

## **More Investigator than Applicator**

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As the industry progresses along the lines of more science, more technology and more Green, our customers in both the residential and commercial sectors are expecting more of us in these arenas as well. For those pest companies who wish to be regarded in their communities as highly professional and cutting edge, gone are days of a technician showing up and only spraying walls or foundations and calling this “pest protection”. Every indication is trending that the future lies in more investigator than applicator. This session discusses why this is so.