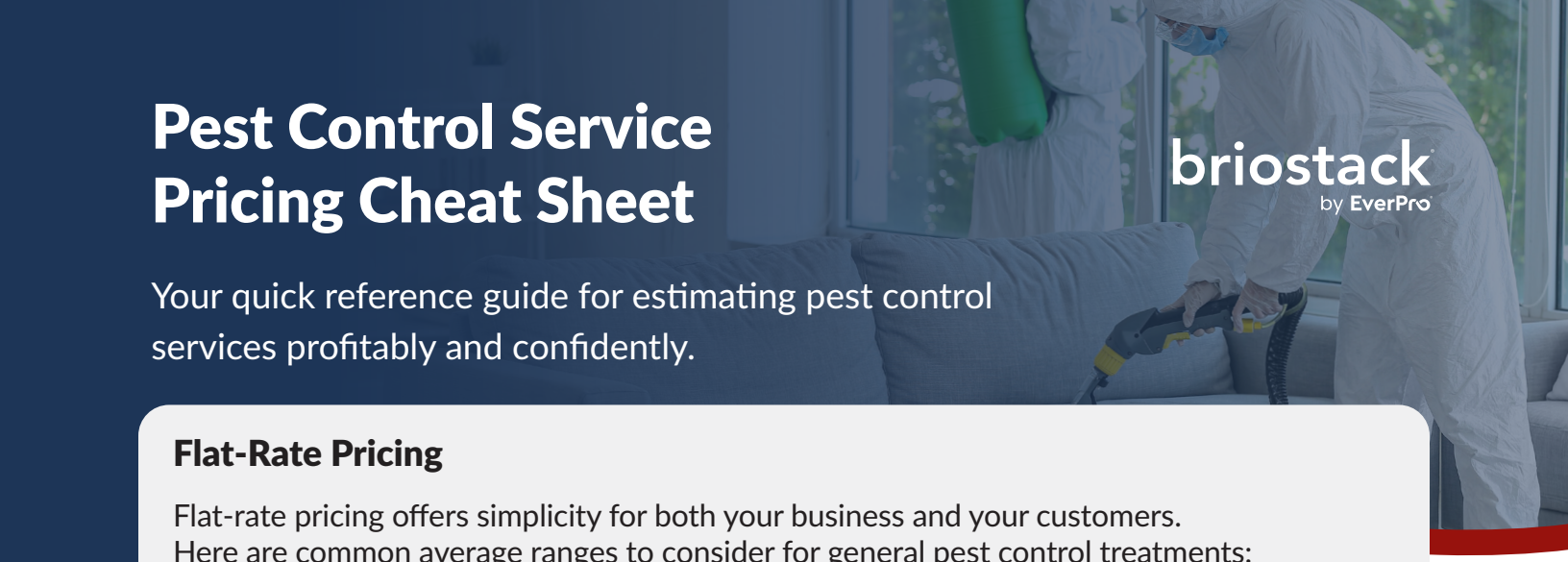
Pest Control Service Pricing Cheat Sheet



briostack by EverPro

Your quick reference guide for estimating pest control services profitably and confidently.

Flat-Rate Pricing

Flat-rate pricing offers simplicity for both your business and your customers. Here are common average ranges to consider for general pest control treatments:

- One-Time Treatment: $150–$300
- Monthly Visit: $40–$70 per visit
- Annual Plan: $400–$1,200 per year (depending on service level and visit frequency)

*Note: Specialty pests such as termites, bedbugs, or wildlife removal may require separate pricing due to added complexity and product costs. See recommendations for those services in the Specialty Pests section.

Custom Pricing Considerations

When flat-rate pricing doesn't fit a job, a custom quote will be necessary. Here are factors to consider when determining custom pricing:

- Size and layout of property
- Severity and type of infestation
- Treatment method and product cost
- Number of visits required
- Labor time and travel distance

When to use custom pricing:

- Large commercial accounts and services
- Multi-unit properties
- Situations requiring non-standard treatments

Example: Treating a large restaurant for roaches on a weekly basis at a monthly rate of $150–$200, plus charges for additional sanitation consultations.

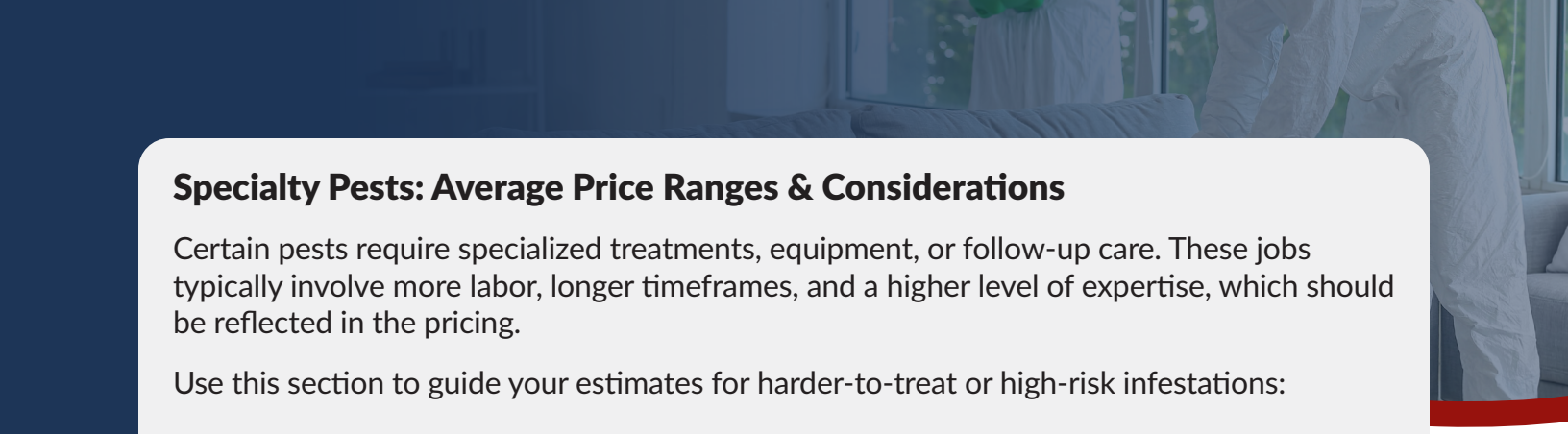
Markup Calculator

A markup is the amount you add to your total job cost to make a profit. It ensures you're covering all expenses and earning income from the service you provide. Use this simple equation to calculate your selling price after markup:

Selling Price = Cost (labor + materials) + (Cost x Markup Percentage)

Suggested Markup Percentages

Service Type	Recommended Markup
One-time services	**10%–20%**
Monthly contracts	**15%–25%**
Annual plans	**20%–30%**
Commercial treatments	**25%–35%**
Specialized treatments (e.g., bed bugs, termites)	**30%–50%**
Add-on/preventative services	**20%–40%**



Specialty Pests: Average Price Ranges & Considerations

Certain pests require specialized treatments, equipment, or follow-up care. These jobs typically involve more labor, longer timeframes, and a higher level of expertise, which should be reflected in the pricing.

Use this section to guide your estimates for harder-to-treat or high-risk infestations:

Pest Type	Starting Price	Typical Range	Severe Infestation	Notes
Bed Bugs	$400–$600 per room	$1,000–$2,500 (whole home)	Up to $5000+	Based on infestation severity and number of rooms. Multiple visits likely.
Termites	$500–$900 (initial)	$1,000–$2,500	Up to $5000+	Costs vary widely based on structure size and treatment method.
Wildlife Removal	$200–$400	$500–$1,000	Up to $2,000+	Humane trapping and sealing required. May involve attic or crawl space work.
Carpenter Ants	$250–$450	$500–$900	Up to $1,500+	Treatments may require follow-up visits and wood damage assessment.
Rodents	$150–$300	$400–$800	Up to $1,500+	Includes baiting, exclusion, and multiple site visits.
German Cockroaches	$250–$400	$500–$1,200	Up to $2,000+	Fast-breeding and tough to eliminate. Requires thorough follow-up.
Fleas/Ticks	$200–$350	$400–$800	Up to $1,200+	Often tied to pet activity. May require interior and yard treatment.
Wasps/Bees	$90–$125	$125–$300	$600+	Depends on location of nest and removal method (exterior vs. interior).

Common Add-On & Upsell Services

These services can boost revenue and provide customers with more comprehensive protection:

Entry Point Sealing: $50–$250+

Crawl Space or Attic Treatment: $75–$300

Exterior Power Spray/Barrier: $50–$150 per visit

De-webbing & Nest Removal: $25–$75

Moisture Control Services: $100–$500+

Exclusion Inspection: $75–$150

Sanitation Cleanup: $75–$200+

Monitoring Device Installation: $15–$30 per unit

Pet-Safe or Eco-Friendly Upgrade: $25–$100