THE PRODIGY PLAYBOOK

HIGH-RETENTION, HIGH-VOLUME RESIDENTIAL PEST CONTROL AT SCALE

SERVICE MIX: DO WHAT SCALES, CUT WHAT DOESN'T

Prodigy grew fastest once they eliminated low-margin, high-hassle work.

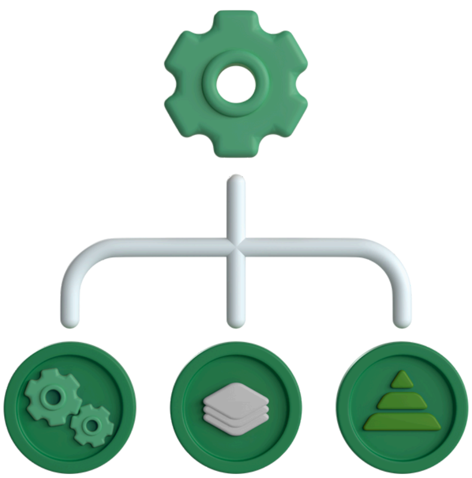
Services to Avoid (unscalable):

- *Bed bugs*
- *Wildlife/armadillos*
- *Bird exclusion*
- *One-off commercial jobs*

Services That Scale Predictably:

- *Residential pest control*
- *HOA community contracts*
- *Termite renewals*
- *Rodent exclusion*
- *Mosquito add-ons*

Why it matters: *This service mix creates predictable routing, stronger margins, and easier hiring.*



THE INFRASTRUCTURE MODEL: HOW TO REMOVE THE OWNER FROM DAILY OPS

Chad's early pain point was simple: no infrastructure = no capacity.

Minimum viable infrastructure for scale:

- *CSRs dedicated to scheduling, billing, and retention*
- *Defined escalation paths (cancellations, complaints, service issues)*
- *Documented office training*
- *Multi-branch communication standards*
- *Centralized HQ with core roles under one roof*

Non-negotiable principle: *If the owner is still the point-of-contact, the company cannot scale.*

RETENTION SYSTEM: THE PRODIGY 90-DAY MODEL

Industry average churn: ~25%
Prodigy's average: 8.8%

Here's the structure behind it:

A. TECHNICIAN STRATEGY

- *Only experienced, fully trained techs perform initial services*
- *No "failed D2D reps" placed into trucks*
- *Start and follow-up services are performed by stable, long-term techs*

B. SERVICE #2 = THE RETENTION ANCHOR

This is where most companies fail. Prodigy makes the second service:

- *The deepest service of the year*
- *The face-to-face meeting*
- *The expectation reset*
- *The "full inspection" moment (attic + termite)*
- *The best opportunity for aligning value with the contract they signed*

C. CUSTOMER COMMUNICATION CADENCE

1. *Post-Service #1:*
    - *Automated review request*
    - *NPS survey*
    - *Invoice + documentation*
2. *Before Service #2:*
    - *Live phone call attempt*
    - *Email if not reached*
3. *Post-Service #3:*
    - *FieldRoutes Marketing Pro offer (mosquito/termite)*
4. *Pre-renewal window:*
    - *Referral incentive sent (free service for referred customer)*

This is the actual retention machinery — nothing fancy, just consistent structure.

DOOR-TO-DOOR THAT DOESN'T CHURN

60% of Prodigy's growth is door-to-door, but the execution is what makes it work.

A. YEAR-ROUND ACCESS FOR REPS

Reps keep access to their accounts in FieldRoutes:

- *See customers who go past due*
- *See missed services*
- *Reach out before their backend hits*
- *Fix churn problems on their own*

This creates ownership and accountability.

B. TECHNICIAN UPSELL CULTURE

Techs are trained to identify and sell:

- *Rodent exclusion*
- *Mosquito*
- *Termite*

This expands contract value without overhauling operations.

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ROLE SPECIALIZATION

*THE CEO REPLACEMENT DECISION***
Once Prodigy hit ~$5M, they hit the "operational ceiling.

WHY IT WORKED:

- *A CEO with deep industry experience handles HR, insurance, vehicles, compliance*
- *Chad focuses on the company's real engine: sales teams and recruiting*
- *Removes owner as bottleneck*
- *Stabilizes culture and decision-making*

WHEN OPERATORS SHOULD COPY THIS MOVE:

- *When operations consume >60% of your week*
- *When you're the escalation point for everything*
- *When growth slows despite strong sales*
- *When employee count > 40*

DOOR-TO-DOOR VS. ACQUISITIONS:

*THE PRACTICAL COST-TO-VALUE REALITY***
Chad has done both, and the results were definitive.

ACQUISITIONS (SMALL COMPANIES):

- *High churn*
- *Poor integration*
- *Bad fit on pricing & routes*
- *Not cost-effective*
- *Highly unpredictable*

DOOR-TO-DOOR:

- *Higher density*
- *Lower acquisition cost per account*
- *More controllable growth*
- *Scalable team development*
- *Faster return on investment*

WHO SHOULD USE WHICH STRATEGY:

- *< $1M: Recruit locally and knock with them*
- *$1M–$3M: Hire experienced D2D operators*
- *$3M–$10M: Outsource D2D only if you have strong CSR/tech infrastructure*
- *$10M+: D2D is still valuable, but ops stability determines success*

THE REAL THREATS AT ~$10M

Prodigy's biggest risks today have nothing to do with leads or sales.

OPERATIONAL RISK AREAS:

- *Vehicle accidents (50+ trucks)*
- *Chemical safety*
- *Workers comp volatility*
- *Insurance complexity*
- *Cash flow timing*
- *Recruiting and retaining reliable techs*

This is where many $8M–$12M companies collapse — not from lack of sales, but from operational drag.

ACTIONABLE CHECKLIST

RETENTION

- ☐ Make Service #2 your most in-depth service
- ☐ Add attic + termite inspection at second visit
- ☐ Ensure 3–5 customer touches in first 90 days
- ☐ Use experienced techs for starts

OPERATIONS

- ☐ Build CSR depth before you scale
- ☐ Centralize office functions
- ☐ Document cancellation, escalation, and training processes

D2D EXECUTION

- ☐ Give reps year-round visibility into accounts
- ☐ Recruit in gyms, colleges, and seasonal markets
- ☐ Train techs to upsell termite, rodents, mosquitoes

LEADERSHIP

- ☐ Hire a CEO/operator once you pass $4–6M
- ☐ Owner should focus on recruiting + sales engine, not admin

STRATEGY

- ☐ Drop unprofitable niche services
- ☐ Stick to scalable residential + HOA model
- ☐ Use targeted D2D, not shotgun approaches