



# RESIDENTIAL SINGLE-FAMILY HOMES: A CASE STUDY

## IMPROVES PEST CONTROL AT SINGLE-FAMILY HOMES

### Abstract

This three-month study at a two-story single-family home sought to confirm the effectiveness of iQ products. Notably, the study aimed to identify how much iQ products improve pest management professional (PMP) and efficacy in reducing rodent populations at single-family residential accounts. Over the course of the study, outdoor rodent activity was reduced by 97%. The study confirmed the use of iQ products reduced service time by 50%. iQ data informed technicians, giving them more time to focus on other integrated pest management (IPM) tasks and allowed them to reduce rodenticide usage.

### Introduction

Pest management professionals are calling for advanced rodent control solutions. iQ traps and bait stations contain rodent sensing technology, empowering technicians to efficiently monitor and service their accounts.

A study was conducted from January 2025 – March 2025 to verify that iQ traps and bait stations improve PMP and efficacy at commercial accounts. The service was performed by PMP Max Wingate of Wing 8 Pest Services in Forney, Texas.

A large number of field mice were gaining entry to a two-story, single-family home's garage and attic.



### Technology Overview

Each iQ device contains an integrated Bluetooth sensor that collects rodent activity data each time a rodent enters the station or is caught by a trap. This gives technicians the exact time and location of rodent activity, helping them efficiently tailor their pest management plan.

The Bluetooth sensor allows technicians to verify rodent activity from up to 100 ft. away, saving them time and energy from checking empty traps and hard-to-reach devices.

After each service visit, rodent activity data is automatically uploaded to the free Bell Sensing portal and converted into easy-to-read reports. PMPs can take advantage of this data to proactively target infestations where it matters most. Historical data also makes showing customers the value of professional service easier than ever.

### Objectives

The objective of this study was to evaluate the efficacy of iQ's wireless rodent sensing technology at a single-family residential account. By deploying devices at the account, the study seeks to:

- ▶ Identify how much iQ devices improve service time at the account compared to traditional rodent control products.
- ▶ Assess the effectiveness of iQ products at reducing rodent populations through the use of data.
- ▶ Collect rodent activity data and identify population trends to provide proactive, targeted control.

### Methods and Findings

During the study period, the account was set with the following iQ devices:

- ▶ **6 Express iQ** bait stations
- ▶ **6 T-Rex iQ** rat snap traps

The account was a two-story single-family home in Texas. The home was in a developing suburban neighborhood, with undeveloped land behind the home.

The account was serviced weekly for three months, for a total of 12 services.



## Outdoor Control

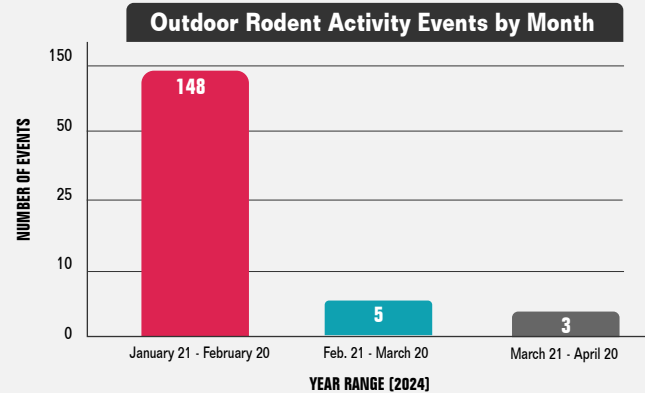
Express iQ bait containing rodenticide were placed around the home's exterior.

From January 21 to February 20, there were 148 rodent activity events. From February 21 to March 20, there were 5 events. From March 21 to April 20, there were 3 events.

After the first month of iQ service, there were 143 fewer events, which is a 97% reduction in rodent activity from the previous month.

## Indoor Control

T-Rex iQ rat snap traps were used in the home: in the home: 3 in the garage and 3 in the attic. There were a total of 4 captures. Two field mice were captured on 2/1 and another 2 were captured on 2/12.



## Analysis

Service time was reduced by **50%**. After the first two weeks of service, the technician could connect to all iQ devices on the property within 1-2 minutes from the home's driveway.

iQ's rodent activity data enabled better bait station placement. The technician quickly realized that most of the rodent activity was on the north and west sides of the home. They added additional rodenticide to the stations on those sides of the home to improve knock down.

The customer was very pleased with how quickly control was achieved at their home. The ability to check the indoor traps without needing access to the home was convenient for the homeowner, because there were only two occasions the PMP required entry.

## Customer Benefits

- **Fewer disruptions.** Technicians can connect to iQ devices without entering the home. When technicians need to enter the home, they know exactly which devices to service, spending as little time in the client's home as needed.
- **Less stress.** Rodent activity data shows customers they can relax knowing their home is rodent-free.
- **Less property damage.** Between proactive service and reducing rodent populations, there is a lower risk of property damage.
- **Client transparency.** Customers know their home was serviced because a Bluetooth connection with their home's iQ devices is required each visit.
- **Lower cost.** More efficient and proactive service means infestations are knocked down before they spread. This leads to fewer callbacks.

## Conclusion

- ▶ iQ improves rodent control at single-family residential accounts. In one month, activity was reduced by 97%.
- ▶ iQ reduced service time by 50%, giving technicians more time to perform inspection and exclusion.
- ▶ iQ data also enables effective and proactive control, resulting in a more robust IPM program.

The managing pest control company easily integrated iQ products into its workflow, which allowed them to drastically reduce rodent activity at the account. iQ's data-driven service enabled technicians to target key areas, leading to proactive rodent control to quickly get the account under control. The ability to wirelessly check traps and bait stations enables less intrusive service, increasing customer satisfaction.

To learn more about how **iQ** can revolutionize rodent control at your accounts, contact your Bell representative or visit [www.bellsensing.com](http://www.bellsensing.com)

