



A Veseris customer growth story

Gradually expanding to provide turf and ornamental support to nine cities

Customer

Saul Nunez, president of On The Fly Termite & Pest Control

Challenge

Give Coachella Valley customers a new source of support for their plants and trees.

Solution

Steadily add turf and ornamental services with products and guidance from Veseris.

Results

Grow to get 30% of business from turf and ornamental — including contracts with nine cities.

An untapped opportunity

The year was 2005, and On The Fly Termite & Pest Control president Saul Nunez was noticing a common occurrence among his customers. Many of the new developments across the Coachella Valley had sick and decaying queen palm trees.

While Saul knew of a few local landscaping companies, no other pest control businesses were providing queen palm services. Saul figured he was already regularly on site with customers. And the risk of adding a single new treatment seemed low. So he called his rep at Veseris.

“Veseris has a lot of knowledge to answer our questions about the diversity of trees and climates here. Every time we enter a new area, our rep is there to help.”

The support to gradually grow

Veseris gave Saul the product recommendations, technical expertise, and industry insights to treat queen palms. As On The Fly’s pest and termite services grew, so did its turf and ornamental business.

Over time, fertilizing queen palms led to treating mesquite trees and roses, which led to providing soil enhancements, working with commercial landscapers, and servicing parks and fields. “You can start little by little — you just need to keep an open mind,” Saul says. “Now when we pull up to a house, we can do pretty much everything the customer needs.”

Keeping an ear to the ground

Today, 30% of On The Fly’s business comes from turf and ornamental services — including contracts with nine cities across the valley. Saul continues working closely with his current Veseris rep Gabe Gomez, who checks in regularly with updates on new products, deals, and upcoming bid opportunities.

“We don’t really need to go anywhere else,” Saul says. “The Veseris team always goes out of their way to help us help our customers. They’ve played a huge part in our success.”

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