

## BirdXPeller PRO & Polycarbonate Spikes: Real Estate Management

*R.W. Delaney, Business Writer*

Craig Melby, CCIM and owner of The Melby Group, a real estate firm in Stuart, Florida, had severe problem with birds. "My partners and I invested in an office building in Daytona Beach," he says. On the top of the four-story, 27,000 square foot building was a gigantic cooling tower, intended to keep the building comfortable. But pigeons had found that spot to be totally safe, sheltered, and comfortable as a roosting area. It had been their home base for years.

"Feathers clogged the radiator," Melby explains. "This decreased the efficiency of the HVAC unit significantly and raised our operating expenses. And if the feathers caused the unit to overheat, there would be thousands of dollars' worth of damage or replacement cost," he adds. As owner/investor and property manager, Melby went to work to solve the pigeon problem.

We tried owl replicas and rubber snakes to no avail," he says. "I had heard of using fishing line to discourage the birds, but my environmentalist instincts said no to that method," he says. Instead, Melby phoned Bird-X.

"BirdXPeller PRO worked instantly and flawlessly," he says. "We've had no pigeons, no feathers, no nothing since installing it nearly a year ago." The commercial tenants in the building can hear when the BirdXPeller PRO comes on every few minutes, but it is not bothersome, Melby says. "To the tenant, it sounds like birds chirping; but it scares the pigeons away for good."

Melby's normal business is to represent commercial tenants and help them locate suitable properties and facilities. "I do the research and screen the prospective sights for large public companies; then I help them negotiate the desired deal," he says. "The magic part is that I get paid by the seller." Meanwhile, wearing his property manager's hat, Melby continues to solve nuisance problems.

"To keep pigeons and other birds from fouling the awnings on the first floor of the Daytona Beach property, we mounted Bird-X Spikes on the awning supports, just above eye level," he says. "The clear plastic Spikes work like invisible barbed wire to prevent birds from landing. They were an instant fix," Melby says. As a consummate professional who earned the Certified Commercial Investment Member designation in 1985, Melby sees no reason to keep his success a secret. "I plan on recommending Bird-X to any business client—or even a competitor—who has similar problems with birds," he promises.