



THE NETWORK PEST PLAYBOOK



A \$600K–\$700K Year-One Blueprint: Niche Focus, Speed-to-Lead, and Daily Pipeline Discipline

"Network Pest did not enter the market as a generalist. Craig Broadhead paired a wildlife-first offer with a dedicated sales CRM, immediate lead response, remote support, and a daily operating cadence. The result was a projected \$600,000–\$700,000 first year."

AT A GLANCE

YEAR-ONE REVENUE

\$600K–\$700K

projected first-year
revenue

WILDLIFE MIX

80–90%

of revenue came from
wildlife work

SPEED TO LEAD

~80%

first-responder rate on
Angi leads

Daily Review

The sales pipeline is reviewed daily, from first-time caller through sold first-year value.

Full-Home Exclusion

Mice, bats, squirrels, flying squirrels, raccoons, and other entry points across Arkansas and southern Missouri.

Operator-Reported

Figures are self-reported; the repeatable lesson is the system built before volume arrived.

These are operator-reported figures, but the repeatable lesson is broader: choose a valuable problem, build the lead-to-cash system before volume arrives, and inspect the funnel every day.

1

Win a niche before you broaden

2

Design around the breakpoint you already know

3

Separate the sales system from the service system

4

Make speed-to-lead automatic

5

Run the pipeline from one daily scorecard

6

Buy back the owner's time

7

Turn one job into a commercial account



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WIN THE NICHE



Craig did not pretend to be the technical expert. The scalable move was to acquire expertise, then build the sales and delivery system around it.

Win a Niche Before You Broaden

Craig saw a market with small wildlife operators but few scalable brands. Network Pest focused on full-home exclusion for mice, bats, squirrels, flying squirrels, raccoons, and other entry points across Arkansas and southern Missouri.

Why the Niche Worked

- The service solves a high-urgency, high-value property problem.
- Full-home exclusion creates a larger scope than trapping alone.
- The competitive set was fragmented.

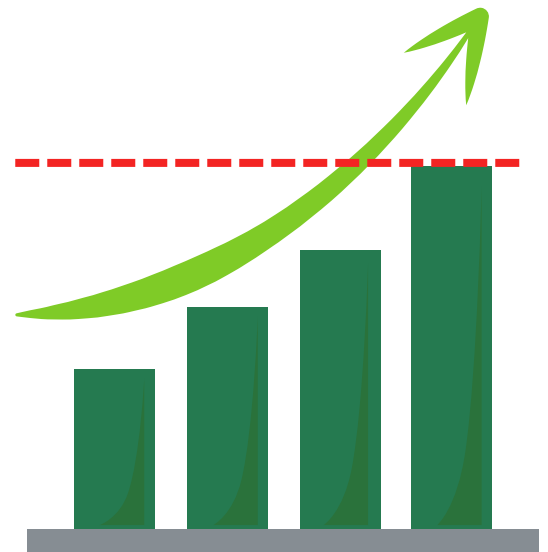
The Scalable Move

- The work created room for expertise, inspection, and a differentiated brand.
- Hired an experienced wildlife operator and gave that person ownership of the division.

THE \$3M CEILING

Design Around the Breakpoint You Already Know

Craig's previous Orange County pest company reached about \$3.2 million in annual revenue before he sold it in 2021. Looking back, he identified a familiar ceiling: the business had outgrown an office model built around answering phones and trying to sell without a dedicated sales CRM, consistent conversion process, or fully aligned management team.



The lesson from the \$3 million bottleneck: a service CRM is not automatically a capable sales CRM. Lead capture, qualification, follow-up, and attribution need explicit ownership. The owner cannot remain the routing layer for every decision. Managers must share the operating vision, not merely fill seats.

Network Pest was built with those constraints in mind from the beginning.



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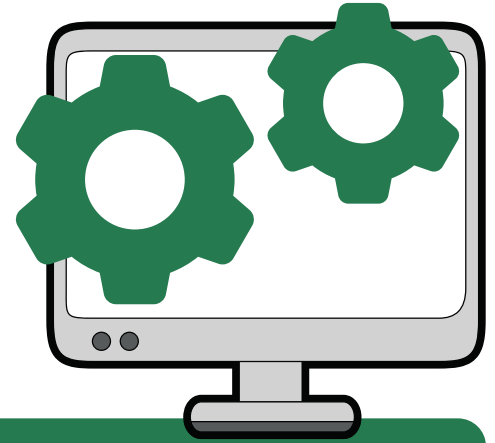
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TOOL STACK

Separate the Sales System From the Service System

Network Pest uses each platform for the job it is best suited to perform.



HighLevel – Sales

- Lead capture, source tracking, UTM data, webhooks, text automation.
- Pipeline stages, calls, tasks, estimates, and first-year value.

Fieldwork – Service

- Customer routing and service delivery.
- Production reporting and field reporting.

Discord handles team communication, training content, video rooms, and the daily all-team meeting.

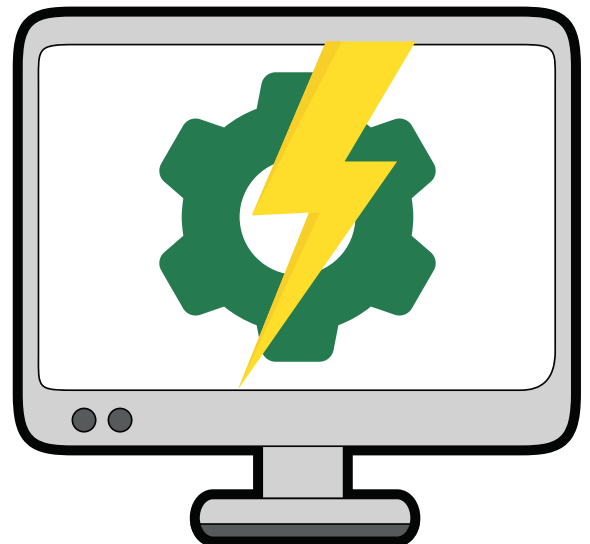
The handoff is clean: HighLevel manages the lead flow; once the lead becomes a customer, Fieldwork manages routing and service

SPEED-TO-LEAD

Make Speed-to-Lead Automatic

Angi and Thumbtack leads flow into HighLevel through integrations. A new contact triggers a text response within seconds, rather than waiting for an employee to notice an email or manually create a record. Craig estimated that this made Network Pest the first responder on about 80% of its Angi leads.

- **Create** the contact automatically.
- **Preserve** the source, campaign, and UTM data.
- **Send** an immediate text that confirms receipt and invites a reply.
- **Assign** a call task and pipeline owner.
- **Measure** time to first human contact and the outcome.



Automation does not close the deal. It prevents the lead from aging before a salesperson can



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DAILY SCORECARD



Run the Pipeline From One Daily Scorecard

Network Pest's daily team meeting follows the lead from first contact to sold value

Volume Tracked

- Total inbound calls
- First-time callers
- Qualified and unqualified leads

Outcomes Tracked

- Inspections or estimates scheduled
- Pending estimates
- Sold jobs and close rate
- First-year total value

A qualified lead without an inspection or estimate becomes today's follow-up list. An unqualified lead gets tagged for a lower-frequency nurture sequence – text check-ins every 30–60 days."

OWNER LEVERAGE

Buy Back the Owner's Time

Craig's stated goal was to stop spending owner time on low-leverage field tasks and reserve it for selling, hiring, and building systems. During the interview, he had two trucks on the road, was still serving as backup two or three days per week, and saw the need for a third field hire.

- Hired the wildlife expertise he did not yet have.
- Hired a remote specialist for social media and HighLevel administration at a reported \$12 per hour.
- Added remote inbound phone support.
- Used daily meetings and tracked calls to manage output instead of relying on proximity.



The \$12-per-hour figure reflects one hire at the time of the interview, not a universal labor benchmark. The transferable principle is to define the outcome, instrument the work, and hire the role before the owner becomes the permanent bottleneck.



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LAND AND EXPAND



Turn One Job Into a Commercial Account

During the interview, Craig was handling a raccoon issue at a Dollar General. The initial trapping job was priced at \$1,200; the likely exclusion scope was estimated at \$3,000–\$5,000. More important, the regional contact oversaw 50 stores.

INITIAL JOB

\$1,200

priced trapping job that opened the door

EXCLUSION ESTIMATE

\$3K–\$5K

likely scope of the permanent fix

REGIONAL REACH

50 Stores

under the same regional contact

1. SOLVE IT WELL

Solve the immediate problem well.

2. FIND THE ROOT CAUSE

Inspect for the root cause and quantify the permanent fix.

3. MAP THE OWNER

Identify who owns the other locations.

4. STANDARDIZE IT

Standardize the inspection, proposal, and reporting package.

5. ASK FOR A PILOT

Ask for a controlled pilot across the next few sites before proposing a full rollout.

The \$3,000–\$5,000 exclusion was an estimate, not a confirmed sale, and the 50 stores were an opportunity – not booked revenue. That distinction is exactly why pipeline stages and next actions matter.



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THE 30-DAY OPERATOR PLAN

WEEK 1

Define your highest-value niche, ideal job, service area, and qualification rules.

WEEK 2

Integrate every lead source directly into one sales pipeline and preserve attribution.

WEEK 3

Launch immediate acknowledgment, task assignment, and a daily funnel review

WEEK 4

Document the sales-to-service handoff and hire against the owner's highest-frequency bottleneck.

Track the same funnel for four weeks. The first goal is not a more complicated dashboard; it is fewer unowned leads, faster response, more estimates, and a clear view of first-year value.

DATA & SOURCE NOTE

Figures and practices are operator-reported from Apruv's Pest Playbook interview with Craig Broadhead of Network Pest. Revenue was a year-end projection at the time of the interview. Lead-response, labor, pricing, and channel results reflect Network Pest's market and operating model and should be treated as case data, not industry averages.