



Vertical Market Selling Guide

Exterminator



Purpose

This guide is provided to you at no charge to create awareness for the needs of a payment terminal solution within a specific vertical market that may be less penetrated than traditional retail stores.

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Market Segment: Exterminating and Disinfecting Services

SIC/MCC: 7342

NAICS CODE: 56171

Market Overview

This industry segment is characterized by a few large companies with franchising operations, and many independent companies providing service in local areas. Included are companies that exterminate and control birds, mosquitoes, rodents, termites and other insect pests.

There are approximately twenty thousand establishments throughout the country that are involved in this business. The major players, Rollins (Orkin), ServiceMaster (Terminex), and Ecolab, account for nearly thirty-five percent of the total industry revenue.

Credit/Debit card use in this market segment is fairly low, but industry data shows that the average ticket amount, when a card is used, is \$187. Currently less than 15% of the estimated \$8 billion spent in this market is charged to credit and debit cards.

Sales & Marketing Insights

From a marketing point of view there is one major professional/trade organization and thirty-six state-wide organizations (see Exhibit 1). The state organizations offer a variety of marketing opportunities including meetings, newsletters, and partner programs.

The national association, National Pest Management Association (NPMA) conducts a number of meetings throughout the year as well as a large national convention and exhibit. The NPMA also has a sponsored member's benefit program that currently does not include card-based transaction processing services (programs include group insurance, check recovery services through ChecXchange™, and pre-paid legal services). There are also supplier memberships, exhibitor, and sponsorship opportunities.



Market Characteristics

The pest extermination industry is composed of both franchisees of large national companies and small local enterprises. The average firm in this business has about 8 employees and 1.2 locations. Over 80% have less than ten employees. The vast majority of exterminator businesses focus on insect control (85%).

The average ticket for extermination services varies between \$100 and \$200, depending on the type of service provided. Many consumers have annually contracted services that are billed periodically. However, a great deal of business is conducted on a one-time basis where payments are made on-site, at the time of service.

Payment Characteristics

- Card payments, estimated percent of total payment volume : 15%
- Estimated average ticket size of card transactions: \$187
- Average monthly number of card transactions per establishment: 21
- Estimated number of total payment transactions per month (assuming \$150 average bill): 215

Market Resources

- Associations
 - National Pest Management Association
 - <https://www.nmpapestworld.org>
 - 6,000 members
 - 70 chapters
 - Annual convention (PestWorld 2010, October 20-23, 2010, Honolulu HI)



VeriFone Solutions

Exterminators and disinfecting service contractors would need to have devices that are portable and can be brought to the point-of-service. This would meet the needs of the contractor and allow exterminators to offer credit card acceptance to consumers for added convenience and payment flexibility. VeriFone offers a variety of wireless communication options for portable devices.

- PAYware Mobile
- Nurit 8020S
- RoamPay Swiper



PAYware Mobile



PAYware Mobile for iPhone™ allows for payments to be accepted anywhere, anytime in a secure manner via card swipe.

PAYware mobile is a PA-DSS approved payment application for iPhone™. Accepting credit card payment via PAYware Mobile comes with a variety of benefits including higher security and increased transaction savings.