

Alta Pest Control finds a **key partner** to drive expansion, revenue



The challenge

CRM system crashes several years ago cost Alta Pest Control \$20,000 to \$30,000 on some days. So Alta sought a pivot to a new software system and partner, and it's been a game-changer.

How Alta Pest Control addressed it

Alta, getting recommendations inside the industry, connected with FieldRoutes to find innovative software that could be scaled. FieldRoutes' routing capabilities first captured Alta's attention, and the company continues to rely on API integrations; on automations that streamline operations; and on the abilities to manage multiple locations, easily add new customers, and more.

The benefit

Alta Pest Control's success ultimately led to a merger with Ardent Pest Control early in 2023, with the two companies blending similar backgrounds to conquer common challenges. Alta now serves 17 metro markets in 12 states, employing 180 technicians and 350 full-time employees.

Why it matters

Alta reported \$37.8 million in revenue for 2023, earning it the No. 30 position on the most recent PCT Top 100.

The results

400%

Revenue gain for
Alta Pest Control in
the last three years

1,000%

Revenue gain for
Alta Pest Control
since partnering with
FieldRoutes in 2017

"Our partnership with FieldRoutes has been a key driver of these achievements. We have not only grown financially and geographically, but we have also expanded our footprint and service offerings significantly. By integrating FieldRoutes into all of our daily operations, we have seen impactful and incremental growth across multiple areas of our business."

Aaron Curtis, customer experience officer,
Alta Pest Control