

Mole Pro™ Sales Inc.
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Langley, B.C. Canada
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Tips on Building a Mole Trapping Business

1. Check out how much competitors are charging and what services they offer
 - a. Do they offer a guarantee?
 - b. How long do they service the traps before taking them away?
 - c. Do they charge per mole/per visit?
 - d. Do they charge less for returning if another mole moves in within a certain time period?
 - e. Which geographical areas are they working in?
 - f. How long have they been in business?
2. Develop a business plan that you know to be superior to your competition. You should beat them in terms of:
 - a. Guarantee
 - b. Price
 - c. Value-Added services (i.e. offer to smooth over the mole hills and possibly bring a bag of grass seed and ask if they would like you to reseed the bare patches)
 - d. Customer Re-servicing program that charges a reduced fee if the moles return within 6 months to a year
 - e. Charge a reasonable flat fee (in our experience, charging “by the mole” encourages your customers to pull up the traps and get rid of the moles)
 - f. Join an organization like the Better Business Bureau (www.bbb.org) to give your customers assurance they are dealing with a reputable company.
3. Isolate neighborhoods which are upper-middle to upper class where you know that moles are active.
4. Advertise to potential customers:
 - a. with street signs that can be nailed up on telephone poles
 - b. with flyers that are distributed by local kids for a few cents apiece
 - c. with smaller flyers that are put on cars in local shopping malls (putting a business card in the door handle also works)
5. Tell these folks that if they recommend two or three friends to get the service, you'll go back for a free job if their moles come back.
6. Make sure you give your customers a phone number where they can always reach you. People tend to be rather desperate to get rid of their moles and will usually go with the first company they can contact.

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