

Hunting for a new opportunity?



3 IN 1
BUSINESS
MODEL



We use a cutting edge 3-in-1 approach, creating an opportunity for franchisees to offer 3 primary types of service lines:



Mosquito Hunters' Vision & Business Model

The 3-In-1 Model Creates Stability & Predictability for Franchisees

Perimeter pest control, mosquito control & holiday lighting are recurring business models, and each are in high demand. Now by pairing all three services under the same umbrella, franchisees can fill gaps in demand or revenue, benefitting their bottom line and boosting employee retention. When you bring on new customers, you can now keep them happy and using your services year round!

"At Mosquito Hunters, we exist to help budding entrepreneurs control their own destinies by building empires. It's not just a matter of buying a business where you buy a job. It's investing in an asset that can appreciate every single year. No one else in the home service franchising space has disrupted the way that we have, by offering a three-in-one system with mosquito control, pest control, and a holiday lighting service model."

Andy Fuller, CEO





THE REAL MOSQUITO HUNTERS/HUMBUG ORIGIN STORY

Andy Fuller is Mosquito Hunters' Founder and Chief Hunter. Once upon a time, Andy was like many of you, cranking away in corporate America, confined by the four walls of an office. And like many jobs, he had to navigate office politics, too (yep, we know; it gets old, fast).

One day, Andy came to his boss with a stellar idea that was immediately shot down. About one week later, his boss held a branch meeting where he presented Andy's idea as his own. That... was the last straw. But every new beginning comes from some other beginning's end. Because that was the day that changed Andy's life forever. He quit his corporate job, packed his things and started researching how to start a business.



FINDING AN INDUSTRY WITH POTENTIAL

- Consistently high profit - *Home Services*
- Renewable revenue - *Repeat Business*
- Growing industry - *Room for Innovation*
- Low-cost - *Limited Overhead*
- Easy to achieve - *Simple Business Concept*
- Fun and community-oriented - *Mosquito Control*
- Multiple Revenue Streams - *Add On Services*

His research pointed him in the direction of vector [insect] control. And Mosquito Hunters made its debut in 2014.





OFF TO A GREAT START

Customer loyalty is the foundation of any great business. We started Mosquito Hunters by knocking on doors and building relationships. When you build strong relationships with your clients, employees and community, money and success come naturally.

THE MOSQUITO HUNTERS-HUMBUG MISSION:

We believe our business exists to build relationships with our clients and with each other. When we provide support, these relationships grow. With extraordinary relationships, we believe that client loyalty, brand integrity, profitability, and professionalism are inherent.



A POWERFUL PARTNERSHIP

Business is about building relationships with more than just your customers but trusted partners, too. In order to support our rapid growth, we partnered with a nearly 60-year leader in the home services industry and Entrepreneur's Franchise Hall of Fame recipient, Lawn Doctor. We used Lawn Doctor's core competencies and infrastructure to streamline our strategies and processes.



WHY IS THE INSECT CONTROL INDUSTRY BOOMING?

Mosquitoes and ticks have been around for more than *90 million years*. From the caveman to the modern-day man, they continue to *remain a high-risk problem*.

Since 2004, mosquito- and tick-borne diseases like West Nile and Zika Virus have more than tripled nationwide.* Even worse, there are no vaccines to treat these diseases. The primary prevention strategy *is* vector control.



SWARMING AN INDUSTRY WITH HIGH GROWTH POTENTIAL

Insect control is an industry in its infancy. That means there are only a few top competitors, leaving plenty of room for growth and innovation. So, how do we set ourselves apart from the rest? Easy. We created a one-of-a-kind brand that resonates with existing and future customers. We also provide a superior product and customer service that's second to none. But the secret to our success is giving our franchisees unrivaled support that nurtures their growth.

*Centers for Disease Control and Prevention



MOSQUITOES ARE A REAL PROBLEM

These little buggers are recognized as the *deadliest* and *most annoying* animal.*



Zika & Other Health Risks



Annoying Nuisances



Inadequate DIY Products

*Centers for Disease Control and Prevention





MOSQUITOES CAN FLY, BUT THEY CAN'T HIDE

Mosquito Hunters is building a business based on improving the quality of life for the people and animals in our communities. And although our product is human-, pet- and plant-friendly, it's *no amigo to mosquitoes.*



85%-95%

Average Reduction



**21-DAY
GUARANTEE**

Mosquito Hunters
Happiness Promise

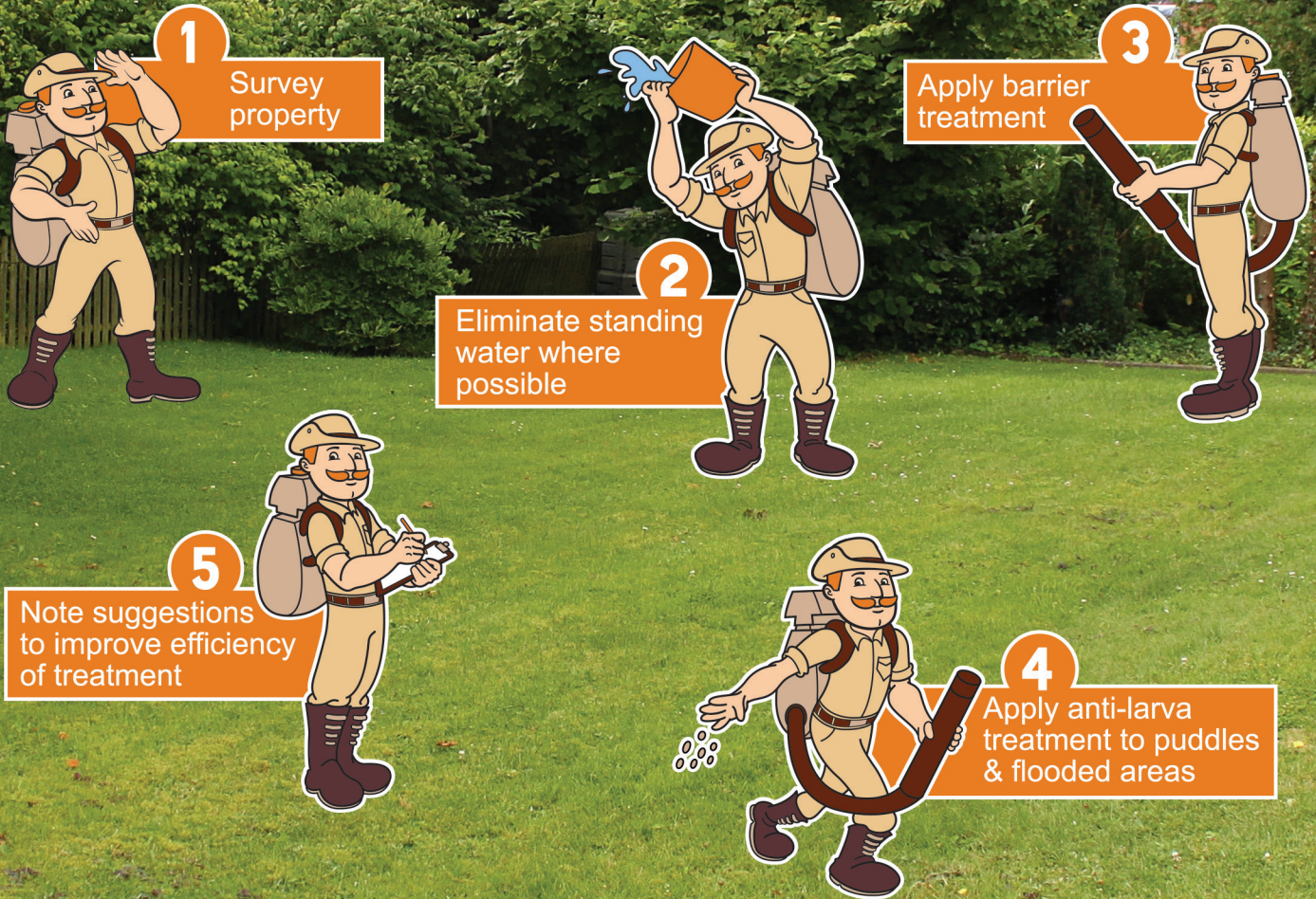


"The Mosquito Hunters team provides everything you could need when it comes to marketing, analytics, technology — you name it. There is also a national call center that helps with bringing in customers. It is amazing what the top-notch corporate team can do."

Alicia Harkins, Franchise Owner Long Island, NY



WHEN HUNTING DEADLY PREY, PREVENTION IS KEY



WE TARGET THE PROBLEM AREAS OF A PROPERTY:

- Watering cans
- Clogged gutters
- Open trash cans
- Fountains and bird baths
- Planters, saucers and flower pots
- Old tires
- Kiddie pools
- Buckets and pails



A RECURRING PROBLEM MEANS RECURRING REVENUE

The Mosquito Hunters business model is a no-brainer. Mosquitoes, ticks and outdoor pests are a pesky problem everyone loves to hate; we provide a long-term solution. Even better, we do the job right, so our clients keep coming back. That means our business model is set up to give you a renewable revenue stream.

OPERATIONAL FLEXIBILITY AND LOW LIABILITY

With us, you get to own a business where your employees don't step foot inside a home. And, the client doesn't need to be present for you to get the job done, either. This allows for a lot of operational flexibility, significantly lower liability — and best of all — higher profit margins.



A RECESSION-RESISTANT BUSINESS MODEL

Mosquitoes & ticks do not discriminate or go dormant in down markets. This means we have a diversified prospective client base, no matter the economy, person or property. We're equipped to treat homes, commercial businesses, daycares, restaurants, golf courses, outdoor event venues & more.

GOING BEYOND THE STANDARD

Our services go well beyond the standard mosquito treatments and now include a full suite perimeter pest solutions:

- **Mosquito Stations**
All green additional barrier solution that does not harm butterflies, fireflies, lady bugs, or any of the other bugs people like
- **Flea & Tick Control Services**
Great add on for pet owners
- **Perimeter Pest Services**
Additional sprays for ants, spiders, stinkbugs, rodents etc. to keep them from going inside of homes





HOLIDAY LIGHTING MEANS ALL-YEAR REVENUE



It's easy to love your home when it's beautifully lit and decorated during the holiday season. What's not easy, however, is all of the work that comes with installing lights, climbing up and down ladders configuring and routing electrical cords, buying the right lights that will look good and last, troubleshooting strands that won't work, uninstalling your lights, and managing storage during the off-season.

That's where Humbug Holiday Lighting comes in! We transform a customer's home for the holidays, without them lifting a finger! By taking care of the following, we help make the holidays magical for both residential and commercial customers, while our franchise owners enjoy year consistent revenue and better employee retention.



Design

Hassle free no cost quote.



Installation

We got the ladders, so you don't have to!



Maintain

We keep your lights shining throughout the season!



Takedown

We got the ladders again, so you don't have to!



Storage

We haul away lights & décor until next year!



"Mosquitoes, tick, and flea services were the only ones offered when I started, but now there are so many more opportunities to generate revenue and continue growing my business. I've been able to double my territory size and significantly increase profitability because of the additional revenue streams and support from the brand."

Josh Ambrose, Franchise Owner Jacksonville, FL



THE MOSQUITO HUNTERS- HUMBUG MODEL MAKES SENSE

**WE'RE A
TOP RANKED
FRANCHISE ON
ENTREPRENEUR'S
FRANCHISE 500
FOR 2023.**



THE BUSINESS

- Repeat customer business model
- Predictable annual revenue
- Turnkey sales process
- Technology tracks marketing R.O.I.
- Quick-start, home-based business
- Low-cost entry
- Prime territories available



THE LIFESTYLE

- Flexible schedule
- Mobile-virtual storefront
- No nights, weekends or holidays
- Nonphysical work
- Very limited inventory
- Highly skilled labor force not needed
- Lifestyle & family-friendly business



THE CUSTOMERS

- Residential
 - Homeowners
 - Homeowners Associations
- Commercial
 - Restaurants
 - Golf courses & driving ranges
 - Hotels
 - Municipalities





WE'RE STREAMLINING AN ALREADY SIMPLE CONCEPT

We take pride in helping our franchisees grow. We focus on optimizing logistics, so your business can provide a high-value service and earn the allegiance of your clients. We make sure you have the training and support necessary to flourish by providing unrivaled business coaching, compliance assistance and marketing guidance.

HUNTERS' TRAINING & SUPPORT

Franchisees attend an intensive training course at our Chicagoland office where you learn everything from tricks of the trade to best practices, and everything in between. We also take a deep dive into your individual success by analyzing data that identifies pain points and areas in need of improvement. There is also a separate training course for holiday lighting.

Enjoy step-by-step guidance with:

- Recruiting, hiring and training employees
- Marketing and advertising
- Financial controls
- Best practices for peak performance

What Else?

- Hunters Head Start Checklist
- Ongoing coaching calls and on-site visits
- Ongoing monthly proforma reviews
- Assistance navigating licensing requirements
- National vendors and contract management



Choose which way you want to pay

PAY ALL UPFRONT (SAVE 28%) AUTOPAY ONE TREATMENT A

Eight (8) treatments every 21 days throughout the current season. Any unused t rolled over to the next year.

PER TREATMENT	PER TREATMENT	PER TREATMENT
\$62.25	\$87.00	\$119.00
\$498.00 Paid in Advance 1/2 acre property or less, billed upfront (Normally \$104 each)	\$696.00 Paid in Advance 1/2 acre to 1 acre property, billed upfront (Normally \$145 each)	\$888.00 Paid in Advance 1 acre to 2+ acres property, billed upfront (Normally \$199 each)
Buy Now	Buy Now	Buy Now

Mosquito Hunters
Sponsored · 🌐

Did you know you can pick up the phone and have the mosquitoes that are currently breeding in your backyard sprayed ...See More



MOSQUITOHUNTERS.COM
First Service As Low As \$39
Remove Mosquitoes

GET QUOTE



Humbug
HOLIDAY LIGHTING
833 4 HUMBUG
HumbugHolidayLighting.com

DATA-DRIVEN, ROI-FOCUSED MARKETING



We successfully built an unforgettable brand that resonates in the minds of consumers — a hard-to-achieve feat in the small business realm. Our marketing materials present a simple solution to a common yet serious concern in a fun way that makes people let out a little chuckle. Most importantly, we make sure every penny spent on marketing has the intention of delivering a return on investment. Your initial investment includes your first-year marketing budget.

CUTTING-EDGE TECHNOLOGY

The combined power of our cloud-based Service Assistant® and Routing Assistant™ technology helps you to effectively manage a growing customer database, streamline communications and easily build routes on the go.

NATIONAL SALES CENTER

Sales can be quoted, closed and pre-paid on behalf of franchisees through our national call center. Sales agents then connect clients with the nearest Mosquito Hunters location. This saves you time, so you can focus on making the phones ring.





NOW SEEKING SKILLED HUNTERS

We know what it's like to work the 9-to-5 grind, day in and day out. We're here to help you escape that life for something more — small business ownership. It's how our business came to be, and it's how we hope to grow it, too. Let us help you live the life you've always dreamed, one where you are the boss and call all the shots.

INTERESTED IN JOINING THE MOSQUITO HUNTERS/ HUMBUG FAMILY?

We're looking for qualified single- and multi-unit pioneers to grow with us, especially if you have the following skills:

- Exceptional customer service
- Strong leadership and communication
- Relationship building
- Speed-to-lead mentality
- Empire builder mentality



"We joined Mosquito Hunters because it was a fantastic financial opportunity that compliments our other businesses perfectly. From operations to marketing support, the team is always there to help us grow and be successful."

Beth & Chuck Willis, Franchisee





A HUNTER'S FINANCIAL REQUIREMENTS



Initial term is 10 year (No on-going renewal costs)

Franchise License Fee = \$45,000 - \$50,000

- "All-in" = \$135,845-\$170,743
- No minimum royalty
- 10% initial license fee discount for Veterans, Minorities, and First Responders

Initial Franchise Fee	\$45,000 - \$50,000
Initial Marketing Program for Mosquito & Lighting Season, Training, Supply, and Support Fee (Including centralized media and advertising programs, ground game marketing materials, employee recruiting tools, 1st year call center fees, and mist blower equipment)	\$57,000
Service Vehicle Deposit	\$8,350 - 16,700
Service Vehicle Lease Payment	\$1,200 - \$1,525
Computer Software	\$415 - \$656
Computers	\$0 - \$2,000
Opening Mosquito Control Inventory	\$500 - \$1,000
Holiday Lighting Start Up Inventory Package	\$6,000 - \$14,000
Holiday Lighting Start Up Equipment Package	\$2,400 - \$2,800
Uniforms	\$250 - \$500
Rental Space	\$0 - \$3,000
Bookkeeper	\$400 - \$600
Training Expenses	\$1,900 - \$4,400
Utility/Security Deposit	\$200
Insurance	\$350 - \$1000
Additional Funds – 3 Months	\$11,880 - \$15,362
TOTAL ESTIMATED INITIAL INVESTMENT	\$135,845-\$170,743



STEPS TO START HUNTING

Initial Call/ Process Overview

This first step gives us an opportunity to get to know each other better. We cover everything from personal interests to business goals.

1

Interactive Program Review

Here, we'll talk about a day in the life as a Mosquito Hunter. We'll cover expectations, business operations, training and support.

2

Fireside Chat

We're all about communication, so we'll get you set up on regular chats to stay connected with us and others like you.

3

Q&A/FDD Review

We send you our complete Franchise Disclosure Document to review. This gives you a chance to prepare questions, so we can give you answers.

4

Speak with Franchisees

Our hunters are fantastic people and you'll get to chat with them about all things Mosquito Hunters.

5

Chief Hunter Call & Discovery Day Invitation

Speak directly with our Founder & Chief Hunter, Andy Fuller. He will want to learn more about you, as well as share candid information about what to expect.

6

Discovery Day & Approval

The last part of the mutual evaluation. You'll spend the day with us, meet our leadership and key support team members. And if we agree that it's a good fit...

7

Training / Prepare for Business Launch

You've seen what you like and you know what you want so you're on your way to an exciting business!

8

ARE YOU A QUALIFIED *Hunter?*



LET'S FIND OUT. GET IN TOUCH.

855-4-A-HUNTER (1-855-424-8683)

franchiseinformation@mosquitohunters.com

MOSQUITOHUNTERSFRANCHISE.COM



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Proud to be a Happinest® Company

We're thrilled to be a member of the Happinest® family of companies, providing the highest-quality home services throughout the country.

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