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PRICING

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PRICING

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I would like to make six points concerning pricing. Number one, there is a great deal of time required in observation. Repeated checks during and after application are necessary. So the major consideration in pricing bird jobs is the amount of time that is necessary for observation. You just cannot short that particular aspect. If you have two days in managerial time involved in determining where the birds are coming from, looking for secondary hazards, and this sort of thing, and if you have two additional days in picking up dead birds and in monitoring your own operations to make sure that you are not doing something that is going to create difficulties for you, you should consider those four days in the price of the job.

Secondly, there is no such thing as a cheap bird job. If you have given an honest, self-searching price, and a man underprices you on a bird job, let him have it. There is no such thing as a cheap bird job.

Third point: there is no job that is routine. You never develop a routine in bird work. You may wish you could, but there is no such animal. The minute it becomes routine, the first thing you find out is either the man is not doing it or he is doing it wrong.

The fourth point: observations are necessary to delineate the species, the type of environment, human interference, the type of job it is going to be, and the needs of that job.

The fifth point: bird work cannot be assigned to a person who does not appreciate the need for technical compliance with laws and regulations, or the first thing you know, you will be in court.

Number six: do not price according to rodent control pricing techniques. Those are the six simple rules; however, there is nothing that substitutes for experience.

Question: Let's suppose that on a rodent control job, you figure at X dollars per man hour. How many times X, including your observation time, should you price a bird job?

Answer: Well, your question is loaded, because first of all, it assumes that I know how much time that I'm going to have to spend in observation, which may or may not be the case. In my case, I think I do know because, I have twenty years in this sort of business; but I think even so it is dangerous to make that assumption in some instances. If you are charging at $16.00 - 18.00 an hour for general pest control work, you should go to at least $30.00 - 35.00 per hour for bird work.

Question: Is this fee for observation or everything?

Answer: The whole thing, because you are going to make mistakes in your judgment that are going to require more time than you thought you would have to put in.

Question: Does that include the materials, so that you don't have to add on to that your Rid-a-Bird perch or other stuff?

Answer: At $30.00 - 35.00 an hour, tf you know what you are doing, this will take care of it. If you are not experienced, if you are trying out a new method, you had better not do that; you had better figure it on time/materials.