

Mosquito Squad® Brand Differentiation

Special Aspects of Our Brand	Mosquito Squad®	Orkin® or Terminix®	Other Franchises	Local Pest Control Companies	Local Lawncare Companies
Inventor of the barrier spray treatment methodology	Yes	No	No	No	No
Unique, quick application with 21-day residual effect	Yes	No	Yes	No	No
Proprietary product blend supported by global product manufacturer	Yes	Yes	No	No	No
Largest US customer base in the sector	Yes	No	No	No	No
Inc. 5000 ranking for multiple consecutive years	Yes	No	No	No	No
Supported by diversified, outdoor-lifestyle focused, multi-brand franchisor	Yes	No	No	No	No
20% same store sales growth for six consecutive years	Yes	No	No	No	No
34% average system sales growth for six consecutive years	Yes	No	No	No	No
All natural environmentally friendly offerings available	Yes	Yes	Yes	Yes	Yes
Clear and proven industry leader	Yes	No	No	No	No
"Malaria No More" philanthropic relationship in Africa	Yes	No	No	No	No
Outstanding customer retention of 73%+ year-over-year	Yes	No	No	No	No
Experienced management team with experience as both franchisor and franchisee	Yes	Yes	No	No	No
Strong franchise support team, systems and technology	Yes	Yes	Yes	No	No
Complete online marketing tool kit with both traditional tactics and online	Yes	Yes	No	No	No
Proprietary centralized CRM (web-based)	Yes	Yes	Some	No	No
"World Class" franchise certification for four consecutive years	Yes	No	No	No	No
Brand icon that makes the business memorable and friendly	Yes	No	No	No	No