

Keys to Selling Toad Houses

By Aleta Walther

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Do toads really need a house? No. Do all individuals who buy a toad house buy it for the benefit of the toad? Not likely. Some homeowners and gardeners buy a toad house for its cuteness quotient while others buy the solar-powered, light-generating toad houses for the wow factor and [decorative appeal](#).

“Toad houses are the one product category where ‘decorative’ is the key to generating sales,” said Mel Toellner, president of Gold Crest Distributing which offers five different toad houses for \$5 to \$15 retail.”

Holmes Farms’ marketing director, Cathy Ortlieb, said toad houses are an easy sell, particularly the solar-powered homes.

“The toad house is fabulous and selling well mainly because it says Toad House on it,” Ortlieb said. “The model we sell has a solar panel on top that fuels a light that attracts insects, which attracts the toads. Toads seem to love it. Toads go into a house and stay for months. It is pretty neat.”

According to experts, adult toads eat insects, grubs, slugs, worms, spiders and other invertebrates and are valued for their role in pest-control. Toads are nocturnal and will retreat into a toad house, hole or crevice during the day to rest and escape predators.

“People don’t realize how functional toad houses really are,” Ortlieb said. “Toads love a lighted house, because all they have to do is to wait for the bugs to come to them.”

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When selling toad houses, cuteness counts.