

## ASK THE NISUS EXPERTS

**This month's expert:** National Technical Manager **RON SCHWALB**, on pretreatment options with Bora-Care®

### 1. What advantage does Bora-Care termite pretreatment (or new construction preventative treatment) have over a traditional soil pretreatment?

Pest management professionals have told us they see several key advantages, including:

- ▶ A huge savings in time for builders and PMPs alike, without the hassle of rushing to pretreat before concrete is poured or the weather turns bad;
- ▶ Builders prefer Bora-Care because it saves them almost a full day in cycle time and is more convenient to their schedules (as well as PMPs' schedules);
- ▶ Marker dye and indicator kits verify actual wood treatment, help limit liability and help certify proper applications;
- ▶ Higher profit potential per treatment for PMPs due to fewer materials and lower equipment costs, as well as easier scheduling;
- ▶ Ease of use with simple tank sprayers and straightforward application techniques;
- ▶ Substantially less volume of chemicals used in a more consistent application pattern;
- ▶ Proven efficacy against termites;
- ▶ Strong marketing support due to technician certification programs and a product warranty that covers damage repairs.

### 2. I stopped doing soil pretreatments because they are no longer profitable. Why should I start again?



*Nisus Expert Ronald Schwalb is National Technical Manager. He has more than 30 years of experience in the pest control industry, and belongs to several industry associations and societies focusing on technology and pest management professionalism*

A lot of good pest management professionals stopped doing termite pretreats in recent years because market pricing had dropped too low to cover material and equipment costs, labor costs and scheduling costs.

Now, many PMPs are getting back into the pretreatment (or new construction prevention treatment) business by using Bora-Care. There are a few reasons for this. First, in the past few years, Nisus has worked to educate many builders to the convenience and efficacy of Bora-Care treatments. They understand the benefits of this system and many are looking for this as a benefit for their customers — the homebuyer.

The more affordable cost of a Bora-Care application is the second reason why PMPs are finding that pretreatments can again be more profitable. The total cost in materials, equipment, labor time and scheduling provide a much higher margin on each new construction treatment job.

Third, several smart PMPs are using Bora-Care new construction treatments as lead generators to develop termite renewal income and general pest control customers at the homes where they treat.

Finally, Nisus has actively promoted this technology to builders and helps them locate appropriate PMPs for the treatments through our authorized PMP program.

### 3. Is there a significant amount of expense and training needed to do Bora-Care pretreatments?

No. Nisus provides the complete training program, which is free. Once a company signs on to become an Authorized Bora-Care Company, individual applicators can get appropriate training via a CD and follow-up online exam. The CD includes a training video and technical information designed to educate any applicator. The system is quick and thorough, and once he or she passes the test, the applicator becomes certified.

### 4. Does Nisus Corporation stand behind Bora-Care?

Once a home is treated by an Authorized Company, it can be registered in Nisus' warranty database, which covers up to \$2500 for any product reapplication, labor fees or property damage for up to five years.

### 5. How quickly is the Bora-Care pretreatment trend growing?

Since we introduced Bora-Care to the market in 2000, hundreds of thousands of homes have been pretreated, and it now holds over a 5% market share. More and more builders and pest management professionals are seeing the convenience and profit potential of this product application, we expect growth to surge this year, reaching more than a 15% market share. ■

#### Do you have a wood protection question for the Nisus Experts?

You can send it three ways:

Email us at [nisus@pestcontrolmag.com](mailto:nisus@pestcontrolmag.com),

Fax it to **Nisus at Pest Control, 440-891-2675**, or

Mail it to

**Nisus at Pest Control, 7500 Old Oak Blvd., Cleveland, OH 44130.**