

# The role of a Pest Management Professional (PMP)

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Many households and even some businesses are opting to do DIY pest control, due to a perception that they will be able to save costs.

The concept of DIY is very attractive to many, fixing a leaking tap, replacing tiles, repairing cracks etc. There are however certain projects that should be left to the professional, electrical wiring, building a room, repairing a roof etc.

I believe that effective pest control falls in the same category.

It is very easy to spray some aerosol onto a surface and kill a pest, however as any Pest Management Professional will tell you, this will not solve your problem.

Identifying and treating a pest problem is not as simple as many untrained people might think, to effectively bring a problem under control and keep it under control requires technical knowledge and experience, health and safety considerations are of critical importance in a family environment.

## **This is the role that the Pest Management Professional fills.**

There is a wide range of products legally available to the general public, from their local retailer.

It can be debated as to whether this is good or bad, but the fact is that this is the reality of the situation.

It is not a situation that is unique to South Africa, the Professional Industries in the US and Europe face the same Industry challenge.

Integrated Pest Management (IPM) is about much more than just spraying a poison, the professionalism of the Pest Management Professional should reflect this.

When a Pest Management Professional does a job he brings his training, knowledge and experience to assist the customer in implementing an Integrated Pest Management (IPM) programme, which as the Pest Management Professional will know is not a single pest control method, but rather a series of pest management evaluations, decisions and control measures.

As a first step the Professional will assist with species identification, in many cases this is not something that the average unqualified person will be able to undertake, even with the help of Google.

The customer should understand that this is the starting point for an IPM programme as this then helps determine where the problem originates as well as the severity and what should be done about it.

The Professional is offering the customer a custom-made programme based on their unique circumstances.

When the professional does decide to apply a pesticide, the customer needs to feel comfortable that the decision was made based on the access that the professional has to the latest research, information and product training to determine what the correct product is to assist in the treatment and prevention of future infestations.

The Pest Control Professional should offer peace of mind to their customer hereby reassuring the customer that their pest infestation is being treated in the most effective, safest and cost-efficient way.

As the Pest Control Professional will be well aware of, application of the pesticide plays a very important role in the end result. A professional has specialised equipment that ensures that the correct dilution and volume of product is applied.

The professional brings the reassurance that he has the expert knowledge to ensure that products that can carry health risks to people, pets and non-target species are applied in a safe and responsible manner and that all necessary precautions have been taken to mitigate the risks. The professional will advise his customer of the risks and precautions before and after application.

The customer needs to feel comfortable that once the service has been provided by the professional, he can contact the professional with follow up questions or concerns, and have recourse should something go wrong. Many professionals would offer guarantees of their service and duration of re-infestation prevention.

The homeowner should be aware that certain pests always require the expertise of a professional, i.e Termites, Wood destroying organisms, Bed Bugs and Bees.

Are you providing a professional service that adds value to your customer?

## ***Are you a professional?***