

Commensal Rodent Control

Residential / Commercial
Category 304

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Greeting the Customer

Walk-Through With Customer

- How long has the problem been going on for?
- Have they observed the rodents or just signs of activity?
- Do they have small children and or pets?
- Has the customer attempted to self-treat the problem?



Inspection Process

- Start inside and take inventory as the customer shows you around.
- Identify the rodent(s), i.e. mice, rats, etc.
- Knowing the pest's biology will aid you in finding entry points, and/or setting traps, and selecting the right bait.
- Inspect the garage.
- Exterior of the home.
- Attic and or crawlspace(s).



Knowing Your Target

- House Mice *
- White-Footed Mice
- Deer Mice
- Norway Rats *
- Packrats
- Roof Rats *
- Many others...
- Commensal Rodents – live in human habitats where they can find essential elements; including food, water, shelter, and space.



House Mice

- Considered a commensal rodent
- Small and slender, three to four inches long, with large ears, small eyes and pointed nose; light brown or light gray in color.
- Generally, go 10-30 feet from nest, and they establish a territory.
- Live only about a year, but are prolific breeders, every 40-50 days.



Courtesy of the National Pest Management Association / Tom Myers

White-Footed Mice

- Life expectancy about a year or a little more.
- They are about 3.5 to 4 inches long, excluding the tail.
- Large ears, brown back and white belly fur, a long tail, and large black eyes. Easily confused with a deer mouse.

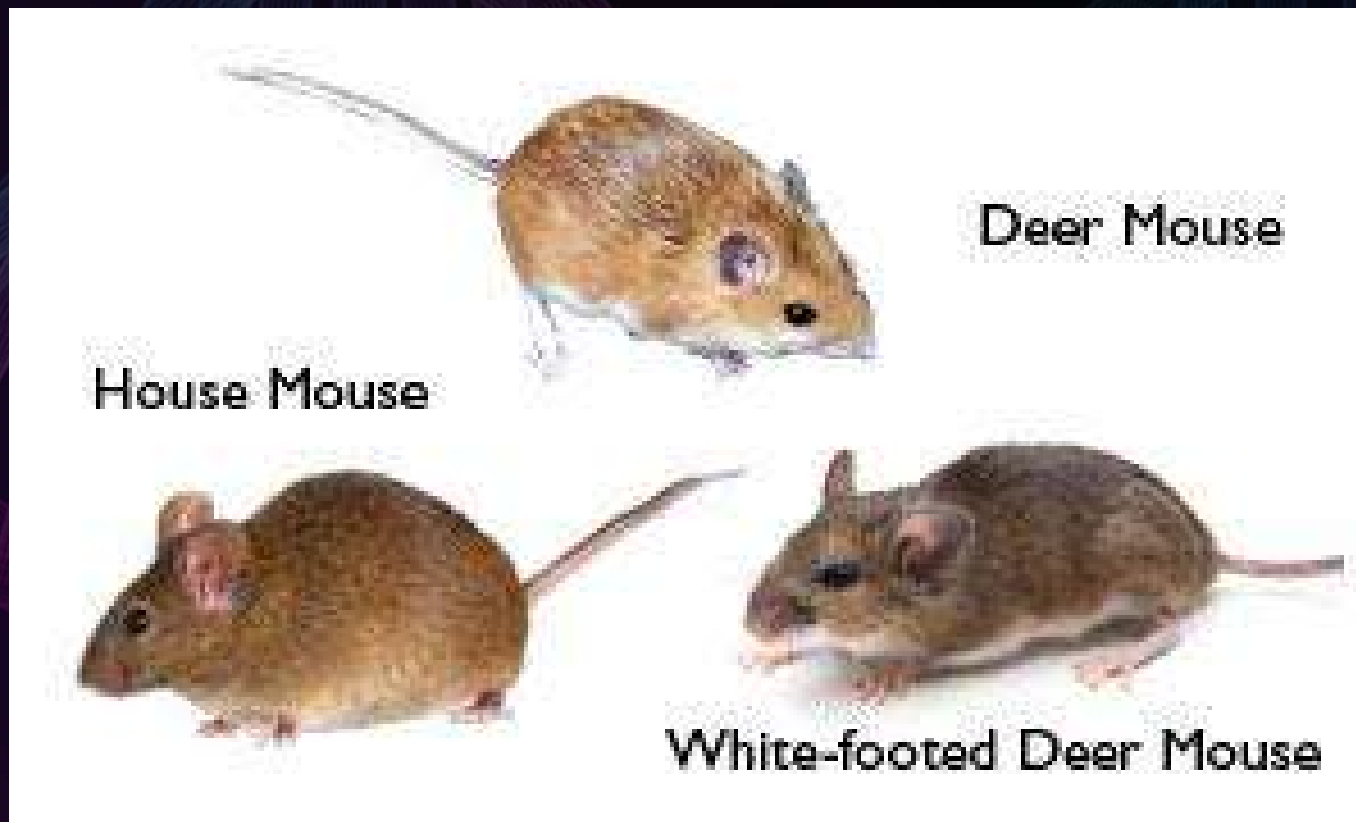


Deer Mice

- Measuring 3 to 4 inches long, excluding the tail.
- Large beady eyes and large ears giving them good sight and hearing.
- Their soft fur can vary in color, from white to black, but all deer mice have a distinguishable white underside and white feet.
- Average 3-4 litters per year with 3-5 young per litter.
- Most notable carrier of the Hantavirus.



Differences Between Mouse Species



Norway Rat

- Commensal rodent*
- Brown, heavy-bodied, six to eight inches long.
- Small eyes and ears, blunt nose; tail is shorter than head and body; fur is shaggy; droppings are capsule-shaped.
- Can produce four to seven litters per year with 8-12 young per litter.
- Most common rat in the U.S.



Roof Rat

- Commensal rodent*
- They are long and thin rodents that have large eyes and ears, a pointed nose and scaly tail.
- They have soft and smooth fur that is typically brown with intermixed spots of black. Their undersides are often white, gray or black.
- Average 5 litters per year with 5-12 young per litter.



Packrat

- Medium-sized, bodies measure about 8 inches, with the tail slightly shorter than the head and body combined.
- Varies in color from cinnamon to brown, gray, yellowish gray, or creamy buff.
- Different from Norway and roof rats from the hair on their tails.



















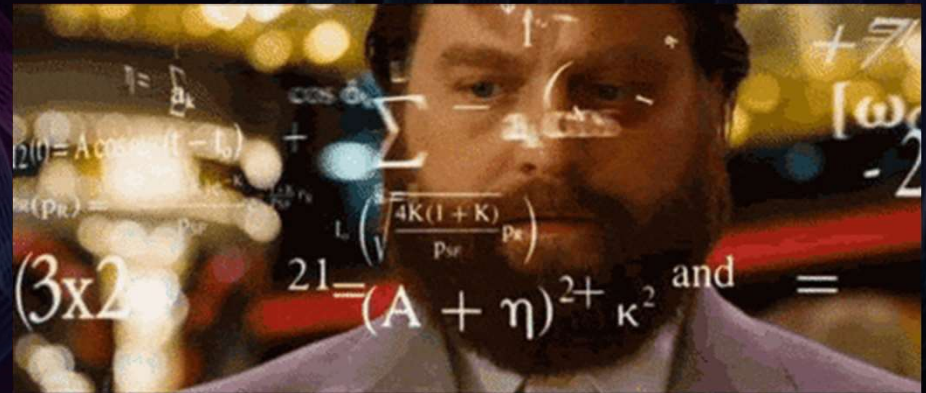






Quoting the Service

- What are the customer's expectations (one-time service or routine service)?
- Are we going to set traps, and seal? Add bait stations?
- What is the cost of the supplies I am going to use?
- What is the cost of my labor for the initial? Follow-up? Routine service?
- Have you correctly completed the quote form?



Selling the Service

- Complete quote and email or print.
- Be confident and explain the process of sealing the home or business, setting traps, following-up to check traps and routine service if applicable.
- If you explain the process, while meeting the customer's expectations, you don't need to "sell" the service.
- Explain service, warranty, and expectations.
- Let customer know you accept cash, check, credit card, Venmo, etc.?



Starting the Service

- Start inside to show customer that “their” time is valuable.
- Set box traps in hotspots
 - Attic
 - Crawlspace
 - Sinks
 - Refrigerators
 - Stove
 - Pantry
 - Utility rooms
 - Garage



Starting the Service

- Set traps out of place and out of mind.
- Show customer where the traps are located.
- Let them know they can throw the rodents away, no need to save them.
- We will be back to check the traps.
- Customer participation can help and can also hinder.



Starting the Service

- Start on the exterior.
- Use a mirror and flashlight to find all the holes from the inspection and seal them with a combination of steel wool, clear caulking, and for larger holes use 1/4" hardware cloth.
- Common areas
 - Sill plates
 - Step downs on sill plates
 - Cantilevered areas,
 - Garages
 - Penetrations in siding
 - Air conditioning lines, vents, radon, electrical lines, gas lines, etc.









Starting the Service

- Set up exterior rodent stations around home.
- Be mindful of small children, and pets.
- Setup company standards for this practice.
- Understand the difference between primary and secondary poisoning and eliminate/minimize the risk of both.
- Our standard is to not have bait stations in the back yards of residential customers if they have pets.



Rodent Baits

- Numerous baits on the market including first-generation and second-generation rodenticides.
- First-generation anticoagulant rodenticides are referred to as “multi-dose anticoagulants”, meaning the rodents must consume these baits for several consecutive feedings to consume a lethal dose.
- Second-generation anticoagulants are “single-dose” anticoagulants. Which are usually
Restricted Use Baits



Primary vs. Secondary Poisoning

- Primary rodenticide poisoning is when a non-target animal/human (dog, cat, etc.) eats the rodent bait directly.
- Secondary rodenticide poisoning is when a non-target animal eats a dead or dying rodent that is under the influence of the rodenticide.
- Not all rodenticides are created equal. Read your labels and SDS to determine the best choice for your business and situation.

Rodenticides kill more than just rodents.

Poison is not species-specific. Though you may target mice and rats when using rodenticides, a chain reaction is created.

Rodenticide

Non-target wildlife species like muskrats, chipmunks, and squirrels can be attracted to rodenticide.

- Muskrat
- Eastern Chipmunk
- Eastern Gray Squirrel

Larger animals like owls, hawks, and foxes may prey on rodents that have ingested rodenticides, thus becoming poisoned themselves.

- Barred Owl
- Red-tailed Hawk
- Red Fox

Scavengers such as opossums, vultures, and eagles can become poisoned when they consume the carcasses of animals killed by rodenticides.

- Virginia Opossum
- Turkey Vulture
- Bald Eagle

WILDLIFE CENTER OF VIRGINIA
wildlifecenter.org

Personal Protective Equipment

- Make sure to read the rodenticide label.
- The label is the law.
- Look for the required PPE.
- Use chemical gloves “nitrile” for most rodenticides.
- Do not use cotton or leather gloves.
- Risk = Toxicity x Exposure



Mouse Traps

- Many different traps on the market.
- The good old Victor snap trap
- Set perpendicular to the wall in high traffic areas.
- Set the trap to “S” for a sensitive trigger or set to “F” for a firm trigger.
- This will allow you to target juvenile mice.
- Bait sunflower butter, peanut butter, oils, etc.



Mouse Box Traps

- Great idea to hide mouse traps.
- Keeps kids and pets away from danger.
- Can use glue boards too for insect traps/control.
- Wouldn't recommend glue boards for rodents unless necessary for baby mice that can't be trapped via a snap trap (not humane).
- Has a service log on the box.





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-CAUTION- KEEP OUT OF REACH OF CHILDREN

- Contrace (Bromadiolone) 0.005% EPA#12455-79
- Terad3 Blox (Cholecalciferol) 0.075% EPA#12455-106
- FirstStrike Soft Bait (Difethialone) 0.0025%, EPA#7173-258





Checking Out With Customer

- Walk or talk them through what you did and show them where the traps and or stations have been placed.
- Set expectations and offer immediate assistance if something unusual happens.
- Confirm that you will be back in 2-3 days to check traps and re-inspect the sealing work.
- Collect payment



Notes

- Document, document and document.
- It's a legal document and it's the only thing between you and the customer if a problem arises.
- Use quick notes if applicable.
- Detailed description of work done.
- Add disclaimers for products used.
- Add warranty information.
- Expectations.
- Leave behind.



Follow Up Service

- Check traps, move them, if necessary, pick up, or add if deemed necessary.
- Ask customer what they have or haven't seen.
- Check the exterior entry points to make sure they held up and see if anything was missed.
- Service stations (if applicable).



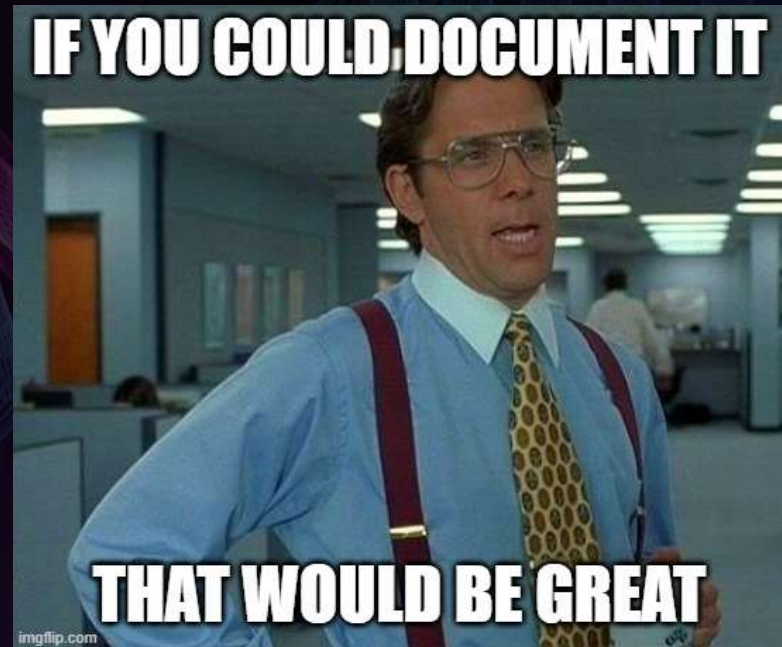
Checking Out With Customer

- Set expectations again.
- Schedule another visit if necessary.
- Start routine service if selected by the customer.
- Verbally remind the customer of their warranty and offer immediate assistance if they have any troubles.



Notes

- Document, document and document.



Warranty Information

- Make sure you verbally discuss with customer.
- It's about expectations.
- Make sure it's on your quote form.
- Make sure it's in the notes.
- Honor your warranty if your customer calls and learn from the mistakes (It will happen).
- Set standards for your rodent service.



Beginning Routine Service

- Your first follow-up will tell you what frequency you need to be on to start.
- Be flexible with your frequencies, its about results, not necessarily money.
- Service monthly, every other month, or quarterly. Bait consumption will dictate that for you.
- Re-inspect the exclusion on every service, service bait stations, and check traps if any.



Reviews

- Send link to the customer to give you an honest review.
- If they accept the routine service, send them a thank you card, and welcome them to the family.
- A little customer service goes a long way.



**Customer
Reviews**

Questions

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