

CONTACT TO LEARN MORE
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Simple Model. Growing Industry.

BUZZWORTHY FRANCHISE

OPPORTUNITY

Join the Leader in Outdoor Pest
Management Franchising

a neighborly® company



WHO WE ARE

Mosquito Joe® is the largest and fastest-growing outdoor pest control service with over 425+ locations in North America, and we're continuing to provide year-round relief to families and pets who want to be able to enjoy the outdoors. As an established, iconic brand, we are known for our effective solutions and unwavering commitment to customer satisfaction.



37%

**of MoJo owners
are couples¹**



70%

**of MoJo owners own
multiple territories¹**



77%

**customer retention
drives recurring revenue²**

Our franchise owners feel it, too, finding their own sense of relief from the nine-to-five grind and the satisfaction that comes from being a small-business owner. Whether it's hearing about a customer who could finally take the mosquito screen off their front porch or learning about a franchise owner who now has time to attend their daughter's soccer games, we are energized to provide such experiences to our franchise owners and customers every day.

We Make Outside Fun Again

At Mosquito Joe, we love to laugh (just take a look at our marketing collateral), and our fun-loving approach to pest control is as refreshing as the itch-free yards that have made us famous — and it's one of the things that MoJo franchise owners love most about us. At Mosquito Joe, we engage our customers by educating them on how we eliminate outdoor pests, bringing health and happiness to families and their pets so they can enjoy the great outdoors. Learn more at franchise.mosquitojoe.com.



My wife and I wanted to find a business that we could give back to our community and make a difference for others with. When we were looking at opportunities, Mosquito Joe seemed to fall right into place. Mosquito Joe is a family of owners who truly collaborate, support, and believe in each other. We are also supported by a very talented corporate team that invests in our development and future.

Lee and Hollie Woodham
Franchise Owner, Northwest DFW, TX



1. Internal company statistic. 2. Refer to Item 19 of the 2025 Mosquito Joe SPV LLC Franchise Disclosure Document. A "retained customer" is a prior-year's recurring customer, who returns the following year.

OWNERSHIP MODEL

Support to Help You Swat the Competition

We're here for you — anything you need to feel confident and comfortable about your transition to business ownership, we're here to provide. Every step of the way.

✓ Learn How to Own and Operate a Business

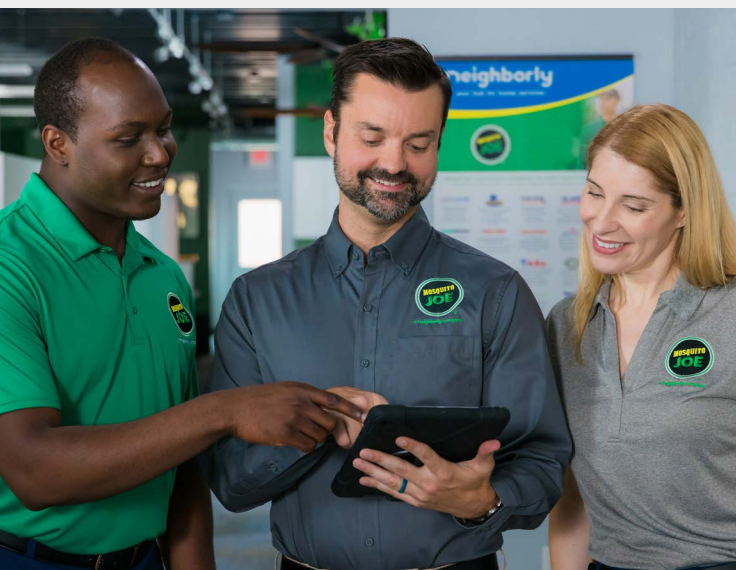
Our Sure Start training program emphasizes establishing leaders through education, taking you through classroom-style and hands-on business, sales, and marketing training and much more.

✓ Powerful Technology Makes Back-Office Work Easy

Simplify your day-to-day duties with exclusive business management software — our system for job estimates, tracking leads, educational materials on leadership and workplace culture, and more.

✓ Building Up Your Pest Control Posse

Take advantage of an easy-to-use, third-party hiring and onboarding platform. We also provide continuous learning programs to help you manage the hiring and training process.



Proven Benefits for Franchise Owners

- **In-Demand Services**
An opportunity to invest in an established and growing market
- **Small Footprint**
Low overhead, minimal office space
- **Simple Operations**
A repeatable, easy-to-scale operational model with regional-specific offerings that provide additional service-bundling and revenue opportunities
- **Superior Support and Expertise**
Access to on-staff entomologist, business operational, and marketing support
- **Work/Life Balance**
Year-round business with light winter months, family-friendly workweek, flexible schedule
- **Dedicated to Professionalism**
We're proud to be a part of the EPA's Pesticide Environmental Stewardship Program (PESP) as we are thoughtful in our approach to Integrated Pest Management while protecting the environment
- **Recurring Customer Model, Multiple Service Verticals**
 - Our full-service business is designed to establish and encourage repeat customers
 - Commercial work adds supplemental revenue opportunities

Standard Service Offerings

- Mosquitoes, Fleas and Ticks
- Perimeter Pest Control: Ants, Spiders, "Outdoor Cockroaches," Millipedes, Centipedes, Crickets

Ancillary Service Offerings

- Stinging Insects: Wasps, Hornets
- Rodent Control
- Fly Control: Filth Flies, House Flies

Specialty Services

- Spotted Lanternflies
- Stink Bugs/Boxelder Bugs
- Midges/Gnats/No-see-ums
- Fire Ants
- Scorpions



NOT JUST A NEIGHBORHOOD NUISANCE

The problem with the pests we help our customers manage isn't limited to forests, lake regions, and wetlands. Where there are mosquitoes, ticks, fleas, stink bugs, invasive spotted lanternflies, or in drier climates, scorpions, there are people desperate for the itch-free relief we provide.

The global mosquito population is exploding, and with it, the transfer of potentially deadly vector-borne diseases.

- Mosquitoes are statistically the deadliest animal on earth, responsible for at least 725,000 deaths each year.¹
- Nearly 50% of the global population will live where mosquito species are established by 2050.²
- The global pest control industry is projected to see a compound annual growth rate of 5.2% through 2025 — and by then, it's expected to top \$27.6 billion.²

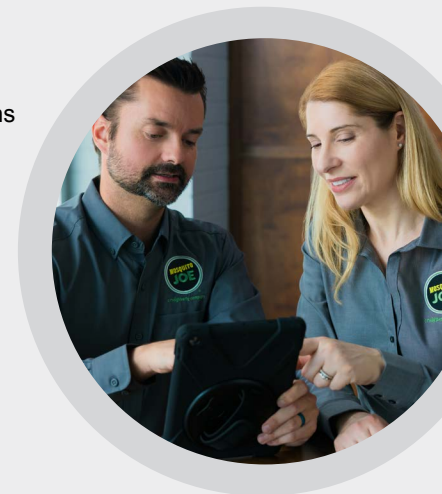
Bigger Than Bugs

MoJo protects your environment and creates an enjoyable space:

Our dedication to protecting the environment goes hand in hand with crafting comfortable outdoor spaces for our clients. Through tailored Integrated Pest Management plans and being a part of the EPA's Pesticide Environmental Stewardship Program (PESP) as we ensure both peace of mind and a thriving ecosystem. Our mission extends beyond mere outdoor management of mosquitoes.

Customers Love Our MoJo

- **Efficient and Professional Service:** The simplicity of the treatment process enables Service Professionals to efficiently serve multiple customers each day, and customers trust Mosquito Joe's certified Service Professionals will get the job done right. Plus, we work fully outside and never go inside the customer's home.
- **Best-Fit Solutions:** All of our treatment plans are customizable for each customer and their needs. We offer synthetic and eco-friendly treatment options while ensuring pollinator protection protocols so as to not harm bees and butterflies during the treatment process, and other solutions for multiple types of outdoor pests beyond mosquitoes.
- **Superior, Local Expertise:** Our regional approach means we can be precise and prescriptive with year-round treatment recommendations and service bundles for each customer. We go beyond ridding a yard from mosquitoes and ticks. Our professional expertise tackles outdoor pests and rodents to ensure our customers remain happy and healthy.



1. GatesNotes. 2. Allied Market Research



RESOURCES AND SUPPORT

Marketing Tools

Mosquito Joe and Neighborly provide **robust brand and marketing support at both the national and local level**. National marketing is led by a team of experts on behalf of all franchise owners. From strategy to creative asset development and key marketing initiatives, marketing, advertising, and promotional fund investments are optimized to expand brand awareness and generate leads. At the local level, performance marketing tools, plans, and resources that franchise owners can easily customize and deploy in their local markets are provided. Individualized support is available to new owners and franchise business owners that desire help to boost engagement and success.

Rebates and Discounts

Through **ProTradeNet**, Mosquito Joe owners gain access to pricing discounts and rebates from **over 250 vendors**. This results in savings on a wide variety of products and services including equipment, supplies, consumer financing, employee benefit plans, software programs, and much more.

Collaborative Network

Through Neighborly's powerful network, Mosquito Joe franchise owners can **build relationships with other owners** both locally and nationwide to share ideas, best practices, and expertise. We truly believe we are stronger together — and franchise owners can count on a **network of support** throughout their business ownership journey.

Join Our Team of Community Heroes

As both global temperatures and health concerns about Lyme disease or West Nile virus rise, home and business owners are increasingly **prepared to spend on comfort and peace of mind**. Outdoor pest control is a growing and needed service. The Mosquito Joe franchise ownership is an opportunity to join a team of top-notch and fun-loving community heroes who bring health and happiness by providing an itch-free outdoor space for thousands of families.

The Neighborly® Advantage

As the **world's largest home services company** with 5,500+ locations and over 30 brands, Neighborly offers franchise owners a distinct advantage through its experience and scale.

From networking with other owners both locally and nationwide, to leveraging exclusive vendor and operational savings with ProTradeNet®, to gaining valuable customer insights from our marketing team — the Neighborly Advantage offers franchise business owners the support and resources they need to launch and successfully grow their business.



5,500+
franchise locations

\$4.1B
systemwide revenue

Neighborly Code of Values: We Live R.I.C.H.



Respect

Showing **respect** for all people



Integrity

Acting with **integrity** in all dealings



Customers

Serving **customers** with enthusiasm



Having Fun

And **having fun** in the process

OUR FRANCHISE RELATIONSHIP

Because pest types and seasons vary depending on regional climate, an owner's experience in Duluth, Minnesota, looks very different from that of an owner serving the bayou of Baton Rouge, Louisiana — busy work times throughout the year will range depending on your location. However, the predictability of each region's high season offers our owners a chance to control and **customize their business schedule** to focus on what really matters.



Mosquito Joes' franchise owners don't need prior home services or pest control experience. We're looking for people from all backgrounds who share some key traits:



Passion

Passion for creating your own success



Service

Desire to make outside fun for your community



Teamwork

A willingness to join forces with a team of franchise owners



Entrepreneur

Some experience or ability in business

Investment Overview

Our ownership model involves a low cost of investment relative to the revenue potential.

**\$151,155–
\$193,075**

Estimated Initial Investment Range¹

- \$50,000 in available liquid capital required
- \$250,000 minimum net worth
- We proudly offer active or retired U.S. or Canadian active or retired military members who were honorably discharged a \$8,500 discount off the initial franchise fee via VetFran³

Ask us about financing options that might be available.

High Potential Return²

2024 annual gross sales: First 5 years in business

\$850,881
High Annual Gross Sales

\$214,794
Average Annual Gross Sales

\$15,980
Low Annual Gross Sales

2024 annual gross sales: 6+ years in business

\$432,954
High Annual Gross Sales

\$1,901,756
Average Annual Gross Sales

\$13,884
Low Annual Gross Sales

1. Refer to Item 7 of the 2025 Mosquito Joe SPV LLC Franchise Disclosure Document for full details. 2.1. Refer to Item 19 of the 2025 Mosquito Joe SPV LLC Franchise Disclosure Document. This information reflects 387 franchised businesses that had been operating for at least 12 months as of December 31, 2024. For the first 5 years in business category, 32 franchised businesses or 35% and for the 6+ years in business category, 105 franchised businesses or 35%, achieved or exceeded the stated average annual gross sales results listed. New franchisees' individual financial results may differ from the results stated herein. 3. Refer to Item 5 of the 2025 Mosquito Joe SPV LLC Franchise Disclosure Document for additional details.



WE'RE JUST GETTING STARTED

To learn more about **joining the Mosquito Joe community** and starting your successful business, contact us now at:

**(310) 901-5611 or
morris@generalfranchise.co**

**MOSQUITO
JOE**

®

This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. The offer of a franchise can only be made through the delivery of a franchise disclosure document by or on behalf of one of the Neighborly brands 1010 N. University Parks Dr. Waco, TX 76707, 254-745-2444. Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of or want to locate a franchise in one of these states, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your state.

a neighborly® company