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FREE KIT FOR PEST CONTROL TECHS

2026 PEST CONTROL PRICES & ESTIMATE KIT



What to charge for one-time visits, monthly and quarterly plans, termites, rodents, bed bugs and mosquitoes in the US, a visit calculator, a price list already filled in, an estimate to print and the texts that sell the plan.

- Prices per visit, per plan and per hour
- 14 pests priced: termites to wildlife
- Visit calculator: sq ft, perimeter, time
- Printable estimate + service checklist
- 10 mistakes + ready-to-send texts



HOW TO USE THIS KIT

Six tools to price pest jobs with confidence, sell the plan and get called back.

1 SIZE THE HOME

Use the calculator on page 3: square feet, perimeter in linear feet, the spray band and the time on site.

2 YOUR PRICE

Page 3 also has the formula: product + hours x rate + drive + extras + markup, never below your minimum.

3 PLANS + PESTS

Page 4: one-time, initial, monthly, quarterly and annual plans, per hour and minimum. Page 5: 14 pests priced.

4 ESTIMATE

Print the template on page 6. Write the pest, the areas treated, the plan and the re-service terms, and get it signed.

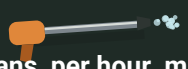
5 SERVICE + MISTAKES

Run the checklist on page 7 on every visit (label, band, baits, gaps, notes) and read the 10 mistakes.

6 TEXTS + PRICE LIST

Copy the client texts on page 9. Page 10 has 25 jobs already priced, plus the top pests and upsells.

WHAT'S INSIDE





3 Visit calculator, sizing rules, price formula, worked job

4 Prices per visit: plans, per hour, minimum

5 Price table: 14 pests and services

6 Estimate template (print)

7 Service checklist

8 10 mistakes that cost you money

9 Ready-to-send client messages

10 Bonus: 25 prices + top pests + ways to charge more

PRICE RANGES
US estimates, 2026

25 JOBS PRICED
Filled in, ready to use

VISIT CALCULATOR
Sq ft, perimeter, time

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CALCULATOR: SIZE THE VISIT

Size first, price second. Measure the home, walk the perimeter, then add the time on site and the drive.

SQ FT length x width → **+ PERIMETER** linear ft → **+ PEST** what, how bad → **+ TIME** on site + drive → **= VISIT** price it

SIZING BASICS · HOME, PERIMETER, BAND, TIME (THE LABEL ALWAYS WINS)

Part	Unit	Rule of thumb	Example	Tip
Floor area	Sq ft	Length x width	50 x 40 = 2,000	+$25 per 1,000 over 1,500
Perimeter	Linear ft	2 x (length + width)	50 + 40 = 180 ft	Termites priced on this
Spray band	Sq ft	About 3 ft out, 1-3 ft up	180 x 3 = 540	Label sets band and rate
Initial visit	Minutes	60-90 min on site	1.25 h	Inside, outside, baits
Recurring visit	Minutes	20-40 min on site	30 min	Plus the drive between

PRICE FORMULA

PRODUCT spray, bait → **+ LABOR** hours x rate → **+ DRIVE** time + miles → **+ EXTRAS** sealing, stations → **+ MARKUP** → **≥ MINIMUM**

EXAMPLE: initial visit, 2,000 sq ft home, ants and spiders, quarterly plan

Home 50 x 40 ft = 2,000 sq ft · perimeter 2 x (50 + 40) = 180 ft · spray band 180 x 3 = 540 sq ft · 20 miles

Product	180 ft x $0.10 (perimeter spray, granules, gel)	**$18.00**
Monitors	8 monitors x $2.50 (glue boards, kitchen, baths)	**$20.00**
On site	1.25 hours x $80 (inside, outside, eaves)	**$100.00**
Drive	0.5 hours x $80 (to the home and back)	**$40.00**
Sealing	6 gaps x $5 (pipes, weep holes, door sweep)	**$30.00**
Vehicle	20 miles x $0.70 (fuel and wear)	**$14.00**
Markup	15% of $222.00 (overhead, license, insurance, profit)	**$33.30**
TOTAL	$255.30 rounded up	**$260.00**

Illustrative: $260.00 for the initial visit on a 2,000 sq ft home with 180 ft of perimeter. Quarterly visits after it: about $100 - $200. Above a $150 minimum.

PRICE PER VISIT - PLANS, PER HOUR, MINIMUM

Job	Typical range	What changes the price
One-time general visit	$150 - $300 per visit	Inside and out, no plan. Clients see $160 - $290 online
Initial service, plan start	$150 - $300 per visit	Heavier first treatment, 60-90 min on site, monitors placed
Monthly visit	$40 - $80 per visit	Heavy roach or ant pressure, humid states, restaurants
Every other month	$60 - $120 per visit	Between monthly and quarterly; common in the South
Quarterly visit	$100 - $200 per visit	The most common home plan; outside every time, inside on request
Annual plan, quarterly	$450 - $900 per year	Initial + 4 visits, free re-service between visits
Larger home add-on	$25 - $50 per 1,000 sq ft	Over about 1,500 sq ft: more rooms, more product, more time
Same-day or emergency	$100 - $300 extra	Evenings, weekends and the wasp nest at the front door
Per hour, unscoped work	$75 - $150 per hour	Wildlife, exclusion and jobs you can't scope by phone
Inspection only	$75 - $150 per visit	Credit it back if the client books the treatment
Service minimum	$125 - $200 per visit	Even one small nest takes a trip, gear, product and paperwork

PRICES YOUR CLIENT SEES ONLINE (2026)

- **One-time general visit: $160 - $290.**
- **Annual plan: $470 - $870 a year.**
- **Bed bugs, whole home: $1,000 - $4,000.**
- **Quarterly visit: $100 - $300.**
- **Termite liquid: $4 - $14.50 per linear ft.**
- **Mosquito season: about $500 on average.**

Sources: Fixr, Bob Vila, Housecall Pro, This Old House, FieldRoutes, GorillaDesk, InvoiceOwl and Angi/HomeAdvisor, plus our estimates. Rounded regional estimates with product included. Varies by state, pest pressure and home size.

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PRICE TABLE - 14 PESTS AND SERVICES

Job	Typical range	What changes the price
Ants	**$100 - $250 per job**	Gel bait inside, non-repellent outside; carpenter ants run higher
Cockroaches	**$100 - $400 per job**	Gel bait, dust and monitors in kitchens and baths
German roach cleanout	**$250 - $800 per job**	2-3 visits about two weeks apart; apartments run higher
Rodents, trap and bait	**$180 - $540 per job**	Inspection, traps or stations and 1-2 follow-up visits
Rodent exclusion	**$100 - $500 per job**	Seal gaps with mesh, steel wool and sealant; priced by the gaps
Rodent bait station	**$25 - $75 each**	Tamper-resistant, anchored and checked every visit
Termites, liquid barrier	**$4 - $14 per linear ft**	Trench and treat the foundation. 180 ft = $720 - $2,520
Termites, bait stations	**$8 - $12 per linear ft**	Stations every 10-20 ft plus a yearly monitoring fee
WDI / termite report	**$75 - $325 per report**	For home sales; the buyer or the lender orders it
Bed bugs, per room	**$200 - $400 per room**	2-3 visits; heat treatment runs $1 - $3 per sq ft
Fleas and ticks, yard	**$75 - $200 per visit**	Yard spray plus inside for fleas; the vet treats the pets
Mosquito yard spray	**$50 - $200 per visit**	A season of 5-8 visits averages about $500
Wasp or hornet nest	**$50 - $150 per nest**	High, hidden or in a wall void runs at the top
Wildlife removal	**$250 - $700 per job**	Raccoons, skunks, opossums, bats; seal the entry after

Sources: Fixr, Bob Vila, Housecall Pro, This Old House, FieldRoutes, GorillaDesk, InvoiceOwl and Angi/HomeAdvisor, plus our estimates. Rounded regional estimates with product and the trip included. Varies by state, pest pressure and home size.

ESTIMATE



FROM (your business)

Name: _____

Phone / email: _____

_____

_____

_____

CLIENT

Name: _____

Phone / email: _____

Service address: _____

Date: _____

Estimate #: _____

JOB (pest · where seen · sq ft · perimeter · inside / outside · kids or pets · plan · photos)

_____

_____

_____

Item	Qty (visits / each / hours)	Rate	Total

Product + supplies	
Trip / drive	
Minimum	
TOTAL	**$**

Plan: One-time / monthly / every other month / quarterly · Next visit _____

Re-service: Pests back between visits: we come back free inside the plan

Prep: Clear under sinks, move pets and food bowls, stay off treated areas until dry

Payment: Initial due on the day · Plan on autopay · Card · Zelle · Check

Valid until: _____

_____ _____

Client approval (signature and date)

SERVICE CHECKLIST

Run it on every visit, before you leave the driveway and before you send the invoice.

- [ ] **Ask and inspect**
  Ask where they see the pest, then check kitchen, baths, garage, eaves and the yard.
- [ ] **Read the label**
  Right product for the pest and the site, mixed at the label rate, never stronger.
- [ ] **Exterior band**
  Treat the band around the foundation, doors, windows and weep holes as the label says.
- [ ] **Interior**
  Cracks and crevices only, away from food, toys and pet bowls.
- [ ] **Baits and stations**
  Bait placed and dated; stations anchored, locked and logged on the map.
- [ ] **Seal the gaps**
  Pipes, vents, door sweeps and garage corners sealed or written up for the client.
- [ ] **Monitors**
  Glue boards checked and replaced; counts written down to show the trend.
- [ ] **Kids and pets**
  Tell the client when people and pets can go back on treated areas.
- [ ] **Service report**
  Products, amounts, areas and findings written down and sent to the client.
- [ ] **Book the next visit**
  Next date set, plan explained, payment taken and a review requested.

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10 MISTAKES THAT COST YOU MONEY

Each one costs you money, a free re-service or a client who cancels the plan.

1 Small jobs below your minimum

One wasp nest still takes a trip, gear and paperwork. Never go below a $125 - $200 minimum.

2 Selling one visit, not a plan

One-time clients call once. Sell the quarterly plan on the first visit: initial plus 4 visits a year.

3 Not measuring the home

A 4,000 sq ft home takes more product and time than 2,000. Price the square feet and the perimeter.

4 Mixing stronger than the label

More product is not more kill. It's against the law, it wastes money and it can hurt people.

5 Skipping the exclusion

Rodents come back through the same gap. Price the sealing as its own line, never free.

6 German roaches in one visit

They need 2-3 visits about two weeks apart. Quote the full cleanout, not one spray.

7 Drive time not priced

Thirty minutes each way is an hour of your day. Build the drive into the visit or the zone.

8 No written report

No record of product, amount and area means no defense if a client complains. Write it down.

9 Re-service with no limits

Free re-service is for the plan pest between visits. Write the terms on the estimate.

10 Working outside your license

Termites, fumigation and some products need a state license category. Check before you quote.

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READY-TO-SEND MESSAGES

Copy, change the name and send by text or WhatsApp.

Sending the estimate

Hi [Name], here is your estimate: initial treatment inside and out for [ants], $[total], then a quarterly plan at $[price] a visit with free re-service between visits.

Client asks for one visit

I can do one visit for $[price]. Most clients take the quarterly plan: the first visit, then 4 a year, and I come back free if they return.

Ask for photos first

Can you send a photo of the pest and where you see it most? It helps me bring the right product and give you an exact price.

Prep before the visit

Before I come: clear under the sinks, put pet bowls away and keep kids and pets off treated areas until they dry. About [1] hour.

Something bigger found

During the visit I found [termite tubes] on the [garage wall]. Photos attached. Treating it adds $[amount]; I'll wait for your OK.

After the service

All done! Thanks, [Name]. The report is attached. Pests may show up for a few days, that's normal. A quick review helps a lot: [link].

PRICE RANGES
US estimates, 2026

25 JOBS PRICED
Filled in, ready to use

VISIT CALCULATOR
Sq ft, perimeter, time

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BONUS - READY PRICE LIST: 25 PEST JOBS

Filled in, not blank: suggested 2026 prices for a mid-cost US area, product included. Adjust 10-20% for your area, your speed and the pest pressure.

EVERY HOME MEASURED · LABEL FOLLOWED · GAPS PRICED · NEVER BELOW YOUR MINIMUM

Job	Price
1. One-time general visit	$195
2. Initial service, plan start	$175
3. Monthly plan, 12 visits x $55	$660
4. Every other month, 6 visits x $85	$510
5. Quarterly plan, 4 visits x $125	$500
6. Annual plan, initial + 4 visits	$650
7. Same-day call add-on	$150
8. Exclusion work, 3 hours x $95	$285
9. Inspection only	$125
10. Service minimum, one small job	$150
11. Ant treatment, inside and out	$175
12. Roach treatment, house	$225
13. German roach cleanout, 3 visits	$525

Job	Price
14. Rodent trap and bait program	$350
15. Rodent exclusion, small home	$375
16. Bait stations, 4 stations x $45	$180
17. Termite liquid, 180 ft x $9	$1,620
18. Termite bait, 180 ft x $10	$1,800
19. WDI report, home sale	$150
20. Bed bugs, 2 rooms x $300	$600
21. Flea and tick yard spray	$150
22. Mosquito season, 5 visits x $95	$475
23. Wasp nests, 2 nests x $95	$190
24. Raccoon removal + seal	$450
25. Bat exclusion + seal	$550

TOP JOBS: WHAT TO CHARGE

QUARTERLY PLAN
$100 - $200 / visit
Most common home plan

TERMITE LIQUID
$4 - $14 / ft
Per linear ft

BED BUGS
$200 - $400 / room
2-3 visits

RODENTS
$180 - $540 / job
Then sell exclusion

4 WAYS TO CHARGE MORE

Sell the plan
Turn one-time calls into quarterly visits at $100 - $200: the same home pays you 4 times a year.

Sell the exclusion
After rodents, seal the gaps at $100 - $500 a job: fewer callbacks, happier client.

Sell bait stations
Rodent stations at $25 - $75 each, checked on every plan visit.

Sell mosquito season
Spring to fall at $50 - $200 a visit, booked once for the whole season.

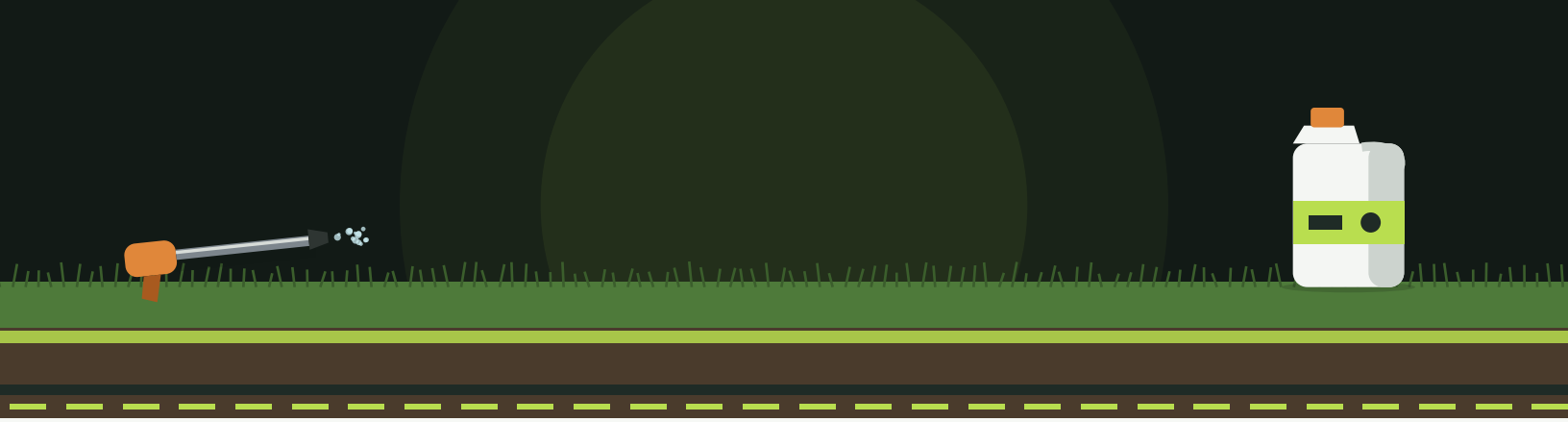
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READ THE LABEL SEAL THE GAPS

Measure the home, follow the label, price the drive and the sealing, write the report and book the next visit. More free guides for trades at vifalio.com.

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