



Get out from behind the desk and grow your own outdoor business



The all-natural pest solution your community is looking for

Growth Meets Green Pest Control Innovation

ohDEER is the leader in the rapidly growing all-natural pest control industry. People are begging the \$20 billion pest control industry to provide an alternative to the harsh chemicals that traditional pest control companies apply and ohDEER is stepping up to the plate.

Our products are safe for kids, pets and the environment and our one-of-a-kind saturation method provides more value for you and your clients. Our franchisees get up and running quickly with a low-cost investment, proven training model and a welcoming environment.

These benefits have allowed ohDEER franchises to achieve an average gross revenue of over \$750,000 with 22% growth from 2022 to 2023. It is hard to find an all-around franchise option that can match ohDEER in the service franchise industry.

Join ohDEER and provide the all-natural pest control solutions that people in your local community are looking for!

A Proven Business Model



All-Natural Services

Safe for you, your kids and your pets. No harmful chemicals!

Recurring Revenue Model

Grow your business steadily each year.



Year-Round Opportunity

Maintain your revenue through the winter.

Customer Service Commitment

Our customers love us and they keep coming back every year!

Average
Gross Revenue

\$767,744



Initial
Investment

**\$116,280 -
\$143,542**



Sales
(2023 vs 2022)

22% Growth



Early ohDEER Story

Founded in 2006, ohDEER is the leader in All-Natural Deer, Tick and Mosquito Control solutions.

The business started with Kurt Upham, the founder, mixing Deer Control solutions in his basement. He wasn't satisfied with deer repellents and his landscaping clients weren't seeing the results they wanted. After some testing, Kurt found a solution that really worked and word quickly spread around MetroWest, Massachusetts. Soon after, Kurt began using an all-natural tick and mosquito solution and the rest is ohDEER history.



“As a father with two children of my own, I truly believe that offering a natural deer, tick and mosquito control solution is the only way to go.”

- Kurt Upham, founder and owner of ohDEER MetroWest, MA

Entrepreneur

Selected by Entrepreneur Magazine as one of the “Standout Franchises” in the Pest Control category of the Top 10 Franchise Trends for 2024.

“Kurt, Colleen and the rest of the organization have always promoted a helpful, supportive business model: if one location wins, we all win. ohDEER wins!”

- Jeff Plant, owner of ohDEER Central Massachusetts

We don't hide behind un-pronounceable ingredients

All of our products are all-natural which means they're safe for you, your kids and your pets. How safe? There's **no waiting period** after the application so clients can be on their property while we spray. Our products are also eco-friendly and safe for the environment! There are no aquatic setbacks so there's no need to worry about harmful chemicals entering pools or the local water supply.

Not only are our products safe but they're also **effective**. Made from highly-effective bioactive ingredients, our eco-friendly sprays

and granular perimeter treatments help get rid of ticks and mosquitos fast, eliminating most within 4 hours and others within 24.

A Focused Approach to Pest Control

Our goal is for people to enjoy more time outside and be able to use their outdoor spaces again. We accomplish this goal through our two main services.



**Tick &
Mosquito
Control**



**Deer
Control**



Year-Round Opportunity

While other mosquito franchises close their doors come November, our franchisees are able to operate all year long by offering Winter Tick Control and Deer Control. This allows you to scale your business and plan for the coming year while still serving your clients and creating cash flow.

The ohDEER Difference

Saturation Method: We show up to your home with 500+ gallons of product and 400 feet of hose to spray more product than the competition and provide a difference that customers can see for themselves. Our saturation method allows us to apply our highly effective product 6-10 up into trees where mosquitoes live and 6-10 into woodlines where ticks love to hide. A standard backpack blower isn't going to accomplish that.



All natural, all the time: ohDEER's chemical-free products are safe for kids, pets, our technicians, and the environment. Our eco-friendly solutions will not leave behind harmful chemical residues that can have dangerous side effects for pets and people on top of harming the environment.

It's in the name! "For household property damage, it is estimated that deer cause more than \$251 million per year in the United States alone," according to the United States Department of Agriculture. Our Deer Control applies a taste and smell to people's plants that deer hate! The treatment will slowly break the deer's feeding habits and let them know that our client's landscaping is not their buffet. Deer Control is an untapped, luxury service that's primed to take over the residential pest control industry.



Training that stands out from the rest

ohDEER has a proven system that will teach you everything you need to know to own and operate your own business. We facilitate a friendly environment that's always here to support you no matter how big or small the issue.



Marketing Support



Collaborate with our marketing team to create a plan for the upcoming season and get all the materials you need for an effective campaign.

Software Support



You'll never be stuck staring at a screen. Our software support will help guide you through any software issue.

Field Support



We've seen it all! Our team is always around to troubleshoot any issues you run into in the field.

Training Program



A combination of online and in-person training at our Massachusetts head office will teach you everything you need to know to operate your business.

Franchise Network



Utilize our franchise network and phone a friend if you ever need help. We're all in this together!



"I can pick up the phone any day and call anybody that's a part of the ohDEER team and know I'm going to get support. Whether it's mechanical issues, marketing issues or a problem out in the field I know I'm going to get someone that's going to help me and they're going to help me right away. It's tremendous."

- Bob Gaska, owner of ohDEER North Middlesex MA

Hear it from the experts: our owners!



"I purchased an ohDEER franchise as an investment in myself and in my future, and in five short years I can honestly say that it has changed my life. Burned out from my day job and a 20-year career, I had always thought about owning my own business. ohDEER came across my radar and quickly became the obvious choice: exploding market demand, all-natural products, low relative start-up costs and a recurring annual revenue model. As I got to know and work with the ohDEER development team and the other franchise owners it quickly became clear that I had made the right decision."

- Jeff Plant, owner of ohDEER Central Massachusetts

"As we get close to our ten-year anniversary working together, we are thankful and excited to share how awesome this journey has been under the big umbrella of ohDEER. Our location on Martha's Vineyard is a shining example of what great teamwork and a shared dream can do. The good we have been able to do around the Martha's Vineyard community is a big thanks to the solid support and the strong foundation that the ohDEER franchise has given us. It's not just about running a successful business, but about becoming good friends with the local people too. We're lucky to have seen how our little franchise has grown, brought people together, and made a positive mark on Martha's Vineyard."



- Mario Spindola, owner of ohDEER Martha's Vineyard



"It is a family-oriented franchise and I've got 4 kids. We have come such a long way since I first got into it and this is my 8th year renewing my franchise agreement. They are as honest as anything I've seen. There is a lot of teamwork even though we are our own independent owners. With the other franchisees, whenever there is a problem or issue we all work together to make sure that we are all able to do good business and make money together."

- Chris Murphy, owner of ohDEER North Shore

Affiliations



Meet our ideal franchise owner

The ideal ohDEER franchisee loves being outside and doesn't mind getting their hands dirty. They want to start a business from the ground up and have a hand in every step of the process. They're motivated by the idea of growing their own business and working for themselves. They are willing to follow a proven system and want to contribute to a premium brand with premium services.



Financial Requirements

Initial Investment:
\$116,280 -
\$143,542

Franchise Fee:
\$49,500

Marketing Admin Fee:
\$5,000

Equipment:
\$40,000 -
\$60,000

VetFran

As one small way to give back to those who have given us so much, ohDEER offers a 15% discount on the franchising fee for veterans.



"To draw a parallel with the military, there is a lot of teamwork even though we're independent owners. With franchising, you can always pick up the phone and get counseling from somebody who's been through it. That is a lot like the military, you always have mentors and other people you can get advice from."

- Chris Murphy, owner of ohDEER North Shore

Be your own boss!

Take control of your financial future by starting your own ohDEER franchise. Deliver All-Natural Tick & Mosquito Control and Deer Control to your local community, they deserve it!



Interested in learning more about our franchising process? **Give us a call!**



Jereme Shelton
(864) 908-1133
Jereme@oh-deer.com



ALL NATURAL DEER, TICK
& MOSQUITO CONTROL

**To provide exterior all-natural pest control
for nature's largest and smallest pests,
Deer, Tick & Mosquito, so everyone can
Enjoy More Time Outside.**

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