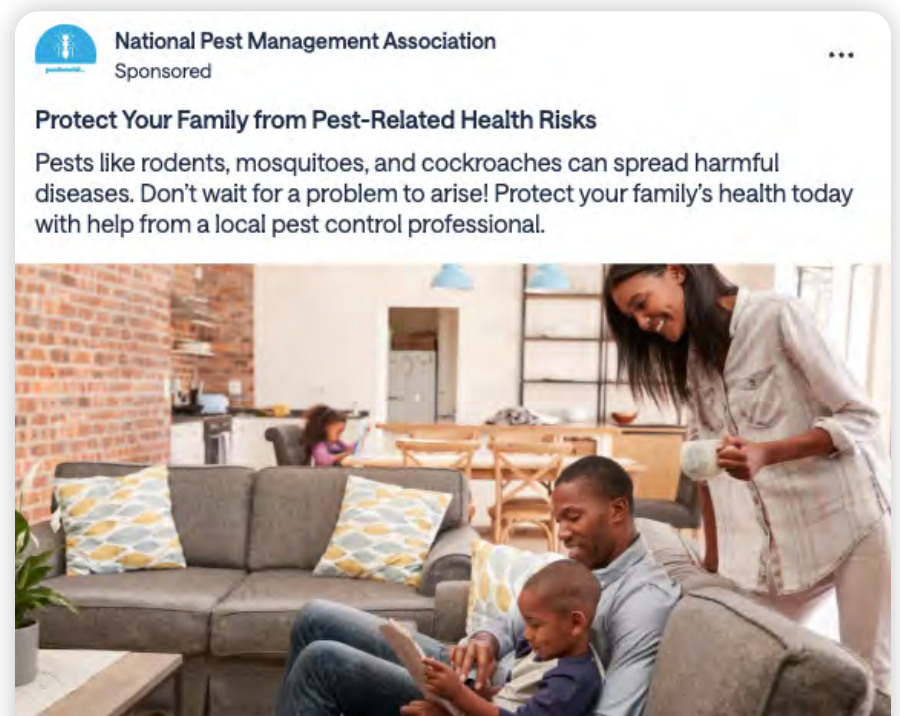
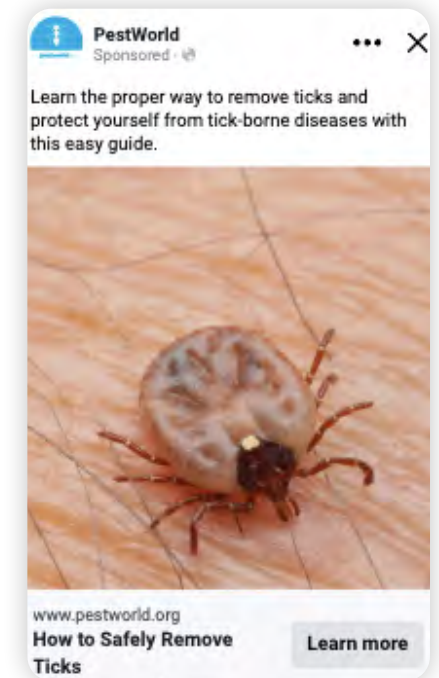
85.1M
platform
impressions

343M
content syndication
impressions



Being part of the Alliance is a no-brainer. Nearly three decades ago, my father was one of the founding members who helped establish what the Alliance is today. Taking ownership of our narrative and telling our story – no one can do that like we can, and it's vital to our operations. Whether you're a team of two or 200, the Alliance offers tangible benefits, and the ready-to-go resources have been a guiding light."

Julie Tesh-Clark | Pest Management Systems

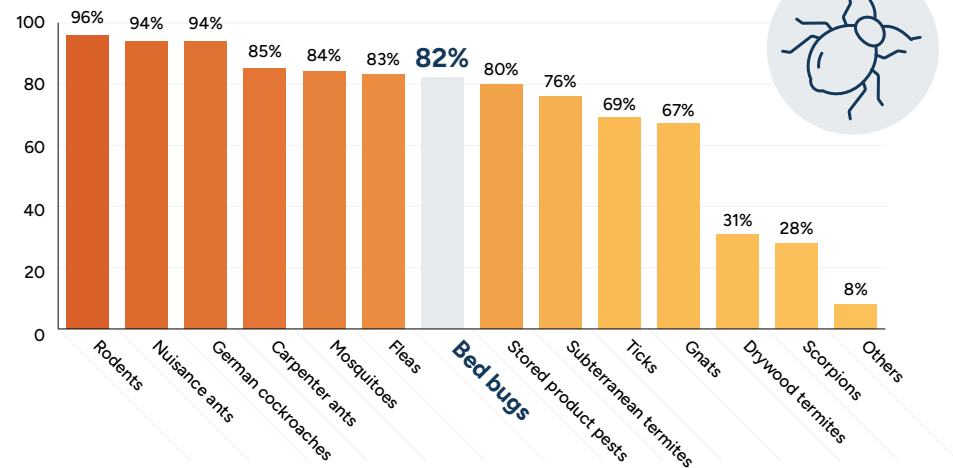


Delivering Consumer Intelligence to the Industry

Our research program provides critical insight into how consumers think about, respond to, and engage with pest control services. Through quarterly surveys, AI-powered trend analysis, and targeted research studies, we track the evolving landscape of consumer attitudes, pest threats, and market opportunities nationwide.

We conducted the latest Bugs Without Borders Survey in collaboration with the University of Florida, gathering insights from pest management professionals to understand how pests threaten properties, health, and peace of mind. From unexpected seasonal trends to emerging invasive species, the findings underscore the importance of professional pest control and tell a story that informs both residential and commercial audiences about real pest risks.

Which of the following pests have you treated or been asked to treat in the past year?



1 IN 5
Americans know someone who has experienced a pest infestation in their home. Don't go it alone.
Visit PestWorld.org to find a pro near you.

NPMA

Rodents often leave behind warning signs, but most people miss them.
Three in five Americans (61%) don't know how to properly identify rodent activity such as droppings, gnaw marks, or grease trails.
Learn what to watch for at RodentsRevealed.PestWorld.org.

NPMA ROIDENT AWARENESS

Research that Works for Your Business



Our comprehensive research library, available to Mainframe subscribers, empowers pest control companies to sharpen marketing strategies, strengthen media outreach, and address consumer concerns with confidence. Tap into actionable intelligence to connect with today's audiences and stay ahead of industry shifts.

Spotlighting the Conversations That Matter Most

The Alliance's award-winning public service announcements continue to educate audiences nationwide on the significant health risks pests pose to families. Our latest "Coffee Date" PSA is a powerful reminder that some of life's most important conversations happen in the quietest moments.

The PSA follows two mothers sharing coffee as one opens up about her son's ongoing asthma struggles — the wheezing, the doctor visits, the worry. Through their conversation, we discover the hidden connection between common household pests like cockroaches and rodents and childhood asthma and allergies. It's a wake-up call that pests aren't just unwelcome; they're a genuine health threat, especially for vulnerable children.

Our PSAs aired **78,000+ times** across top local and national markets, generating **151 million impressions** with an estimated **media value of \$12.2 million**.



151M
broadcast
impressions

\$12.2M
media
value

639.9K
streaming
views

2.37M
display ad
impressions

3.7K
display
ad clicks

98.43%
CTV view-
through rate



Streaming Success

Building on our digital momentum, the "Coffee Date" PSA reached streaming audiences through a comprehensive Connected TV (CTV) and retargeting campaign across channels like Samsung TV Plus, Pluto TV, HGTV, and History among others. The three-month campaign delivered nearly **2.4 million display ad impressions** and generated **over 639,000 video views** with an exceptional 98.43% view-through rate — significantly outperforming the industry average of 89%. From New York to Dallas, the campaign also drove **3,700+ tracked clicks** to our website, connecting concerned consumers directly to trusted pest prevention resources.



MAINFRAME

Powered by the Professional Pest Management Alliance



Alliance investors get exclusive access to Mainframe, our resource hub packed with ready-to-use materials, campaign assets, and consumer education tools that amplify your local marketing efforts.



The Mainframe tools help develop my team, but more importantly, they help our industry present itself better. The longer you're involved, the more you see the value. I came into this business in the early '80s when we didn't have a shared voice. Today, the public has a better perception of our industry because of the Alliance."

Michael Rottler | Rottler Pest Solutions



Being part of the Alliance has been extremely beneficial to our company's growth over the years. The value to the industry is priceless. When people realize a small business like ours has the backing of the Alliance – especially when they see something like our PSA – it's incredible. What excites me most is the people behind it: representation from all over the country, companies of all sizes, all working together with the same goal."

Marillian Missiti | Buono Pest Control

What's in Store for 2026



Introducing a digital asset management system, giving investors and media seamless access to the Alliance's breadth of creative and media materials.



Countering natural DIY pest control head-on with "Don't Try This at Home," a large-scale campaign emphasizing the importance of working with pros.



Expanding PestWorld.org's commercial section with industry-specific pages, research and interactive calculators that help demonstrate the financial consequences of infestations to business customers.



Further leveraging our bench of TV-ready entomologists with a Satellite Media Tour, highlighting professional pest control in local markets across the country.



Debuting an awareness week for America's No. 1 nuisance pest, ants, in April to further build on National Pest Management Month's find-a-pro messaging.



Optimizing the timing for media favorites, Public Health Pest Index™ and Bug Barometer®, to capture more of the news cycle and position the Alliance at the forefront.



Exploring new digital platforms and smarter bidding strategies to engage more consumers, driving them to learn about pests at PestWorld.org or find a pro in their area.

To Our Guardian Investors

THANK YOU FOR YOUR COMMITMENT TO OUR INDUSTRY'S GROWTH IN 2025

A&C Pest Management
A1 No Nonsense Pest Control
ABC Home & Commercial Services of Austin
ABC Home & Commercial
Services of Dallas-Ft. Worth
Aiken Pest Control
Alford Pest Control
All-American Pest Control
Anchor Pest Control
Anticimex
Arrow Exterminators
Arrow Pest Control
Big Time Pest Control
Broadview Pest Management
Bug Off Pest Control
Buono Pest Control
Canady's Termite & Pest Control
Cingo
Clint Miller Exterminating Company
Commonwealth Exterminators
Deans Services
Dodson Pest Control
Ecolab
Four Seasons Pest Control

Gecko Pest Control
Getem Termite and Pest Control
Green Pest Solutions
Harvest Valley Pest Control
Hawx Pest Control
Hoffman's Exterminating
Hyres Pest Control
JEM Pest Solutions
Legacy Termite & Pest Control
Legacy Termite and Pest Control II
Lloyd Pest Control
Massey Services
McCauley Services
McDuffie Pest Control
Modern Pest Control
Moxie Pest Control
My Pest Pros
Natura Pest Control
Ned's Home
NuBorn Pest Control
Olympia Pest Management
Pass Pest Control
PCI Pest Control
Pest-End

Pest Management Systems
Pest Solutions
Pest Stop
PestCo Holdings
Pestex
Quality Pest Control
Quik-Kill Pest Eliminators
Rentokil Terminix
Rid-A-Bug Exterminating
Rollins
Rose Pest Solutions — Northfield, IL
Rose Pest Solutions — Madison Heights, MI
Rottler Pest Solutions
Sprague Pest Solutions
Stride Pest Control
Suburban Pest Control of New York
Terminix Company
Terminix Pest Control
Terminix Service
The Bug Master
Thomas Pest Services
Thorn Pest Solutions
Total Pest Control
ZipZap Termite & Pest Control

To Our Contributor Investors

THANK YOU FOR YOUR COMMITMENT TO OUR INDUSTRY'S GROWTH IN 2025

A+ Pest Management
A-1 Termite & Pest Control
Aardvark Pest Management
Abalon Exterminating Company
ABC Home & Commercial Services of Houston
ABC Pest Control
Abell Pest Control
Accel Pest & Termite Control
Activ Pest Solutions
Adam's Pest Control
Admiral Pest Control
Aerex Pest Control
American Pest Control
American Pest Solutions
Anti-Pesto Bug Killers
Appalachian Pest Control
Arab Termite & Pest Control
Arizona Pest Control
Barron Pest Control
Bayonne Exterminating
Beaverton Pest Control
Big Blue Bug Solutions
Bill Clark Pest Control
Bill's Home Service Company
BioTech Pest Control
Blue Sky Pest Control
Bowman Termite & Pest Management
Braman Termite & Pest Elimination
Brock Lawn & Pest Control

Brody Brothers Pest Control
Budget Brothers Termite & Pest Control
Bug Busters
Burnum-Hahn Exterminators
Cadenhead Services
California American Exterminator
Cascade Pest Control
Certus Pest
Champion Pest & Termite Control
City Wide Exterminating
Clancy Brothers Pest Control
Clegg's Termite & Pest Control
Colwell Termite & Pest Control
Commonwealth Vector Control
Connecticut Tick Control
Cook's Pest Control
Cowleys Pest Services
Critter Getters Pest Control
Critter Gitters Pest Control
CT Pest Solutions
D-Bug Pest Control
Dave's Pest Control
Debug Pest Control
Eco Serve Pest Services
Economy Exterminators
EcoShield Pest Solutions
EM Pest Control
Environ Control
Environmental Security

Expert Home Services
ExternaTrim Exterminating Company
Finley Termite and Pest Control
FL Bed Bug Experts | FL Termite & Pest Experts
Flash Exterminating
FullScope Pest Control
General Environmental Services
Go2-Pros Pest Control
Good Earth Pest Company
Got Bugs?
Green Pest Solutions
Guard Pest Control
Guardian Termite & Pest Control
GuardTech Pest Management
H&H Pest Control Services
Hershey Termite & Pest Control
High Priority Pest Services
Home Fixer
Hopper Termite & Pest
Horizon Pest Control
HTP Termite & Pest Control
Hulett Environmental Services
Hydrex Pest Control
Interstate Pest Management
Invader Pest Management
Invicta Environmental Pest Defense
Jerry's Pest Management
Jones Termite & Pest Control
Justice Pest Services



Enhanced Investor Levels

We've reimagined our investment structure to offer more flexibility and impact at every level. Whether you're just getting started or have been in business for decades, there's a place for you in this movement.

When you invest in the Alliance, you're choosing to be part of something bigger than any one company. You're joining pest management professionals across the country who are actively expanding the market and creating opportunities for everyone.

We're building an industry that future generations will be proud to inherit and inspired to elevate even further. Together, we're leaving it stronger than we found it.

Ready to get involved?

Visit npmapestworld.org/alliance or contact Alliance@PestWorld.org to learn more.

- Killo Exterminating
- Lindsey Pest Services
- M&M Pest Control
- Madsen Pest Management
- Mama Bear Pest & Outdoor
- Masters Pest Control
- MD Weaver Corporation
- Miller Pest & Termite
- Modern Exterminating, NC
- Modern Exterminating, SC
- Mosquito Authority/ Pest Authority
- Moyer
- Myles Pest Services
- NaturZone Pest Control
- Nexus Pest Solutions
- North Fulton Pest Solutions
- Nozzle Nolen
- NW Pest Control
- Olson's Pest Technicians
- Oregon Pest Control Association
- Patton Pest Control
- Patton Termite & Pest Control
- PermaKill Exterminating Company
- Pesky Critters Pest Control
- Pest Aid Company of Alexandria
- Pestco Professionals Pest Control
- Pestmaster
- Platinum Pest Solutions
- Plunkett's Pest Control
- Prosite Pest Control
- Quest Termite & Pest Management
- Rambo Total Pest Control
- Ransford Environmental Solutions

- Redd Pest Solutions of Gulfport
- REPEL Pest Solutions
- Richland Pest & Bee Control
- RichPro Pest Management
- Roberts Termite & Pest Control
- Ross Environmental Solutions
- Saela
- Sage Pest Control
- San Juan Pest Control
- ScherZinger Pest Control
- Sherrill Pest Control
- Shoreline Services
- Skaggs Pest Control
- Slug-A-Bug
- Stern Environmental Group
- Steve's Pest Control
- Sure Thing Pest Control
- Swat Pest Management
- Talent Termite
- Terminix Central Oregon
- Terminix Company of North Carolina
- The Bug Man
- The Killers Pest Control
- The Pest Posse Too
- The Pest Rangers
- Thrasher Termite & Pest Control
- Triangle Home Services
- Washington State Pest Management Association
- Whitmore Pest and Wildlife Control
- Witt Pest Management
- World Class Pest Solutions

To Our Suppliers

THANK YOU FOR YOUR COMMITMENT TO OUR INDUSTRY'S GROWTH IN 2025

GUARDIANS



BENEFACTORS



ARDENT SUPPORTERS

Central Life Sciences/Zoecon
Liphatech, Inc.
Voziq IQ

INVESTORS

AMGUARD Environmental Technologies
CrawlSpace Depot
Davidson Business Services
Good Strategies

Pest Control Insulation
Rockwell Labs
Web-Cote Industries
Weisburger Insurance Brokerage

FRIENDS OF THE ALLIANCE

Phil Gregory
Specialty Consultants, LLC



Professional
Pest Management
ALLIANCE

The Professional Pest Management Alliance is the voice of the industry, driving demand for professional pest control through innovative marketing programs that educate consumers and earn their trust. Since 1997, the Alliance has grown awareness of the essential role pest management professionals play in protecting health, food, and property. Our work is funded through voluntary investments made by pest control companies, the supplier community, and friends of the Alliance. Together, we're creating market conditions that help businesses of all sizes grow stronger, faster.

To join us, please contact [**Alliance@PestWorld.org**](mailto:Alliance@PestWorld.org)