

How you may price In2Care Mosquito Stations

Discover how In2Care users across the US are boosting sales and profits with these effective business models and pricing strategies

PMP, California

"We start with a spray for \$50 and add Stations to it for \$25 per Stations (no set-up fee). Usually three Stations. We only do additional spraying if needed, for no charge. This program is profitable."

PMP, Arizona

'We charge \$55 per Station installed and \$17 per visit for Station maintenance. Any other treatments needed are priced additionally.'

PMP, Texas

'I charge \$55 each to install and \$80 monthly for two Stations. I would add charges for fogging, but it hasn't been needed.'

PMP, Texas

"We charge a flat rate of \$100 monthly, no set-up fee. We usually place three Stations. If there are any callbacks, we do misting, with no additional charges. We hardly get call-backs."

PMP, North Carolina

'I usually charge \$50 per unit for setup and \$25 per unit for the monthly service. Minimum three Stations per yard.'

PMP, Tennessee

'\$125 initial charges for one Station and monthly fogging. Monthly costs \$85. For every added Station the initial costs increase by \$50 and the monthly costs by \$10'.

PMP, Florida

"The monthly charge is \$150, for monthly fogging/spraying and two to three Stations. No set-up costs. People love it!"



In2Care[®]
Mosquito Station



info@in2care.org | www.in2care.org

In2Care Mosquito Station - Potential Business Model and Pricing Examples USA

Program	Green/Economic	Integrated service	Full premium service
Products	In2Care Mosquito Stations only	In2Care + occasional spraying treatments (2-3 times per year)	In2Care + spraying/larvicide treatments
Explanation	<ul style="list-style-type: none"> The customer is concerned about the environment and chemical exposure. Customer is willing to wait 2-3 weeks for the result. Best to install Stations before the start of the mosquito season, before the mosquito population has built up. Circumstances right for In2care only. 	<ul style="list-style-type: none"> Heavy mosquito population. Customer requested treatment after the mosquito season started. Customer wants to see immediate effect. After frequent downpours that may result in extra mosquito pressure. 	<ul style="list-style-type: none"> Very heavy, dense, and diverse mosquito populations in or near customers' properties. High-end customers with a low threshold for mosquitoes. Customer willing to pay and wants immediate results. Maximum mosquito population reduction
Pricing examples	<ul style="list-style-type: none"> *\$25-40 per Station per servicing cycle At least 2 or 3 Stations per average yard Lowest range if bundled with other PMP services. 	<ul style="list-style-type: none"> *\$25-40 per Station per servicing cycle On average 2-3 Stations per average yard + additional costs for booster misting/barrier application (2-3 per year). 	<ul style="list-style-type: none"> *\$125+ for the total program, per service cycle On average 2-3 Stations per average yard Includes spraying and Station servicing every servicing cycle.
General Notes	<ul style="list-style-type: none"> ✓ *Prices listed are only examples. The actual price quoted are up to the PMP or LCO depending on local conditions and competition. ✓ In2Care Stations can be serviced every 4-6 weeks. ✓ No matter what method is used, it is important to eliminate as many breeding sources as possible, as well as educate your customer on what to expect. ✓ In most cases, the PMP or LCO retains ownership of the Stations and often collects them at the end of the season. ✓ In many cases, PMP or LCO will charge additional initial set-up costs. ✓ In warmer southern climates, season-long mosquito control has been sold and proven to be very effective. ✓ To maximize success, it is recommended to watch the In2Care Sales training: https://www.in2care.org/training/ 		