

Eliminate the holiday pests

By Nick Schriver

When your customers are pestered with getting ready for the holidays, there is a way you can help them while growing your business and generating additional revenue.

The holiday season is the busiest time of the year – from shopping and cooking to parties and spending time with family and friends. Then there is the decorating. Who has time to spend hours untangling lights, going up and down on ladders and decking the halls for the holidays?

Some people want to avoid injury while others don't want to bicker with their spouses. In reality, most just don't have the time to unravel lights, search for power sources and climb around on ladders, much less find a place to store all of the outdoor decorations. But

the majority of people are not aware of their options.

That is where you come in. During what is traditionally a slower time of the year for the pest control industry, hanging holiday lights and decorations can mean more income for your business. You may find that your clients need to avoid the holiday hassle and hire a professional service to decorate for them. In fact, they have already hired you to provide a pest control service so that they can enjoy their house and don't have to do it themselves. Plus, it is not very often that by adding an additional service to your business you can create cheerful memories for families to remember for years, and spread the Christmas spirit.

Holiday lighting and decorating is the perfect addition to an already existing business. It provides franchisees the opportunity to generate additional revenue and keep employees busy during the slower season. In addition, it is a great opportunity to continue to use your resources, including work trucks,

warehouse, tools, insurance and employees.

The other good news is that there is not a substantial investment needed up front and the opportunity for a large profit is attainable. The most important thing is good training and learning all aspects of the business including design, layout, sales, marketing, proposals, estimating, electrical load, installation, removal, and most importantly, safety. It is best to get this training from qualified people in the industry.

Holiday lighting and decorating is a great niche for any pest control company that wants to expand its business and client base and continue to increase revenue year after year.

Nick Schriver is founder and franchisor of Decorating Elves in St. Petersburg, Fla. He keeps up with the latest trends and products in the holiday lighting and decorating industry.

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