

A time-saving solution for taking down termites

Yankee Pest Control relies on BASF products to ensure a quick, clean takedown

In 1990, Galvin Murphy founded Yankee Pest Control with the goal of helping the people of Boston, Mass., feel more comfortable in their homes. With Yankee Pest Control's large customer base, he prides himself on keeping homes clear of pests, especially with damage from Eastern subterranean termites (*Reticulitermes flavipes*) being rampant in older homes.

"When you have, say, 1,000 annual termite renewals, when you start a new calendar year, you have 1,000 customers who are counting on you to be there," says Murphy.



Galvin Murphy

When Murphy noticed that callbacks for termites were holding at a steady 22 percent instead of decreasing, he decided it was time for a change in Yankee's protocol. He contacted his local BASF representative, and was given some products to test. He began using Trelona ATBS Annual and Termidor SC and HE, and shortly thereafter realized these products would make a difference for his customers.

"The first time we used Termidor SC, we found that we had a 1 percent callback the following year," says



A Yankee Pest Control truck makes an appearance at a local flag service.

Murphy. "Now we don't have upset customers, and we aren't sending techs to jobs that were already paid for. Instead, we are able to send them to new customers. I feel that BASF is Yankee's biggest asset with the termite services we offer."

HELPING MAKE A HEALTHY HOME

A few years ago, termite control accounted for only about 9 percent of Yankee's business. Since incorporating BASF products into its Healthy Home program, Yankee has seen a four-point growth in one year.

"The first few jobs we did I tracked and serviced personally, and the BASF products eliminated the termites quickly," Murphy says. "We were not only able to cut the price in half for the customer, but we were also able to cut the time of our service in half because the cost of the product went down. We were able to do a better job, and it took a lot less labor."

Murphy created a tier system for Yankee's Healthy Home program that allows customers to personalize the program to their specific needs.

"The basic program includes mainly the 'creepy crawlies' — the occasional invaders, ants, cockroaches, mice, rats," Murphy explains. "We will then offer the gold level, which adds a couple hundred dollars to the price, but offers a BASF product to protect against and treat termites in addition to general pests. We probably have several hundred of those customers with no pests in their house."

The third and top level for Yankee Pest is platinum, which combines BASF products to not only cover the inside of the house, but also target the outside with tick and mosquito treatments. This allows customers to be comfortable in their homes no matter what.

"I think these products are outstanding — if we didn't believe in BASF products, we wouldn't use them. I've been in the business for 30 years, my son and son-in-law are both in the business," Murphy says. "It's more than just satisfying the customer nowadays. They need to be wowed, or they won't stay with you. If you aren't using BASF products, then I believe you're really missing the ball on termite control — I really do."