



# Bird Control Is A Natural Add On For Cleaning Contractors

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One of the best ways to increase revenue is to add to the number of services you offer to customers. An often overlooked but natural fit for exterior building contract cleaners is bird control. Bird proofing protects structures from the damages caused by pest birds and is a vital part of overall facility maintenance.

Helping clients solve their bird problem can save them time and money in the long run, and is an easy proposal to make when equipped with the facts about damage caused by birds.

Birds commonly choose windowsills, parapet walls and rooftop areas to land or nest in. Beyond negatively impacting the aesthetics of the building (whether it's on the building exterior, windows, signage or other places), bird droppings can also stain and corrode surfaces. Over time, the highly acidic droppings can eat through common building materials such as brick, stone and metal, and potentially cause structural damage. Bird droppings and nests can clog drains, create fire hazards, and damage rooftop equipment. Bird droppings and nesting materials also may carry diseases and parasites.

On some occasions, cleaning companies have actually refused to service a building that is covered in bird debris, as exposure poses a health risk to workers and can be difficult to work around or in.

Cleaning contractors are sometimes the first to notice a bird problem on a facility as they

regularly access areas that few see. This gives them an advantage over other bird control contractors, as they can be the first to propose a solution for their client.

With some training and product knowledge, you too could add bird control to your list of services. After all, contract cleaners usually have the equipment and experience for accessing those hard-to-reach spaces where birds like to land and roost.

The good news is that adding bird control to your business is easy. Today, there are a number of highly-effective bird control products on the market that, with a little training, are easy to install and maintain.

The most common bird deterrents used on windowsills and ledges are bird spikes, electric track bird deterrents, bird slopes

and bird repellent gels. These products are humane and effective ways to prevent birds from landing in unwanted areas.

**1. Bird spikes** simply create an uneven surface that large birds such as pigeons, gulls and crows can't land on. They generally come



in two-foot sections in various widths, colors and materials – such as plastic or stainless steel. Bird spikes can be glued or nailed into place.

**2. Electric track bird deterrents**, such as Bird Jolt Flat Track, are ideal for areas where aesthetics are a concern. These systems emit a slight shock to birds when they land on its surface that won't harm them, but will condition them to avoid the area. Electric track systems are low profile and can be powered with electric or solar chargers.

**3. Bird slopes** eliminate a bird's ability to land. The slope's angled surface turns flat window sills into a slippery 45° angled surface and is effective for preventing both small and large birds from landing.

**4. Bird gel** is a thick, sticky repellent that can be applied on flat horizontal surfaces to prevent birds from landing. Most bird gel repellents are clear in color and will last up to six months outdoors.

Getting started in bird control begins with training and familiarization with products and common bird problems. Your existing clients are an excellent place to start looking for business.

Tips for gaining bird control business:

### **1. Get Trained**

- Find a bird control company – such as Bird-B-Gone Inc. – that offers free training for your technicians. Bird control courses will teach the basics of bird control on everything from quoting a job to site preparation and proper installation of products.

- Look for free online resources such as training manuals and installation guides.

### **2. Make the Case**

- Let your customers know why bird control is an important feature of building maintenance.

- Inform clients on existing bird problems and train your technicians to note and report bird problems.

- Contact Bird-B-Gone for free sell sheets that you can leave with your customer that explain the negative impacts birds can have on a building.

### **3. Spread the Word**

- Let your customers know you now can



handle their bird problem by adding a section to your website, creating a sell sheet or leave behind and verbally engaging customers when you



notice a bird problem at their facility.

- An extra selling point is that your technicians are already servicing the building and have the access equipment needed to reach the areas affected by pest birds.

- If your technicians work with magnetic decals on service vehicles, make sure to mention bird control.

- Blog about it and talk about it on your social media platforms such as Facebook and Twitter.

If you are interested in offering bird control to your clients, or have questions about any of the products or information listed above, please contact Bird-B-Gone, Inc. at 1-800-392-6915. Bird-B-Gone can provide free training and materials to help get you started.

*Meredith Walako has worked with Bird-B-Gone since 2001 in marketing and advertising and has seen the interest in bird control services grow over the past 11 years.*