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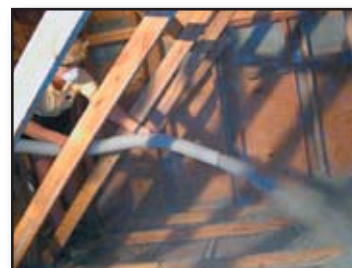
ADVERTORIAL



# 10 Reasons to Offer Insulation Removal & Replacement Services

## Helps keep Bugs out — and Comfort in!™

Insulation removal and replacement services can be a profitable add-on business for PMP's and WMP's.



**W**hy are pest control, insulation removal, and insulation application all a natural fit for busy, revenue motivated PMP's and WMP's? Here's why:

1. **These professionals are typically the first on the "scene of the accident" and are in the perfect position to describe the problem and provide a solution for the customer.** Typically 70% of visits include an attic inspection. We know animals that enter homes and attics leave fecal matter, urine, fleas, lice, mites and often damage or destroy the attic insulation. The overall problem is that animals can compromise the health and comfort of our number one investment, our home.

2. **Customers need this service whether they know it or not.** Damaged insulation costs homeowners every month in higher heating and cooling bills and more wear on their heating and cooling units since these units have to work harder to provide the same comfort. If you take a minute to educate your customers and let them know in advance that you will be inspecting their insulation the sales will come.

3. **Profit Margins make it worth it.** Gross profit margins can range from 70 to 90% for this type of work and will generally bring in about \$250+/hour.

4. **A Federal Tax Credit is available covering 30% of the cost of the job, up to \$1,500!** This program is in place for tax years 2009 and 2010 – plus, many state agencies and utility companies offer rebates, credits, or low interest loans for adding insulation in attics.

5. **Homeowners insurance may pay the removal and replacement of damaged insulation.** Most homeowners insurance will pay for damage done to insulation by certain animals, including raccoons, bats and pigeons.

6. **Finding time to do the job is not an issue.** There is equipment available that can be paid off after doing a handful of jobs. What once took days to complete by hand or with a shop vacuum now takes only a few hours with a commercial grade vacuum removing over a ton of insulation in an hour. Since the PMP crew is already staged onsite, re-installing fresh insulation is a logical step in the process, and can be completed in no more than a half day, generating even more revenue.

7. **Most homes are under-insulated based on Department of Energy recommendation of R-49 in almost all states.** This means whether removal is necessary or not, almost all homes will benefit from adding additional insulation in their attic.

8. **The competition is almost non-existent.** Many have avoided offering this service due to lack of proper equipment and knowledge. Plus, many insulation contractors that do offer it don't have the proper training or licenses to handle wildlife or pest management problems.

9. **Labor is a non-issue when you contract with a local staffing company that will provide fully insured workers for a day or two.** You can specify the work to be done and the type of employee you need for the day so you don't have to pull your current staff off other paying jobs.

10. **Support is only a phone call away.** Pest Control Insulation Systems offer turn key programs, so getting started is easy. They offer equipment packages, inspection forms, sample contracts, training materials, sales literature, and certification courses.

You can reach Turk, president and CEO of TAP Pest Control Insulation in Homer, Ga., at 866-284-7247 or [www.tapinsulation.com](http://www.tapinsulation.com).