



FIRST PERSON: STUART AUST'S TOP 100 GOAL REALIZED

I've made becoming a part of PCT's Top 100 pest management companies a business goal since the inception of this ranking in 2002. I've shared my passion of being in the Top 100 with my employees at regular staff meetings and annual Christmas parties. I've placed a small sign above my desk that says, "PCT Top 100" just to remind myself of this goal daily.

Bug Doctor Termite and Pest Control was founded in 1992 and is based out of Paramus, N.J. Bug Doctor's annual growth has averaged 15 to 20 percent per year since the start of the company and continues to expand. While a percentage of our growth can be attributed to the acquisition of several small companies along the way, much of our success has been achieved the old-fashioned way: hard work, aggressive cold calling, quality service and consistent follow up with each customer.

Some of the accounts we service today are Yankee Stadium, Citi Field, Madison Square Garden, Rockefeller Center, the U.N., the Intrepid, the Metropolitan Museum of Art and the French Embassy. Bug Doctor Termite & Pest Control performs pest management services in New Jersey, New York and Pennsylvania. Our bird division, Bird Doctor Nationwide, provides service throughout the U.S. Our animal division, Animal Doctor, services New Jersey, New York, Pennsylvania and Connecticut. Bug Doctor is known for its fleet of "doctored" vehicles that patrol the Northeast. Our add-on service divisions, Bird Doctor Nationwide, Mosquito Doctor and Animal Doctor, have significantly contributed to our bottom line. Our most recent division, Bed Bug Doctor, is close to being rolled out along with some other divisions still yet to come.

I also attribute Bug Doctor's success to the invaluable training experience I gained prior to starting my company as a



Stuart Aust, front row, fourth from right, with Bug Doctor and Bird Doctor employees at the firm; 2009 Christmas party.

service manager for Terminix and commercial sales representative for Western Pest Services more than 20 years ago. Since then, my philosophy for growth has been built on door-to-door cold calling for acquiring commercial accounts. I remember parking in downtown business districts and hitting the pavement. I would hand out business cards, magnets, brochures and ask the same question, "May I give you a price for pest control services?" The old-fashioned way is tried and true and I still have many of the same customers since the early days. I continue to hand out business cards to everyone I meet because even if they don't need pest control services, someone they know probably does.

Over the years I have also

learned the importance of being surrounded by the best professionals money can buy! That starts with a solid management team. It took time and some hiring mistakes to find a team that is progressive, contributes solid business solutions and shares my business philosophy and work ethic. I am proud and blessed to have such a management team. It has been an amazing journey watching Bug Doctor grow over the past 18 years.

If anyone would have told me then that my company would be in the PCT Top 100 today I never would have believed it! But it's a reality that has come true for me and my firm. — Stuart Aust, president, Bug Doctor Termite & Pest Control, Paramus, N.J. Visit www.bugdoctorinc.com for more.



Bug Doctor / Bird Doctor Nationwide / Mosquito Doctor / Animal Doctor

585 Winters Avenue

Paramus, NJ 07652

Tel: 1-800-825-1151

Fax: 201-599-0409

www.bugdoctorinc.com www.birddoctorinc.com