



# Braman Pest Quarterly

Seasonal Smarts, Service Updates and Pest Prevention Tips



## Welcome to the First Edition of Braman Pest Quarterly

I'm proud to welcome you to the very first issue of *Braman Pest Quarterly*. Whether you're a homeowner looking for seasonal pest advice or a facilities manager seeking up-to-date service information, this magazine was created with you in mind.

At Braman Termite & Pest Elimination, we've been serving the Southern New England region since 1890. Over the decades, a lot has changed—but what has made us successful hasn't. As a fourth-generation owner, I can tell you that *pride, honesty and quality* are more than just values we believe in. They're the reason our customers trust us and stay with us, year after year.

*Braman Pest Quarterly* is our way of continuing that trust. Each issue will bring you timely pest prevention tips, updates on our services, news from the Braman team and the occasional special offer. We'll also share insights from our board-certified entomologist, Natasha Wright, who helps ensure our team stays ahead of the curve when it comes to pest behavior, prevention and treatment.

Our goal is to give you helpful, practical information—without the fluff. You won't find scare tactics or over-the-top promises here. Just the same straightforward guidance and dependable service that have been Braman hallmarks for more than 130 years.

We're excited to bring this to your mailbox four times a year, and even more excited to keep finding new ways to serve you better.

Thanks for reading—and for letting us be a part of your pest control plan.

—Justin

Justin Lazarus  
Vice President, Sales & Marketing



## Spotting Spring Termite Swarms and What They Mean

Spring's warmer days may mean more sunshine, but they also signal the start of termite swarm season. Here's what to look for, how to identify signs of an infestation and what steps to take if termites are present.



### What Is a Termite Swarm?

A termite swarm happens when winged reproductive termites leave an established colony in search of a new place to start another. In New England, March is typically when these swarms are most common. Outdoors near your foundation or inside near windows and doors, swarmers are often one of the first visible signs termites are nearby.

These swarms can look a lot like flying ants, but termites have four equal sized wings and straight antennae. After they land, they shed their wings, so finding discarded wings on windowsills or floors is another clue you might have an issue.



## Other Signs of Termite Activity

Even without a swarm, termites leave behind evidence:

- **Mud tubes.** Brown, pencil thin shelter tubes running along foundations or structural wood. These protected “highways” let termites travel from soil to wood.
- **Worker termites.** Small, cream colored insects under boards, mulch or rocks when you dig near your home or facility.
- **Hollow sounding wood.** When tapped, infested wood sounds empty or can be easily probed with a sharp tool.

Detect



Monitor



Target



## What to Do If You Spot Them

If you notice swarms or other termite signs, don't delay. Termites can quietly feed on wood and cause costly structural damage long before you realize it.

Contact Braman; our licensed inspectors will perform a thorough evaluation to determine activity and risk areas and develop a treatment plan. Whether it's our Sentricon® Colony Elimination System or other targeted solutions, we'll design the right approach for your home or business.





## Did You Know? Termite Edition

1. If you spot a swarm of termites inside your home or business, it means they have already been there at least three years.
2. A major colony of one million worker termites can consume 40 feet of 2" x 4" wood in a single year.
3. The cost to repair termite damage across the U.S. runs in the billions of dollars annually.



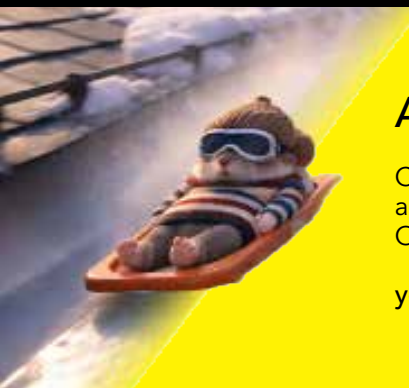
## Special Offer for Residential Customers: Free Termite Inspection

We're offering a Free Termite Inspection for customers enrolled in our preventative Sentricon® program. Just call us at **800-338-6757** to see if you are eligible and schedule your inspection.

## Braman in the News

Our entomologist, Natasha Wright, was on WWLP 22-News with advice to prevent mice and rats from seeking shelter in homes, businesses and vehicles. She was also a guest on Mass Appeal talking in more detail about the dangers of rodent infestations and how these notorious nibblers spread disease and contaminate food, making keeping them out a top priority.

Visit [bramanpest.com/news](http://bramanpest.com/news) to check out these stories and more.



## Alert: Adorableness Ahead

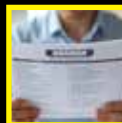
Check out our latest TV commercial—the adorably animated *Roofline Run*—for a little Olympics-inspired fun:

[youtube.com/@BramanPestElimination](https://youtube.com/@BramanPestElimination)

## Straight from the Source: On-Demand Pest Info

If you want the straight scoop about pest prevention and control, trained pest control professionals, such as our board-certified entomologist, are your best source.

Our Braman Blog offers timely articles about pest problems relevant to our region, with advice you can count on. Our latest posts include:



[Why Winter Is the Best Time to Prevent Pests All Year Long \(it's not too late now!\)](#)



[Winter Pest Hotspots: What Homeowners Should Look For](#)



[Rodents in Vehicles: Damage Can Be Dangerous and Costly](#)

 Visit [bramanpest.com/blog](http://bramanpest.com/blog) any time. Have a question you don't see answered? Give us a call or submit it at [bramanpest.com/contact](http://bramanpest.com/contact). You might even see it featured in a future issue!



# Spring Pest Prevention Checklist

## For Homeowners

- Check for cracks around windows, doors and the foundation, then seal them up tight.
- Trim the greenery around your home, including overhanging tree branches and bushes.
- Keep wood piles and mulch away from your home's foundation.
- Keep food in airtight containers and clean up spills quickly.
- Store garbage in sealed containers and dispose of it regularly.
- Check for moisture. Termites and carpenter ants love damp wood.
- Fix leaks and improve ventilation in basements and crawl spaces.
- Enroll in a Braman MultiPest Plan for year-round protection from common pests.



## For Businesses

- Declutter storage areas to eliminate hiding spots for rodents and insects.
- Inspect for entry points; just a crack is all many pests need.
- Deep-clean kitchens and break rooms.
- Keep dumpsters at least 50 feet from buildings and entrances.
- Schedule routine pest control.

## For Your Viewing Pleasure

What does pest control look like across healthcare, hospitality, manufacturing and even the cannabis industry?

Check out *Braman: Built for Business* on our YouTube channel to see how our expert team does it all—and why so many commercial partners trust Braman year after year: [youtube.com/@BramanPestElimination](https://youtube.com/@BramanPestElimination).

You'll also find a series of short videos where Natasha breaks down our expertise by industry (with her trademark sense of humor, of course!)





## 4 Seasons. 20 Pests. 1 Smart Plan.

### Common Questions about Our MultiPest Protection

**Q: What is the MultiPest Plan?**

A: It's Braman's year-round residential service that helps stop common New England household pests before they turn into a bigger issue.

**Q: How does it work?**

A: You get four seasonal visits each year. We inspect, monitor and treat for insects and rodents to stay ahead of problems.

**Q: What pests are covered?**

A: The plan covers 20 of the most common New England pests, including carpenter ants, cockroaches, rodents and wasps.

**Q: What's MultiPest+?**

A: MultiPest+ includes everything in MultiPest, plus your choice of added protection for mosquitoes, ticks or termites.

**Q: Why pay for a plan instead of one-time service?**

A: Because pests can get expensive fast. Prevention helps you avoid surprise infestations, damage and last-minute service calls.

**Q: How does it help my budget?**

A: The cost is spread out over the year, so protection is easier to plan for.

**Q: Will it really save me in the long run?**

A: Usually, yes. Catching issues early can mean fewer treatments and less chance of costly repairs later.

**Q: What makes it better than waiting until I see pests?**

A: Timing. Many pest problems stay hidden until they're well established. Seasonal visits help us spot vulnerabilities early.

**Q: Is the service the same every visit?**

A: No. We adjust based on the season, weather and what we see inside and outside your home.

**Q: What if pests show up between visits?**

A: If a covered pest pops up, we'll come back at no extra cost. Plans are guaranteed or your money back.





## Natasha Wright Receives 2026 Women of Excellence Award



**NEPMA**  
New England Pest Management Association

We are beyond proud to share that Natasha Wright, our technical director and a board-certified entomologist, has been named the 2026 Women of Excellence Award recipient by the New England Pest Management Association (NEPMA).

This international honor recognizes women who advance the pest management industry every day, in every way—through leadership, innovation, education and service. And that’s exactly what Natasha does.

Natasha loved entomology enough to major in it twice. She earned her bachelor’s degree from the University of Florida and her master’s from the University of Arkansas, and she is a board-certified entomologist through the Entomological Society of America.

As our technical director, she trains our technicians in pest biology, behavior and identification, prepares them for licensing exams, provides continuing education credits and educates our clients and community. She’s even a regular guest on Mass Appeal on WWLP-22 News!

Her favorite challenge? Identifying pests from fragments, droppings and blurry smartphone photos. Bring it on!

We are proud to see Natasha’s knowledge, dedication and leadership recognized across the industry. Congratulations, Nat; your passion for science and commitment to excellence make us better every day!



## Ready for a New Challenge? Join the Bramean Team!

We’re not your typical pest control company. We focus on quality, not quotas. And as a family business, we treat you as a valuable part of our team and are committed to your long-term success with us. We give you the training, tools and support to build not just a career here, but one you can be proud of, with opportunities for growth as an expert in your field.

If you take pride in a job well done—and aren’t afraid to get a little dirty—browse our pest control careers at [bramanpest.com/careers](https://bramanpest.com/careers).



## Ticks and Mosquitoes Aren't Just Annoying: They're Dangerous to Your Health

Disease-carrying ticks and mosquitoes make their grand entrance in the spring, so take steps now to keep these pests from turning your property into their personal playground.

You might not see them (yet!), but ticks are out there, waiting in the grass and leaf litter like tiny, bloodsucking ninjas, ready to attack when temps get up around 40 degrees. The most common tick in the Northeast is the black-legged tick (aka deer tick), which is notorious for spreading Lyme disease and other nasty illnesses like the Powassan virus.

Tick bites often go unnoticed until symptoms—like fever, fatigue and the infamous bullseye rash—appear.

Meanwhile, mosquitoes are actually the deadliest creatures on the planet. These flying vampires are capable of transmitting serious diseases like West Nile virus and Eastern Equine Encephalitis (EEE).



### Prevention Is Key

Take these steps to reduce these pests on your property:

- Keep grass mowed low and clean up areas of brush and debris where ticks tend to linger.
- Eliminate areas of standing water on your property. Ticks like warm, moist areas, and mosquitoes lay their eggs in water and only need a very small amount.
- Consider erecting deer fencing or planting deer-resistant plants if deer are common in your area. Deer ticks carry diseases, including Powassan. Fencing can also help keep other tick-carrying animals out of your yard, including bears, foxes, skunks and raccoons.
- Call us if you have a problem with mice and rats. Ticks pick up the diseases they carry from these and other animals.
- Reach out to have our trained technicians evaluate your property and recommend treatments to address ticks and/or mosquitoes. Spring protection lasts through fall.



## What We're Seeing Now

Spring is the time to be on the lookout for termite swarmers, which are usually the first sign of a termite infestation. The swarm season is short (spring) and rarely occurs at any other time of year, despite termites being active all year round.

The warming spring temperatures may "awaken" some other insects that have been snoozing in wall and attic spaces all winter. We call this hibernation process "overwintering" when referring to insects. You may see Asian ladybugs, boxelder bugs, western conifer seed bugs, cluster flies, and lone paper wasps emerging from their winter slumber and trying to find their way out of your home or business.



Spring also brings about the emergence of paper wasp, yellowjacket and bald-faced hornet queens. The ones that overwintered somewhere safe and survived until spring are looking to build their colonies. Colonies are small in springtime—a great time to take care of them instead of waiting until late summer when they are large and aggressive. For your protection, we recommend leaving this to our experts.

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