



Professional Installer Resource Guide

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This document contains a lot of valuable information that will ensure the best chance for the success of this unique solution.

We encourage you to read it in its entirety and keep it handy for future reference.

If you are looking at this in printed form, Scan QR Code for the most updated version.



1. **Executive Summary** – In case you do not have the time/interest to read through the following seven pages... here are the cliff notes. Otherwise, skip to the next page and have at it! All the information here is detailed below.
 - **What is “Bird Hazing”**
The genesis of this one came from the need to protect agricultural crops and livestock feed from pest birds feeding on them. While looking for cost effective alternatives to the common solutions researchers began testing liquid forms **Methyl Anthranilate or MA for short** to disrupt the feeding behaviors of pest birds. They soon discovered that the best way to affect them was by vaporizing it and having them inhale it during flight. There are two primary application methods, spraying and aerosolizing. There are also two primary delivery systems for MA, one-time and continuous. The two biggest challenges with MA as a pest bird repellent are the cost of the liquid and the cost of the delivery system. We can't do much to mitigate the cost of the liquid. The real opportunities come with advances in technology to the delivery systems that drive down the equipment and liquid consumption costs. Like inkjet printers and ink cartridges, the equipment cost is the initial investment, but the product cost is the ongoing expense that can over time supersede the equipment cost. Recent technological advances in other industries like scenting and vaping have given our industry relatively effective delivery systems at much lower prices.
 - **Active Ingredient Mode of Action, Efficacy and Safety Information** - The active ingredient in MA is derived from natural components of concord grapes and other plant materials, is GRAS, US EPA listed is FDA approved as a common food flavoring and fragrance additive. When a bird inhales or ingests the MA, it irritates the trigeminal nerve in its beak causing temporary discomfort. The vapor is completely harmless to birds since the effects wear off when they leave the area. Since it only affects avian biology, the vapor does not have the described effect on people, pets, or other animals. BirdHazer® devices produce a fine vapor particle (less than one micron in size) that stays in the air longer. Additionally, this feature makes it more likely that a pest bird will encounter the product while flying inside a treated air space. You may need to combine our products with other solutions to attain reasonable control.
 - **BirdHazer® Complete System** - The BirdHazer® Complete System is an MA based solution for semi-enclosed spaces using our complimentary products (devices and bird repellent fluids) that are comprised of different formulations reinforcing the properties of the same active ingredient.
 - **BirdHazer.com® Products** - Pricing and terms are on our website.
 - BirdHazer-P® (Pint) - Our smallest device, comes in white (black coming soon), has a slim design (10" H x 7" W X 2" D) with a 16,000 cubic foot volume capacity that translates to 40-foot spacing under a ten-foot-high ceiling for example. It can be monitored and programmed via Bluetooth using a mobile device.
 - BirdHazer-Q® (Quart Coming Summer 2024) and BirdHazer-G® (Gallon in Development)
 - All EcoBird Bird Repellent Fluids are 100% made in the United States by Roth Chemicals Company, Ltd.
 - EcoBird 4.0 Oil-based, RTU Bird Repellent Fluid has an MA concentration level of 40% AI for use in our BirdHazer® devices.
 - EcoBird 14.5 Goose and Bird Repellent Fluid has an MA concentration level of 14.5% AI that can be diluted with water at ratios ranging from 5:1 to 20:1.
 - EcoBird 14.5 Spray Can also has a MA concentration level of 14.5% AI. Contains a water-based, RTU product and a safe, neutral propellant to shoot a stream of bird repellent approximately 20 feet like a can of wasp spray.
 - Review product labels for more information.
 - **Other Recommended Uses** - BirdHazer® devices are perfect for loading docks, porches, balconies, outdoor dining areas, greenhouses, and any semi-enclosed space where flocking pest birds can congregate to cause damage or health concerns due to their feeding behavior and droppings. EcoBird 14.5 water soluble fluid and can have many applications as stand-alone solutions in addition to our BirdHazer® Complete System described above.
 - **Recurring Revenue Opportunities** – The subject that Pest and Wildlife Control Operators covet the most. So, you're probably asking, “how can I make money with these BirdHazer® products?” The long and the short is, our BirdHazer.com® products are not silver bullets. Like with any other pest bird solution, you need to consider combining with other solutions like physical barriers, scare tactics, population reduction, flock dispersal, and cleaning when appropriate. The good news is that all our BirdHazer.com® solutions are humane and relatively easy. Additionally, since MA dissipates and needs to remain at the target site it requires applications and/or service at regular intervals, making for a profitable addition to your existing service route work.
 - **Training** – We are committed to your success as a pest bird professional and user of our BirdHazer.com® products. Since different people learn in different ways, we are developing various training opportunities, most at no charge.
 - **Service Pricing Guidelines** - This is NOT intended to set or control pricing in any way. It is intended to provide you with enough information to come up with your own pricing based on your hourly rate and material/product markup. Comes down to time and materials, equipment leasing options, monthly pricing, and pricing strategies.
 - **Handling Objections and Managing Client Expectations** – Price, smell, safety and effectiveness. Under promise and over delivery.
 - **Warranty and After-Sale Service** - We want to ensure you have a positive experience with all our BirdHazer.com® products.

2. What is “Bird Hazing”

Much like many other pest bird solutions in the marketplace, the genesis of this one came from the need to protect agricultural crops and livestock feed from pest birds feeding on them. Farmers and ranchers alike have always struggled with losses and health risks from pest birds and are a huge driving force for innovation in our “structural” side of the Pest Bird Industry. Back in 1985 research scientists were looking for cost effective alternatives to the commonly used physical barriers and scare devices when they began testing liquid forms of a grape flavoring additive to disrupt the feeding behaviors of pest birds. This grape flavoring additive is formally called **Methyl Anthranilate or MA for short**, and they soon discovered that the best way to affect the pest birds was by vaporizing it and having them inhale it during flight.

So, logically this solution is very dependent on wind direction and speed. Too much in the wrong direction and it wastes away, not enough and it doesn’t cover a large enough space. So, device placement is critical. Except for the larger volume “industrial” units that consume gallons per month instead of ounces, our BirdHazer® solution is best used in semi-enclosed outdoor spaces where pest birds are creating risks due mainly to their feeding/foraging behavior.

There are two primary application methods, spraying and aerosolizing. Dilutable water-based formulations are commonly used for spraying and oil-based ready-to-use formulations are commonly used for aerosolizing. Although water-based formulations can be aerosolized using a ULV fogger, the particle size is larger vs aerosolizing an oil-based formulation thermally.

There are also two primary delivery systems for MA, one-time and continuous. One-time can be a handheld fogger or pressurized sprayer while continuous can be any one of several programmable units that can continuously dispense varying amounts of MA during different times of the day and even days of the week.

The two biggest challenges with MA as a pest bird repellent are the cost of the liquid and the cost of the delivery system. We can’t do much to mitigate the cost of the liquid, it’s expensive to produce and formulate. The real opportunities come with advances in technology to the delivery systems that drive down the equipment and liquid consumption costs. How can we keep the MA in the air long enough for a pest bird to inhale it? Although there are some instances where liquid applications are effective, the best results come when the pest birds breathe it in. So, the smaller the particle size, the longer it stays in the air and the better the chance for success. Another key question is, how can we cover as large a volume of space as possible using as little product as possible? Like inkjet printers and ink cartridges, the equipment cost is the initial investment, but the product cost is the ongoing expense that can over time supersede the equipment cost, especially as equipment costs are driven down.

Recent technological advances in other industries like scenting and vaping have given our industry relatively effective delivery systems at much lower prices. Lowering both equipment and MA consumption costs. We partnered with Roth Chemicals, the manufacturer of EcoBird fluids and came up with an effective, affordable, portable, easy to use mechanical delivery system taking advantage of these advances in technology.

3. Active Ingredient Mode of Action, Efficacy and Safety Information

The active ingredient in MA is derived from natural components of concord grapes and other plant materials, is generally recognized as safe (GRAS), is US EPA listed since 1985 and is FDA approved as a common food flavoring and fragrance additive. A benefit of using MA as a pest bird repellent is its lengthy safety record as a flavoring additive for human food consumption. MA is present in many fruit bearing plants, as well as cocoa, black tea, and flowers, at higher levels than in this product.

When a bird inhales or ingests the MA, it irritates the trigeminal nerve in its beak causing temporary discomfort. The bird immediately exhibits a biological response mid-flight to avoid the vapor and cannot adapt to the MA over time. The vapor is completely harmless to birds since the effects wear off when they leave the area. Since it only affects avian biology, the vapor does not have the described effect on people, pets, or other animals. However, a few people may find the grape smelling aroma unpleasant and even feel a mild respiratory irritation, while some others absolutely love it, but most people just don’t care, they’re happy the BirdHazer® is doing its job.

BirdHazer® devices produce a fine vapor particle (less than one micron in size) that stays in the air longer reducing the risk of leaving an oily residue on the ground. Additionally, this feature makes it more likely that a pest bird will encounter the product while flying inside a treated air space. Since a bird’s breathing is heavier during flight the MA is more effective vs when it’s just perching. It’s also more effective on some bird species vs others. Generally, the larger the bird and its beak, the more effective. Except for vultures, we do not recommend this product if the target pest bird is a vulture.

There are no “silver bullets” solutions for all pest birds behaving badly in all situations. You may need to combine our products with other solutions to attain reasonable control. Complete control is almost impossible under semi-enclosed spaces unless your client has access to a money tree and can afford to cover the entire open space with a dome, screen, or bird netting...

4. BirdHazer® Complete System

The BirdHazer® Complete System is an MA based solution for semi-enclosed spaces using our complimentary products (devices and bird repellent fluids) that are comprised of different formulations reinforcing the properties of the same active ingredient.

The devices containing EcoBird 4.0 Bird Repellent Fluid require service at regular intervals and can be programmed to disperse MA inside the semi-enclosed target airspace for varying amounts of time during varying times of the day and week. The EcoBird14.5 water-soluble Bird Repellent Concentrate can be sprayed during each service in and around the surrounding areas to complement the BirdHazer® device(s). This is intended to help drive the pest birds away from otherwise “safe” places where they perch before entering the more enclosed spaces where the BirdHazer® Devices are operating. Both working together to further prevent their possible entry into the interior spaces of the building as commonly occurs with some smaller pest birds like house sparrows. The EcoBird14.5 concentrate can also be sold to the client for their trained team members to apply more frequently between your service visits, especially at the beginning of a BirdHazer® Complete System Program.

Additionally, you can sell the cans of EcoBird14.5 bird repellent spray directly to your client for their spot treatments use directly on the individual pest birds between your service visits. Make sure you train them in the proper use of the can and recommend they minimize its use to properly trained team members. Always **refer to Product Labels** for use restrictions and additional information or reach out with any questions.

5. **BirdHazer.com® Products** [Pricing is on our website](#). Currently, all items are restricted for purchase by Professional Installers only. Enter password **imapro** (case sensitive) when prompted. \$10 shipping on orders less than \$100. The following discounts apply based on total order value **at checkout: 5% \$100.00 min, 10% \$500.00 min, 15% \$1,000.00 min.** [Shipping, Refund and Returns Policy](#) information can also be found on our website.

BirdHazer® Devices

- **BirdHazer-P® (Pint)** - Our smallest device, comes in white (black coming soon), has a slim design (10" H x 7" W X 2" D) with a 16,000 cubic foot volume capacity that translates to 40-foot spacing under a ten-foot-high ceiling for example. It can be monitored and programmed via Bluetooth using a mobile device. Includes a specialized key to lock the unit and help prevent tampering or child access and runs on four D size batteries (not included) or can be plugged in using a standard USB C cable (not included). When filled with 16 ounces (one pint) of fluid plus batteries, the unit weighs 3.5 pounds and can be mounted on a wall with two screws or adhered using the included specialized bracket.
- FREE custom branding with your logo and "For Service Call - (###) ###-####" is available on case orders (12/case) ask for details.
- **BirdHazer-Q® (Quart Coming Summer 2024)** – Holds a quart of fluid, has a larger pump, increased coverage area, can be serviced less frequently, with a built-in scale that calculates remaining fluid levels using its built-in 4G cell phone connectivity for remote programming and monitoring from anywhere in the World.
- **BirdHazer-G® (Gallon in Development)** – Even more capacity and features, stay tuned more information.



EcoBird Bird Repellent Fluids

- All fluids are 100% made in the United States using raw materials 100% made in the United States by Roth Chemicals Company, Ltd. utilizing the highest quality materials and manufacturing processes. Product labels and SDS's are available at: <https://BirdHazer.com/safety/>
- **EcoBird 4.0 Oil-based, Ready-to-Use Bird Repellent Fluid**
Sold by the single gallon or case of 4 gallons, and 55-gallon drum. Reach out for pricing on drums. Has a Methyl Anthranilate (MA) concentration level of 40% AI for use in our BirdHazer® devices and the following other devices:
 - **Gas Powered thermal foggers** like the [IGEBA TF-34](#) pictured here.
 - Get it with the 83-07 700.00 Special Dosage Nozzle for Fogging Repellents.
 - Very high volume, small particle size for very large spaces like airplane hangars and warehouses. Or outdoors to repel pest birds from trees for example. The drawback is this unit is very loud and can scare the birds away before they feel the effect of the MA.
 - **Battery Powered ULV backpack foggers** like the [Tomahawk Power TMD14](#) pictured here and available online.
 - Make sure to get it with the ULV nozzle that reduces the droplet size to under 100 µ.
 - For similar applications as the above unit, the difference is this one produces a slightly larger and “wetter” particle with better residual properties while still covering large volumes quietly.
 - **Any other thermal fogger, ULV fogger, or similar time-release device.**
 - It must be compatible with the application of oil-based fluids like EcoBird4.0.
 - Review product label for more information.



- **EcoBird 14.5 Water-based, Dilutable Goose and Bird Repellent Fluid**

Sold as a single gallon or case of 4 gallons.

Has a Methyl Anthranilate (MA) concentration level of 14.5% active ingredient that can be diluted with water at ratios ranging from 5:1 to 20:1.

- Can be utilized for agricultural use and for commodities, such as berries, grapes, apples, stone fruits, cereal grains and sunflowers.
- Can also be used on non-agricultural sites to include turf applications, hydro-seeding, food stuffs, garbage, waste and trash, and spot repelling.
- Spray should be kept away from direct contact with food and food handling surfaces.
- Applications can be made through spray wands, sprinkling systems, drip lines, misting machines, pump sprayers or ULV Foggers.
- **Both Eco 4.0 and Eco 14.5 one-gallon containers look like the one pictured here.**
 - It's easy to confuse them. We recommend marking them "4.0" and "14.5" respectively with a sharpie on the cap or other easy to see part of the container.
- Review product label for more information.



- **EcoBird 14.5 Water-based, Ready-to-Use Spray Can**

Is available by the case of 12, 3-pack or single can.

Also has a Methyl Anthranilate (MA) concentration level of 14.5% active ingredient.

- Contains a water-based, ready-to-use product and a safe, neutral propellant to shoot a stream of bird repellent approximately 20 feet like a can of wasp spray.
- Making it an affordable spot treatment for individual pest birds.
- Simplified use instructions: **SHAKE WELL** before each use, aim and shoot using short bursts.
- The product dries clear, so it should not stain surfaces.
 - If staining is a concern, we recommend you try it first in an inconspicuous area to make sure.
- Compatible with the [Gotcha Sprayer Pro Extension Pole Adaptor](#) available from Amazon and others.
- Product Label is relatively liberal regarding the locations where it can be used, including directly in and around structures and certain food crops. Just make sure you read the label and understand where it CANNOT be used.
- Review product label for more information.



- **Product Registration and Compliance**

- The section is intended to comply with rules, regulations, and laws in the United States only.
- The manufacturer of the BirdHazer® devices:
 - Complies with Part 15 of the FCC Rules regarding the Bluetooth connectivity's safety and compatibility.
 - Meets all CE legal requirements relating to safety, health and environmental protection.
 - Meets all ROHS legal requirements that restrict the use of specific hazardous materials found in electronic products.
- EcoBird4.0 fluid used in the BirdHazer® devices is registered in accordance with the US EPA and in these states:
 - All 48 states in the Continental United States plus Puerto Rico. (It is NOT registered in Alaska and Hawaii).
 - New York restricts the use of this product to only licensed pest control professionals.
- Both EcoBird 14.5 products (dilutable fluid and spray can) are also registered in accordance with the US EPA.
- Registered for use in the following states: CA, CT, FL, KS, NY, NH and OH
 - We are currently working on the registration for CO, MD, and MI
 - All other states in the Continental United States, we will automatically register when an order is shipped to that state.
- Since the information in this section can change in real time, please reach out to us if you have any questions or concerns about registration and compliance in your state.

6. Recommended Uses (Overview)

BirdHazer® devices are perfect for loading docks, porches, balconies, outdoor dining areas, greenhouses, and any semi-enclosed space where flocking pest birds can congregate to cause damage or health concerns due to their feeding behavior and droppings.

Can also be used in these spaces to help deter nesting activities, but we recommend combining population reduction, strategic exclusion, and nest removal (when allowed by law) along with cleaning/sanitizing of droppings first. BirdHazer® devices should be placed as close as possible to the nesting site(s).

EcoBird14.5 water soluble fluid and can have many applications as stand-alone solutions in addition to our BirdHazer® Complete System described above.

Uses are only limited by your imagination and since the advances in technology that lead to the development of our BirdHazer® devices have combined with reduced costs in equipment and reduced product consumption, it can be affordable enough for a little trial and error. Follow Product Label Instructions.

7. Detailed Use Recommendation Uses by Protected Status, Pest Bird Species and Behavior

- This sheet goes down in order of protected status, pest bird species and behavior.
- Protection status is subject to change and the information may become outdated. Reach out or refer to www.fws.gov and your local state Wildlife Agency for the most current information.
- Refer to Product Labels for additional information about the uses, restricted/allowed bird species and application sites for all chemical products.
- If any recommendation goes against the Product Label, the Product Label’s authority supersedes the information in this document.
- The recommendations are particular to our **BirdHazer® Complete System**, including the use of all EcoBird products listed above.
- You might need to consider strategically adding other solutions to supplement ours. Or use ours to supplements others...

Protected Status	Pest Bird Species	Behavior	Use Recommendations
N/A	Any Pest Birds to protect crops	Feeding on crops	Can be sprayed directly on certain crops. See Product Label for crop, bird species, location, time of year restrictions and other details.
N/A	Any Pest Birds as a flushing agent *	Inside an enclosed structure	Can be sprayed into hiding areas or directly at the bird to flush it out of hiding toward a mist net or out from under a bird net being during installation for example.
Common Invasives	Pigeon, Eurasian Collard Dove, House Sparrow and Starling	Nesting/Roosting	Remove nest(s), then clean/sanitize and start a Complete BirdHazer Program close to nest area(s) running max output 24 hours and spray area regularly(including other possible nesting sites) for at least two weeks or longer as needed.
		Feeding/Foraging near structure	Start a Complete BirdHazer Program to help repel them away from semi-enclosed spaces.
		Perching	Spray area every other day for one week to see if you can modify their behavior.
Invasive, except in TX: Hidalgo, Starr, and Sapata counties	Muscovy Duck	Nesting/Roosting	Remove eggs and nest, then regularly spray nests and surrounding area anytime except in the three southern TX counties noted in the protected status.
		Foraging on grass	Grass can be sprayed to deter feeding/foraging behavior.
		Perching/Loafing	Spray area every other day for one week to see if you can modify their behavior.
Other Invasives	Egyptian, Grey Lag, Other Invasive geese, Feral chicken and Peacocks	Nesting/Roosting	Remove eggs and nest, then regularly spray nests and surrounding area anytime. Use Eco 14.5 spray can as "goose/cock mace" to repel attacking birds defending their nest.
		Feeding/Foraging on grass	Grass can be sprayed to deter feeding/foraging behavior.
		Perching	Spray area every other day for one week to see if you can modify their behavior.
Protected under Federal Migratory Bird Treaty Act (FMBTA)*	Canada Goose	Nesting/Roosting	Regularly spray area before nest building, after egg addling or nest removal as permitted by law. Use Eco 14.5 spray can as "goose mace" to repel attacking birds defending their nest.
		Feeding on grass	Grass can be sprayed to deter feeding/foraging behavior.
		Perching/Loafing	Spray area every other day for one week to see if you can modify their behavior.
	Gulls	Feeding/Foraging near structure	Start a Complete BirdHazer Program to help repel them away from semi-enclosed spaces.
		Perching/Loafing	Spray area every other day for one week to see if you can modify their behavior.
	Swallows	Nesting/Roosting	BEFORE NESTS ARE BUILT - Start a Complete BirdHazer® Program during their nesting season to help keep them away from semi-enclosed spaces. Consult with local Wildlife Authorities as definitions of: "Before nests are built" can vary by state.
	Woodpeckers	Nesting/Roosting	Spray around nest opening (NOT INSIDE) and surrounding areas regularly just before and during nesting.
		Drumming	Spray area every other day for one week to see if you can modify their behavior.
	Other protected species**	Feeding/Foraging	Start a Complete BirdHazer Program to help repel them away from semi-enclosed spaces.
		Perching/Loafing	Spray area every other day for one week to see if you can modify their behavior.
The use of the word "spraying" in the recommendations column refers to either or both EcoBird 14.5 product depending on the specific situation. Consult Product Labels for use restrictions and additional information.			
* The use of this solution is considered humane. but certain bird species like eagles and other birds of prey may be protected even from hazing. This sheet only references Federal law and does not take into consideration state laws or local ordinances.			
** We do not recommend using MA to rebel vultures since it has not effect on them. Other protected bird species that can be hazed includes, but are not limited to: Grackles, Blackbirds, Cowbirds, Crows, Ravens and Magpies.			
Consult with your state/local wildlife agencies if you have any doubt about using this product to haze any other protected bird species.			

8. Recurring Revenue Opportunities – What Pest and Wildlife Control Operators covet the most!

So, you're probably asking, "how can I make money with these BirdHazer® products?" The long and the short is, our BirdHazer.com® products are not silver bullets. Like with any other pest bird solution, you need to consider combining with other solutions like physical barriers, scare tactics, population reduction, flock dispersal, and cleaning when appropriate.

The good news is that all our BirdHazer.com® solutions are humane and relatively easy. Additionally, since MA dissipates and needs to remain at the target site it requires applications and/or service at regular intervals, making for a profitable addition to your existing service route work.

9. Training – We are committed to your success as a pest bird professional and user of our BirdHazer.com® products. Since different people learn in different ways, we are developing various training opportunities, most at no charge.

- **This document** and the BirdHazer-P® Product Manual you receive with the purchase of the device are a GREAT place to start!
- **Online** – Constant addition of new documents and videos to the **FREE Installer Only Resources page** coming soon to our website.
- **Virtual** – We will regularly schedule virtual training for you and your team members to attend free of charge.
 - Schedules and registration will be available on the Installer Resources page.
 - If you have 5 or more people attending, we can schedule a private virtual class.
 - There will be three classes available:
 - The Basics – For everyone
 - Operations – For field and sales personnel
 - Sales and Marketing – Primarily for sales, but selling field personnel too...
- **In-person training with hands-on experience** is currently available, just reach out for pricing and scheduling.
 - Your cost is to recover travel time and expenses, if any.
- **Video or phone consultation** – Always feel free to call us or to schedule a call or videophone virtual visit to discuss options and strategies while you are at the jobsite.

10. Recommended BirdHazer® Device Programming and Service Intervals – The information in this section is intended to supplement our BirdHazer® Device Product Manuals. It's "inside baseball" information not intended for eventual end user clients that may purchase a device and fluid (except NY) and service it themselves.

- **BirdHazer-P® is the only device currently available.**
 - For maximum output set WORK to 30 seconds and PAUSE to 90 seconds.
 - This means the BirdHazer-P® is discharging bird repellent for 30 seconds every two minutes (25% of the time).
 - Operating 12-hours, seven days a week at maximum output, it should consume four D size, brand name alkaline batteries and about 16 ounces (500 milliliters) of EcoBird 4.0 Bird Repellent Fluid in one month.
 - If you are operating the BirdHazer-P® continuously (24 hours a day, seven days a week) at the maximum output, you will need to service it every two weeks to replace the batteries and refill the fluid.
 - For once-a-month service, we recommend operating the BirdHazer-P® for no more than 12 hours per day as described above.
 - Determine whether you want to repel day birds or night birds.
 - Day birds are those that show up during the day to feed or hang around the target area.
 - Night birds are those that show up after dark to roost and/or nest.
 - BirdHazer-P® works better for day birds, but it might be cost effective enough for a little trial and error at night.
 - In most cases, we recommend that you set to maximum output and service the BirdHazer-P® weekly for the first month to monitor battery and fluid consumption, to monitor pest bird activity and build rapport with the end user.
 - Manage your client's expectations, especially for the first month, to not expect a drastic reduction in pest bird activity.
 - Depending on pest bird activity, you can service monthly starting on the second month and possibly dial down the output by increasing the time the unit is paused or decrease the time the unit works. Or by adjusting the times of day and days of the week the unit operates.

11. Service Pricing Guidelines

This is NOT intended to set or control pricing in any way. It is intended to provide you with enough information to come up with your own pricing based on your hourly rate and material/product markup.

- **Comes down to time and materials:**
 - **Time** – how long do activities take or how do factors affect the amount of time you're spending completing the service.
 - What is your minimum time for a new stop vs adding a service to an existing stop?
 - How long will it take your average trained team member to install a new BirdHazer®?
 - How long will it take your average trained team member to service a BirdHazer®?
 - How long will it take your average trained team member to apply EcoBird14.5 bird repellent in the surrounding areas.
 - Is this going to be a seasonal solution for migrating pest birds or a year-round solution for resident pest birds?

- How many visits are you scheduling during the first month? We recommend weekly.
 - How many visits are you scheduling moving forward starting on the second month?
 - **Material** – How much are you going to mark up the BirdHazer® device and MA based products? Refer to the retail prices in our website for guidance.
 - Aside from the cost of the BirdHazer® and EcoBird4.0 fluid, you may need to account for the cost of batteries.
 - How much EcoBird4.0 fluid will the BirdHazer® consume before the next service?
 - If the BirdHazer® device requires batteries. We recommend using high quality brand name batteries to avoid instances where the device stops working before the next scheduled visit.
 - How much EcoBird14.5 concentrate will be consumed during each service visit?
 - If you are spraying 1/2 gallon of diluted product at 5:1, you are using 1/10th of the gallon or roughly 12 ounces.
 - How many cans of EcoBird14.5 bird repellent spray will you sell the client every month?
 - **Equipment Leasing** – We encourage installers to lease the BirdHazer® device to their client as part of an ongoing service/solution instead of selling it to them. No different than leasing and servicing a fly light as part of a recurring revenue flying insect program.
 - Since the BirdHazer® device is guaranteed for one year, you can take the cost and divide it by 12, adding your markup, interest, and finance charges to come up with a monthly lease price.
 - After a year, if the unit is still working, that's gravy for you. If not, you can easily purchase a replacement or replace consumable components (atomizer head, bottle, green O ring and tube) to keep the program going.
 - **Monthly Pricing**
 - **First month** – The highest price because it includes all your time and material costs for the initial installation and follow up visits, plus your material costs for all these visits plus equipment leasing cost.
 - **Ongoing** – (second month going forward) – Includes time and materials for the reduced ongoing visits plus equipment leasing.
 - **Pricing Strategies and Ideas**
 - If the client is reluctant to try out the program, you can add up the costs for the first three months and sell a three-month trial plus a little extra in case you need to pick up the equipment. Remember, you still own the equipment after the trial is over, and you can charge them for a new startup if they come back after you've retrieved your equipment.
 - You can lower the first month price and spread it across the ongoing price.
 - You can lower the price of the ongoing monthly services due to the reduced fluid and battery consumption as you dial down the system in response to reduced bird pressure.
 - Over time, you can consider cutting the output in half and allow for bi-monthly service visits.
 - If your target pest birds migrate or you operate in an area where the ambient air temperature drops below freezing, you can remove and/or turn the BirdHazer® OFF during the months with no pest bird activity or prolonged freezing temperatures and adjust your ongoing pricing. You can bill only for the months that you service, or you can spread it over all 12 months.
- 12. Sales and Marketing** - MA based solutions are easy to service and great ways to generate recurring revenue, negating the need for specialized training and extended use of height access equipment required for more complex solutions like bird netting for example.

Potential clients for this solution include:

- Residential (single or multi) homeowners with pest birds on their porch, patio, terrace, balcony or other semi-enclosed space.
- A homeowner that may be hesitant to pay X\$ per month for general pest, may easily pay 5X\$ per month to solve their unique pest bird challenge causing them to deal with unwanted birds and their unsightly and unsanitary droppings.
- Restaurants, hotels, clubs, or other venues with semi-enclosed outside dining areas. Lose a lot of money on comped meals, bad reviews, lost labor due to excessive cleaning of droppings and dissatisfied wait staff due to reduced tips from patrons.
- Warehouses (especially food and other regulated industries) with semi-enclosed loading docks or structures with low ceilings.
- Healthcare locations like hospitals, nursing homes, rehabilitation centers with semi-enclosed terraces and warehouses cannot afford the risk of patients getting sick from cross-contamination risk of droppings being tracked inside.
- Retail food locations like grocery, convenience stores and dollar stores, having semi-enclosed receiving and entrance areas.
- Hotel, resort, vacation club and time shares have lobbies, outside dining areas and plenty of terraces.
- Schools, venues, government facilities, theme parks, strip malls, etc.
- Look for places where people eat and congregate under covered spaces and where pest birds can gain access to interior spaces by feeling safe in the semi-enclosed exterior areas first.

Additional Tips:

- Reach out to existing customers that fit these profiles and tell them about this unique solution.
- Revisit old (dead) bird proposals that may fit these profiles.
- Look at new bird opportunities through this new lens.
- Include bird work and this service in your website, social media and overall marketing strategy.

13. Handling Objections and Managing Client Expectations

- **Handling Objections** – Being a good salesperson starts when the client says “NO!” Otherwise, you’re just taking orders.
 - **Price** – This should be less frequent than with other types of solutions and even other MA solutions where the equipment cost, and product consumption are much higher.
 - The objection may be more to the price of the ongoing service. Educate them on the need for the product to remain in the target area for extended periods of time.
 - If the prospective client pushes back, consider the three-month trial described above in pricing strategies.
 - **Smell** – This one will come up most of the time as comes down to managing expectations. We cannot do anything to remove the grape smell, we can only dial down the output to reduce its intensity.
 - Consider carrying a can of the Avian Fog Force TR and discreetly spray one pump in an outdoor setting for the prospective client to know what it smells like.
 - You can even immediately hand them the can and instruct them to smell the tip, especially if they cannot smell it in the air.
 - **Safety** – Concerns about the safety of the fluid will come up from time to time.
 - Even if they don’t, we recommend you get ahead of this concern by knowing how to talk about the Active Ingredient Mode of Action, Efficacy and Safety Information in section 2.
 - Consider purchasing grape flavor Jolly Rancher Candies (available from Amazon) and carrying them with you. Put one in your mouth and hand one to the prospective client telling them it contains MA and is safe enough to eat!
 - It’s also a good idea to incorporate language into your proposal to address this concern ahead of time in case someone starts asking questions after you’ve already sold and installed BirdHazers®.
 - **Effectiveness** is subjective and has a lot to do with how you manage the client’s expectations.
 - Educate yourself first by reading and understanding all the available information about how each of our BirdHazer® solutions work, how they work with each other and how they work in conjunction with other solutions.
 - Understand that it takes several days or even weeks for the product to build up in the protected airspace long enough for the birds to start reacting to it. This is why it’s important to service the program weekly for the first month.
 - Then use this information to educate your client about its uses depending on the pest bird species, their behavior and location’s attributes like openness, wind direction, wind intensity and interior air movement.
 - **Managing client expectations** – It’s always better to under promise and over deliver.
 - There are no silver bullets in the bird control industry. Never promise 100% control/reduction, especially with our products that are primarily designed for challenging semi-enclosed outdoor situations where other options may not be practical.
 - Birds are too smart and mobile. More will arrive, they learn, teach, adapt, strategize, and test your abilities. It’s humbling...
 - Out of all the possible overall solutions, several can be effective each on their own, some can be effective in combination with others, but no one solution is effective for all pest birds behaving badly in all locations and situations.
 - BirdHazer® solutions can be affordable enough for a little trial and error. If it makes sense, start here, then make modifications to your BirdHazer® Complete System then consider adding other solutions like strategic exclusion, scare tactics and population reduction when appropriate based on the pest bird species’ protection status.



14. Warranty and After-Sale Service

We want to ensure you have a positive experience with all our BirdHazer.com® products.

- All BirdHazer® devices are warranted for one year from the ship date against defects in materials and workmanship.
 - Void if water damaged or the plastic housing shows damage from a fall.
 - Void if both serial number stickers on the BirdHazer® have been tampered with or removed.
- EcoBird fluids should be used within two years of purchase to maximize their effectiveness.
- Reach out for any technical questions regarding BirdHazer® uses, placement, programming, if you need help with using any products in our Complete BirdHazer® Program or need to file a warranty claim.
- We are committed to your success and would love to hear all about how you used our products to help your customers.
- Reach out if you need additional help with your unique pest bird challenge or bird control in general.
 - **We will always point you in the right direction, even if the best solution is not ours.**

Never forget, in your customer’s eyes, you are the Bird Expert. Not any of the ever-growing list of available products, solutions and industry “experts” (us included). Get trained, talk to all the manufacturers and distributors, read the labels, SDS’s and product literature, and arm yourself with the largest pest bird toolbelt possible.

Be safe, have some fun and make a good living while helping your customers solve their unique pest bird challenges with humane and effective solutions like ours.