

Pest Recurring Revenue Kit

A starter kit for pest-control operators who want stronger route fill, recurring-service reactivation, and cleaner follow-up on seasonal households.

Pest-control owners, office teams, and route coordinators

GUIDE

A starter kit for pest-control operators who want stronger route fill, recurring-service reactivation, and cleaner follow-up on seasonal households.

WHAT THIS ASSET COVERS

- Pest Seasonal Route Fill Playbook
- Front Door Score Tool for Small Businesses
- Referral Request Swipe File
- Google Review Request Pack for Small Businesses

SUGGESTED ROLLOUT

1. Reactivate dormant seasonal households before route density weakens.
2. Use the front-door score to expose intake and callback leaks.
3. Turn happy customers into recurring reviews and referrals.
4. Create a steadier recurring-revenue rhythm instead of relying on random demand spikes.

WORKING ASSET

Includes:

- Pest Seasonal Route Fill Playbook
- Front Door Score
- Referral Request Swipe File

- Google Review Request Pack

USE THIS KIT TO

- reactivate dormant households
- fill routes faster
- grow recurring-service trust

DEPLOYMENT NOTES

HOW STRONG TEAMS ACTUALLY USE THIS ASSET

- Assign one accountable owner instead of letting "Pest Recurring Revenue Kit" become shared but unmanaged work.
- Use it with pest-control owners, office teams, and route coordinators in a weekly rhythm so the asset drives decisions rather than sitting in a folder.
- Decide in advance what counts as green, watch, and red performance so the team knows when to escalate.
- Capture learnings directly in the document every week so the asset becomes smarter over time instead of resetting to zero.

30-DAY ROLLOUT SEQUENCE

- Reactivate dormant seasonal households before route density weakens.
- Use the front-door score to expose intake and callback leaks.
- Turn happy customers into recurring reviews and referrals.
- Create a steadier recurring-revenue rhythm instead of relying on random demand spikes.

WHAT SEPARATES A SERIOUS VERSION FROM A BASIC TEMPLATE

- Clear ownership for every step, not generic advice without accountability.
- Targets, thresholds, or decision rules that tell the team what good looks like.
- Specific working components: Pest Seasonal Route Fill Playbook, Front Door Score Tool for Small Businesses, Referral Request Swipe File, and more.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.