



# Pest Control Price List - 2026 Benchmarks

National average price ranges for residential pest control, aggregated from HomeGuide, Thumbtack, Angi, and industry rate surveys. Three steps: write your regional multiplier in the middle column, multiply the range, and set your price on the right.

Regional multipliers: Coastal metros - x 1.25 Mid-market - x 1.0 Small city / rural - x 0.85

## RECURRING PLANS

SERVICE	2026 TYPICAL PRICE	X REGION	YOUR PRICE
Initial service (with new plan)	\$150 - \$300	x	\$
Monthly plan (per visit)	\$40 - \$75	x	\$
Bi-monthly plan (per visit)	\$80 - \$120	x	\$
Quarterly plan (per visit)	\$100 - \$175	x	\$
Annual contract (paid upfront)	\$300 - \$900	x	\$

## ONE-TIME & GENERAL TREATMENTS

One-time treatment (ants, roaches, spiders)	\$150 - \$400	x	\$
Mosquito treatment (per visit)	\$50 - \$200	x	\$

## SPECIALTY TREATMENTS

Termite inspection	\$75 - \$200	x	\$
Termite treatment (full)	\$1,500 - \$4,000	x	\$
Bed bug treatment	\$500 - \$2,500	x	\$
Rodent exclusion + trapping (initial)	\$300 - \$800	x	\$
Wildlife removal (raccoon, possum, etc.)	\$200 - \$800	x	\$

Prices are national 2026 benchmark ranges for residential work; commercial accounts, severe infestations, and unusual site conditions run higher. Continued on page 2.



**ADD-ONS & FEES**

SERVICE	2026 TYPICAL PRICE	X REGION	YOUR PRICE
Exterior perimeter spray (per visit)	+\$25 - \$75	x	\$
Targeted spot treatment between visits	\$75 - \$200	x	\$
Attic or crawlspace treatment	+\$100 - \$300	x	\$
Cancellation fee (early termination)	\$50 - \$150	x	\$

**PRICE THE PLAN, NOT THE VISIT**

**2026 plan benchmarks (national average)**

- Monthly plan: **\$40 - \$75/visit** (flat \$40 - \$70/mo)
- Quarterly plan: **\$100 - \$175/visit**
- Initial service with a new plan: **\$150 - \$300**
- One-time treatment, no contract: **\$150 - \$400**

**Regional multipliers**

<b>Coastal metros (SF, NYC, Seattle, Boston, LA)</b>	x 1.25
<b>Mid-market (Denver, Austin, Atlanta, Charlotte)</b>	x 1.0
<b>Smaller cities and rural areas</b>	x 0.85

Every price in this sheet is a national average. Multiply by your region - a \$120 quarterly visit in Seattle becomes \$150. Southern markets see more pest pressure, which means more visits per year, not lower prices.

**Quick rules that protect your route**

**Customer value = (visits per year x per-visit rate) + initial service fee**

Initial service: \$150 - \$300 - it is your longest visit, never price it at the recurring rate. Chemicals: pass-through cost plus 25 - 50 percent, repriced at renewal when product costs rise. Cancellation fee: \$50 - \$150, disclosed upfront - and offer a pause before enforcing it. Price for route density: three customers on one street beat five scattered across town.

**Turn this list into branded estimates in 60 seconds.**

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