# Parshall Pest Control Launches Termite Prevention Awareness Campaign and Expert Advisory Program

*December 12, 2025*

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Parshall Pest Control, a leading pest management provider serving Traverse City, Michigan communities, today announced the launch of a comprehensive Termite Prevention Awareness Campaign and Expert Advisory Program designed to educate homeowners about the risks of termite infestations and the importance of professional early detection.

The initiative addresses a significant threat facing Michigan homeowners. According to the National Pest Management Association (NPMA), Eastern Subterranean Termites are the most serious wood-destroying pest in Michigan and cause an estimated $5 billion in property damage annually across the United States. Despite this threat, Michigan State University's Plant & Pest Diagnostics Center reports that termite infestations often go undetected until substantial structural damage has occurred, as termites eat wood from the inside out, leaving only a thin veneer on the surface.??

"We launched this awareness campaign because termites represent one of the most costly threats to

Michigan homeowners, yet many don't take preventive measures until it's too late," said Corey Parshall, Co-founder of Parshall Pest Control Experts. "Our expert advisory program provides homeowners with the knowledge they need to identify early warning signs and understand why professional inspections are critical." Learn more at https://markets.financialcontent.com/dailybulletin/article/pressadvantage-2025-10-30-parshall-pest-control-launches-winter-pest-prevention-program-as-northern-states-face-extended-pest-activity.

Eastern Subterranean Termites live in colonies underground, with mature colonies ranging from 20,000 to 5 million workers. These colonies can cause devastating damage?a single colony can consume two feet of a two-by-four-inch board within one year. According to the NPMA, only 27% of U.S. homeowners have had a professional termite inspection conducted, despite the fact that nearly all homes are at risk.?

The campaign educates homeowners to recognize critical warning signs of termite activity, including mud shelter tubes constructed near building foundations, the presence of swarming or winged termites, hollow-sounding wood, sagging floors or ceilings, and frass (termite waste that resembles tiny pellets). Recognizing these signs early allows homeowners to address infestations before structural damage becomes severe.?

Expert Advisory Services and Professional Inspections: Parshall Pest Control's Expert Advisory Program provides homeowners with guidance on moisture management, structural sealing, and preventive treatments based on NPMA recommendations. The National Pest Management Association recommends annual professional termite inspections to detect activity early, with more frequent inspections recommended in high-risk areas or for properties with a history of termite activity.?

The company emphasizes that effective termite prevention requires a multi-faceted approach. NPMA recommendations include eliminating moisture sources, maintaining an 18-inch gap between soil and wood portions of the home, repairing leaking faucets and exterior water issues, and storing firewood at least 20 feet away from structures. Parshall's technicians assess each property individually to identify conducive conditions and recommend appropriate preventive measures.?

"Pest management professionals understand termite behavior and know where to look for hidden infestations in areas homeowners cannot see," said a Parshall Spokesperson, in a statement about the importance of professional inspections. Parshall Pest Control's technicians conduct thorough inspections of foundation areas, crawlspaces, basements, and attic spaces?locations where termites often establish undetected colonies.?

Joel Strehl, a Traverse City homeowner who utilized Parshall Pest Control's services, shared her experience. Katelynn commented on the speed and efficiency of the elimination of her pest infestation.

Parshall Pest Control's approach includes comprehensive on-site consultations where technicians thoroughly evaluate exterior foundations, doors, windows, and garage areas to identify potential entry points. The company also offers foundation sealing services to reduce future pest access to homes.

Parshall Pest Control maintains compliance with professional inspection standards established by the National Pest Management Association, including the NPMA-33 Wood Destroying Insect (WDI) Inspection Report, which is the standard form required for property transactions involving federally-backed funding. This certification ensures that homeowners receive inspections meeting industry standards.?

The Termite Prevention Awareness Campaign includes free educational resources and expert advisories for Traverse City-area homeowners. Property owners interested in scheduling a professional termite inspection or learning more about prevention strategies can contact Parshall Pest Control Experts at https://parshallpestcontrol.com/exterminator-traverse-city.

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## Parshall Pest Control Experts

*Parshall Pest Control Experts of Traverse City, MI are expert professional pest control services in Grand Traverse County, MI. Specializing in complete home protection to eliminate biting pests for your custom insect protection plans.*

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