

AMERICA'S BEST BUSINESS OPPORTUNITY MAGAZINE

FranchiseConnect®

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MAR/APR 2022

INFLUENTIAL WOMEN IN FRANCHISING: **KIM DALY**

HOW TO CREATE A PET
BUSINESS BRAND WITH
A HIGHER PURPOSE
FRANCHISING AS
AN ASSET CLASS

THE GLOBAL PET MARKET
IS WORTH \$179.4 BILLION

PANDEMIC SPURS DEMAND FOR
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SPECIAL SECTION:

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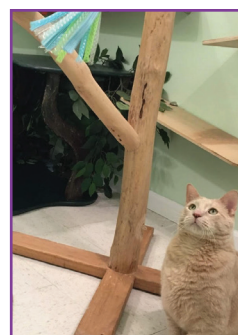
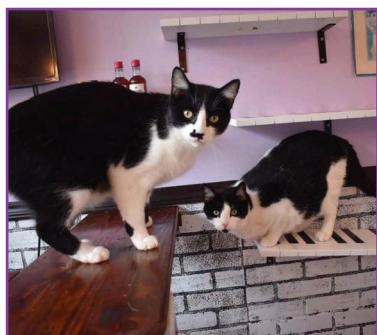
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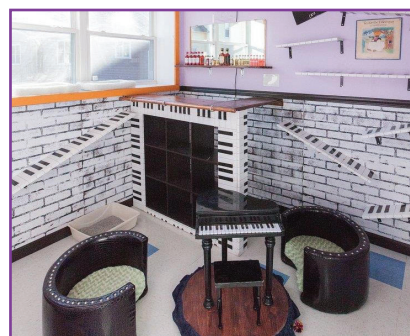


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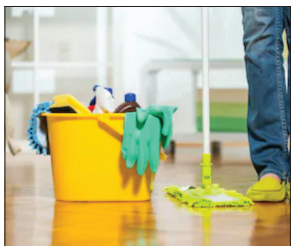
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"A MAN
WHO STOPS
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TO SAVE
MONEY IS LIKE
A MAN WHO
STOPS A
CLOCK TO
SAVE TIME."

– Henry Ford



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Home Services

- ▶ **TOP 100**
- ▶ **Home Services Franchises**
- ▶ **INDUSTRY REPORT**
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- ▶ Expert Advice
- ▶ Commercial Real Estate
- ▶ Legal Advice
- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles



MAR/APR – SPRING 2023

Meow. Woof. Chirp. Peep. Squeak.

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THE GLOBAL PET MARKET IS WORTH \$179.4 BILLION

Pets are part of the family. Pets are wellness companions, protectors, or best friends, sometimes all three. People are spending more money on their pets, and this is reflected in the growing pet industry. While this is likely a good thing for our pets, those spending patterns are also good news for people who own businesses catering to the pet industry because the market size is expected to increase substantially over the coming years.

The increasing pet spending trends are not limited to food and treats; the growing number of pet industry trends have branched out to pet health and wellness, grooming, and accessories.

The global pet market is worth \$179.4 billion.¹ The pet industry is not only growing in the United States but also on an international scale. The Covid-19 pandemic forced more people to stay indoors or work from home. This led to a higher demand for pets as companions, driving up adoption rates. This increase in pet adoptions assisted with the financial growth of different pet industry branches: food, veterinary care, toys, and grooming needs. With the global market worth currently close to \$180 billion, it is projected to reach roughly \$240 billion by 2026.



It is expected that people in the U.S. will spend close to \$109.6 billion on their pets in 2022.² The amount people spend on their pets has been on a steady incline over the past several years. Covid-19 was one of the main reasons there was an increase in pet adoptions over the year 2020. People will continue to spend money on their pets in the various branches of the growing pet industry, even as social distancing from the pandemic diminishes.

In 2020, there was an 18% increase in pet food sales in the USA.³ The increase in pets that were adopted during 2020 naturally led to a greater demand for pet food. This 18% increase in spending on pet food was equal to a \$5.65 billion difference when compared to what pet owners spent on food in 2019.

The pet-sitting market size was \$2.6 billion in 2019 and is expected to grow.⁴ As the statistics about the pet industry's worth demonstrate, people are adopting more and spending more on their pets. This means an increase in the pet-sitting market as well. COVID-19 put a pause on greatly increasing the market of the pet sitting industry in 2020. However, with more people returning to work, the need for pet sitters increases. It is projected that the market size will grow at a compound annual growth rate of 8.7% from 2020–2027.

In this issue we aim to inform you about the pet franchise sector. We have many useful articles. Take a look at our TOP 100 Pet Franchise companies, visit their websites, and contact them to get more information.

Now is as good time as any to invest in a pet franchise of your choice.

Stay safe and healthy,

A handwritten signature in blue ink that reads "Sitki Kazanci".

SITKI KAZANCI / Founder-Publisher

**BY 2025,
THE PET
GROOMING
PRODUCT
INDUSTRY IS
PROJECTED
TO GROW TO
\$14.5 BILLION.**



PHOTO BY SHUTTERSTOCK

PETS AND BUSINESS: A MATCH MEANT TO BE

The number of pets and the variety of concepts make pet franchises a win-win choice.

By Christopher Conner

Over 70% of U.S. households—around 90.5 million—have pets, according to the American Pet Products Association. Pets have become our friends, our families, and our companions more and more over the decades, with quite a jump happening at the outset of the pandemic. Roughly one in five U.S. households acquired a new pet

between March 2020 and May 2021 says a recent ASPCA Survey.

This abundant market knows no bounds. From dog's RVing across the U.S. with their families to emotional support animals finding prominence in day-to-day tasks, it's no wonder that the expansive potential of the pet-centric segment has exponentially grown. If you seek to invest in a franchise or you own a pet business and are pondering expansion through franchising, there are

quite a few reasons that the pet industry is exactly where you want to dig your paws.

THE NUMBERS

The sheer numbers demonstrated within the pet industry are impressive; we've already mentioned a few at the beginning of this article. People love their pets and it shows. For example, average U.S. pet owners spend around \$42 billion on food and treats each year, followed by vet care

The pet industry scooped in around \$109.6 billion in sales by the end of 2021.

and other products projected at \$31.4 billion. In total, the pet industry scooped in around \$109.6 billion in sales by the end of 2021.

If you're a business owner and are thinking about franchising, as you can see, there's plenty of kibble to go around. The market is nowhere near saturated, scalability is viable, and the numbers in pet spending have more than doubled in the past 10 years.

VARIETY OF CONCEPTS AND BUSINESS MODELS

If you're itching to hop into an animal-focused business, but aren't sure where to turn, the pet industry has you covered. Everything from boutique apparel for Fido to end-of-life care for cats and dogs are available options. Pet owners love their

AVERAGE U.S. PET OWNERS SPEND AROUND \$42 BILLION ON FOOD AND TREATS EACH YEAR.

animals, but still seek to outsource as many tasks as possible in our time-scarce world. All Dogs Unleashed is a fantastic example of a concept that offers a highly needed service that is hard to find time to do. This Dallas-based company not only gives its clients a fantastic, effective training experience, it also offers daycare, boarding, and grooming.

BETTER PROFITABILITY

As with any service-based franchise, overhead is low—and there are plenty of service-based pet franchises out there. Typically, besides a vehicle, basic marketing, and a few operating costs, these businesses boast manageable expenses. Scoopy Poopy Poop is one such business. The company will not only scoop poop from the backyard but they also offer kitty litter swaps, citronella and deodorizing treatments for the yard, deck wash services, and dog walking.

Pet families are all about trust, which brings another point to light—often pet franchises offer multiple revenue streams



per client. As we've seen in the aforementioned All Dogs Unleashed and Scoopy Poopy Poop, pet businesses keep the cash flowing through multiple avenues without added advertising and lead-nurturing expenses.

A FRANCHISE THAT OFFERS LIFESTYLE FLEXIBILITY

Pet-centered franchises often equate to a flexible schedule. Sure, we've seen concepts out there that hold to a more rigid demand—like a vet clinic—but many of these mean you can make your own hours or schedule your services around what works best for life. Calling All Dogs and Cats, a dog walking and pet sitting business based out of the greater Tampa area in Florida, gives its franchisees multiple ways to bring in revenue all with a robust support system. Franchisees can choose to do their home visits at times that work well within their day, within some parameters, of course.

Many—but not all—pet-focused franchises need lower-cost, unskilled employees to match the needs for current clients and expansion goals. Franchise owners for businesses such as these can schedule their visits, bring on new clients, and easily hire new labor to match their personal lifestyle needs.

A RECESSION RESISTANT INDUSTRY

Today, 69 million households in the U.S. own at least one dog, and 45.3 million U.S. households own cats. Each one of these households has pet-based needs that will not go away with the ebb and flow of the economy. As such, many pet franchises are reliable business options that can flex with the needs of the culture. A pet boutique can morph the space into a daycare or pet sitting facility, for example, and still cater to their current client base.

All in all, pet businesses are fun to operate, give their owners massive flexibility, and make sense in most markets across the U.S. If you are seeking a pet-centered franchise or if you have a pet concept that could be expanded through franchising, my team and I would love to have a conversation. Get in touch with us at www.fmsfranchise.com to get started. ▶



Christopher Conner started his career in franchising in 2002 working for a franchise consulting firm in Chicago. He founded Franchise Marketing Systems in 2009 after seeing a need for full service franchise development services for new and start-up brands. Today, Conner's team has expanded to 27 consultants between the U.S. and Canada and has worked with over 200 brands to support successful franchise development strategies. For more information on Chris Conner or Franchise Marketing Systems, visit www.FMSFranchise.com



When Things Go Wrong....

Focus on what you can control.

By Kimberley J. Daly

Elvis Presley once said, "When things go wrong, don't go with them." That may be easier said than done when your life savings is invested in a franchise, and it just is not working out, but it is great advice nonetheless!

What do you do when you find yourself operating a business that is not thriving?

My answer will really depend on when you reach out to ask for help. If you are just running into struggle, others and I may have more opportunity to help you

than if you reach out months into your struggle.

First things first, you have to understand how you are doing relative to others. Is your struggle real or perceived? Sometimes business can feel off, but when you talk to other franchisees who started at the same time as you, you realize you are on track. It is your expectations that were off. If you are behind those who started at the same time as you, this is not the end of the world. This is a starting place! Let their success inspire you not deflate you. How you see where you are

will determine what you are willing to do next, and what you are willing to do next will determine your future.

Success in business is created the same way success in anything is created: in our mindset! What you are saying to yourself and others about your business is critically important. We really do create our reality with the words we speak, so the first and more important thing you should do is stop talking against yourself. Second, find other franchisees who have what you want. Ask them to mentor you.

Often when I talk to owners who are

struggling, I am saddened by their victim mentality, or their defeated tone. I know it is hard to be in a tough financial position, but there is always a way out if you are willing to ask and do the work, especially if you are part of a thriving franchise organization. Struggling is an important step to success. How can you ever really know why you are successful if at first you were not? But, when you are losing money, I know tensions can run high very easily and quickly; thus you must reach out for help as soon as you feel like there is a problem. If the franchisor does not satisfy you, find franchisees. Successful franchisees will want to help. But here is the key! You have to do what they encourage you to do, and do it with a positive attitude. Arguing for your limitations will only keep you where you are. Not following what is working for others will also not serve you.

When I went from an average performing franchisee to a history-making franchisee, I did it by focusing on one thing.

SUCCESS IN BUSINESS IS CREATED THE SAME WAY SUCCESS IN ANYTHING IS CREATED IN OUR MINDSET!

That one thing was the one thing that I could control. What can any struggling franchisee control: lead flow, customer acquisition, finding customers. Whatever you call it, it is the most important thing to get control of. The day you own your lead flow is the day you really own your business and your future. How do you do it? Well, you build your Daly Plan. With a clear, simple daily goal, you get busy. At first, you may have no idea how to achieve your simple goal, but with focus and consistency, you will get good at it. If you let yourself off the hook, then you cannot say you gave it your all. What does it cost to hold yourself accountable? It costs you nothing, but it builds character, integrity, discipline, and determination, and with time, joy and passion! When you can turn up your lead flow whenever you need or



PHOTO BY G-STOCK STUDIO

want, then you have a business that you will love. It is then that you will have the time of your life and be living the life of your dreams as a business owner.

Will it be easy? No. But will it be worth it? You better believe it! Don't make excuses. Don't talk about why it will not work. Just do it! Put your head down and go door to door if you have to. One day, you will look back at these days as the greatest days of business ownership. We always want to stand on the mountain top of success, but in reality, the mountain top is not what makes us happy. It is the journey, and oftentimes, even the struggle in the journey on the way to that mountain

top that really makes our hearts soar!

If you are struggling in your business, do not wait to reach out. You are in business for yourself but not by yourself. There are people who want to help you including The Daly Coach! ▶



Kimberley Daly is one of America's top franchise consultants, a motivational speaker, business coach, and author. With over 22 years of experience as a small business owner and franchisee, she brings energy, wisdom and passion to her candidates as she helps them explore franchises matched to their background, interests and goals.

She thrives on helping people achieve their dreams. She lives on the beach in southern New Hampshire and can be reached via kim@thedalycoach.com.



A WELL-KNOWN FRANCHISING FEAR

Why do some fear making a cold call?

By Nancy Friedman

While speaking at a prestigious sales conference a while back, one of the questions at the end of the talk was, “How can I manage call reluctance?”

I was slightly taken aback. I really could not imagine a salesperson, in franchising of all places, having call reluctance and being successful. That is what I call an oxymoron. The two just do not go together. I asked him if he meant call rejection? He did not. There is a significant difference.

Call reluctance is the fear of picking up the phone to make a cold call, and obviously not a great characteristic of a successful salesperson.

On the other hand, call rejection can be managed.

And if you are asking, what is the difference between the two? Big time!

If you feel you have call reluctance, there is help. A way to start is to pick up the phone and make an easy cold call. A slow way to start is with little steps.

- Call for information at a local store. Or even try a long-distance call.
- Call an acquaintance or friend you have

not talked to in a long time and talk with them.

- Try calling a wrong number. I know it sounds odd. But remind me to tell you of some wrong numbers I’ve made, and received, that turned out quite well.

Once you conquer these types of calls, hopefully, the fear of picking up the phone will be lessened, and you will be able to move forward.

For those that are not comfortable using the phone to make cold calls at all, and have call reluctance, sad but true, they need to find another position.

However, a fear of call rejection is solvable. Remember to always introduce yourself on any call you make, before asking for anything, or anyone!

The number one reason a salesperson experiences call rejection is being unsure about his product. He is not confident. And, of course, he may not have all the answers to the objections he feels he will get. All valid points and solutions are out there.

Call rejection is a form of FUD. That is right, F-U-D. It is something every

professional salesperson has probably dealt with at one time or another. FUD. (Hint: Your client/prospect could also suffer from FUD when buying.)

- Fear
- Uncertainty
- Doubt

FEAR

Since we know fear is often from lack of product knowledge, we also know it can be fixed. Study up on your company, your industry, your product, your competitors—anything you can do to be sure you understand exactly what it is you are doing, selling, and talking about.

Once you are secure in that area, some, if not all, of the fear will disappear. Think of a child, a 2- or 3-year-old taking his first swimming lesson. Most kids are very fearful of putting their head and face into the water. Why? Because they do not know how; they do not know anything about it. They have not been shown. But then they learn how to do it safely. Guess what? They swim. It is a form of call rejection. (They had swim rejection. Same principal.)

So, learn all you can about your industry, your company, and your competitors. It will help reduce, if not cure, your fear of being rejected and your customer's fear about choosing the right product/vendor/service.

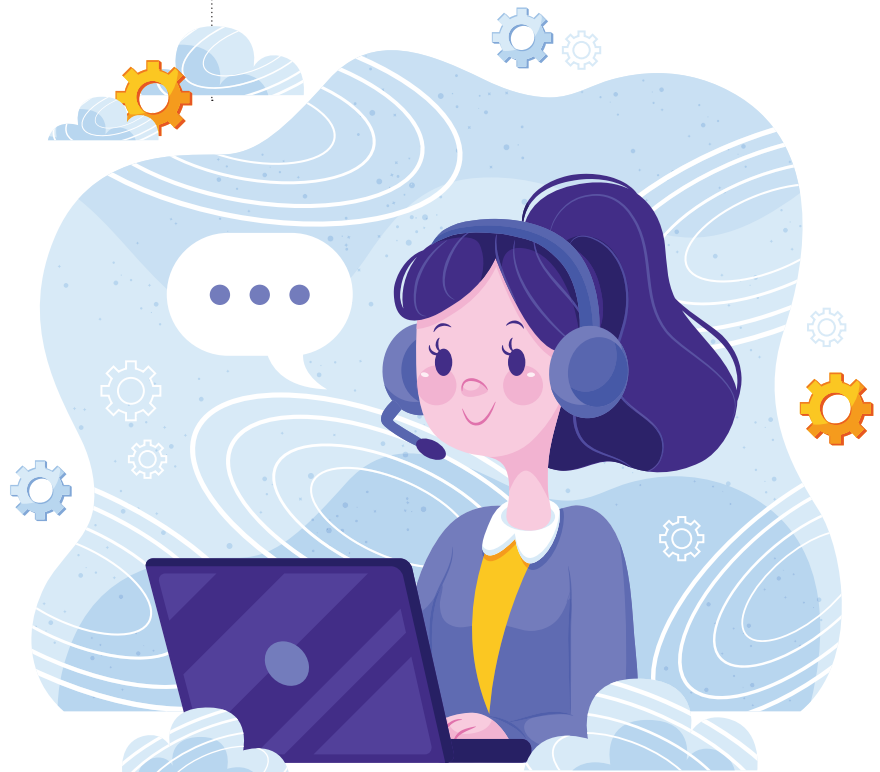
UNCERTAINTY

What's gonna happen? If you are in franchise sales, you may have heard the old saying, "Nothing happens till someone sells something." Or the other old saying, "Every NO is one step closer to a YES." Yada, yada, yada.

When we pick up the phone to make a cold call, it can be a form of uncertainty. And there are those who are even uncertain on how to ask for the prospect. Uncertainty is a major player in making cold calls.

If you have learned about your company, industry, and competitors, then we are just uncertain about the outcome, right? Uncertain of what someone will say or ask you.

One way to help manage the uncertainty



is to make a list of all the possible objections you feel you might hear. Keep them near you, whatever they are. Write them down. Then jot down the answers to those objections. Keep the list in front of you while you are on the phone. Anticipate the customer saying:

- I am not ready,
- I cannot afford it,
- It is too expensive,
- That is 2% more than the other guy, or
- We are buying from your competitor.

Whatever the objection might be, you will have an answer ready.

It is a rare salesperson that can bring up an immediate answer to every objection on the spot. There are some, but most are limited to what we can remember. By writing down all the possible objections and the answers to them, you immediately remove the uncertainty in F-U-D. You have the information right in front of you!

DOUBT

Doubt is usually what the buyer has. And often, even the salesperson has doubt. Are you the right choice? Is your company the best? The most well-known? The most

respected? The least expensive?

Franchise sales can have many doubts.

Once you have mastered fear and uncertainty, it is easier to eliminate the doubt in your customer's mind and your own by your confidence and knowledge of your product or service. It is the insecure salesperson that brings doubt to a customer and himself.

So, bottom line: Overcoming call rejection can be fixed; if you make up your mind to fix what is wrong.

The hockey great Wayne Gretzky said, **"You miss 100% of the shots you don't take."** In your case, you miss 100% of the cold calls you do not make.

You can do it. There is no F-U-D about that! ▶



Nancy Friedman, founder/chairman, keynote speaker, president, Telephone Doctor Customer Service Training. She is founder and chairman of Telephone Doctor®, an international customer service training company, helping companies communicate with their customers in St. Louis, MO.

A speaker at franchise conferences, as well as corporate America, she specializes in sales, customer service and communication skills. Now offering and specializing in Zoom programs. Fun and fast!



PET FRANCHISE INDUSTRY REPORT: WHY INVEST IN PET FRANCHISES IN 2022

By Elizabeth Adams

The pet industry is a versatile, dynamic, and particularly promising industry, encompassing a wide range of services, including pet food, pet care, pet products, pet health, pet technology, and more.

Approximately 70% of American households (90.5 million homes) have a pet, according to 2021-2022 American Pet Products Association National Pet Owners Survey. The industry is currently valued at \$110 billion and is expected to reach new heights of \$257 billion by 2030.

The year 2020 was not the best year for all industries due to the repeated lockdowns, but pet services showed a boom during that time since people staying at home had more time to take care of their pets.

As a result, an increased demand for pet products and services promoted significant growth in the pet services market.

This report can help provide some insight into the top trends and opportunities in pet franchises for 2022, which can help determine what to expect from the industry and whether it is worthwhile to invest in it.



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PET FRANCHISE INDUSTRY REPORT 2022

TRENDS IN THE PET INDUSTRY FOR 2022

Let's take a look at some of the trends and opportunities in the pet franchise industry in 2022.

POTENTIAL FOR PREMIUM PET FOOD PRODUCTS

The U.S. pet services industry stood at \$30.9 million in 2020, with the most revenue generated by the pet food, supplement, and treats segments. Increasing demand for premium pet food products focused on natural and organic ingredients by pet owners who want to address concerns like optimal weight, health, digestive disorders, allergies, etc. have given operators the opportunity to earn higher markups.

Research shows that pet owners are now also vested in giving equal and in some

cases higher priority when buying healthy food for their pets than for themselves and are willing to spend more on their pets.

Millennial pet owners, which represent the biggest share of U.S. pet owners, are more likely to buy natural dog food, while both cat and dog owners represent a bigger percentage of people who buy non-GMO, human-grade food that is sustainably sourced for their pets.

REBOUNDED PET CARE SERVICES

Over the past five years, pet care, grooming, and training services have been the fastest-growing segments in the pet services industry. As more and more people commit to treating their pets humanely and as part of their family, it has shown a rise in the demand for pampering and specialty services. An increase in pet adoption and rising

per capita income has also led to an increase in spending on pet care, which is expected to encourage market growth.

In the coming years, several factors will drive the momentum in this industry, including brick-and-mortar pet service retailers, to compete better with online retailers, as well as stronger spending by affluent households and millennials.

In addition, households are now also able to afford discretionary services like boarding services, which offer them more convenience when traveling.

A BOOM IN PET SUPPLIES SECTOR

The pet supply market has some of the most promising prospects in the industry because of its slower growth and the wide range of products it offers like pet clothing, collars, food bowls, and carriers. The sector has sales of \$4.54 billion and shows a growth of 2.7%.

THE U.S. PET SERVICES INDUSTRY STOOD AT \$30.9 MILLION IN 2020,

Fashionable and versatile pet accessories are key drivers in the industry, and the market is expected to grow by \$9.2 billion in the next three years. Pet supplies sold by retailers are also seeing increasing competition from mass merchandisers and small retail outlets since there are no limiting regulations for their sales.

Since most mass-market brands offer products that do not have many differentiating factors, there is a demand for services that offer personalized, innovative, and exclusive niche products to diversify the price competition.

THRIVING PET HEALTH AND MEDICATION MARKET

The pet medication market showed sales growth of 13% in 2020, which was the biggest growth rate in the past decade. Currently, the market shows no sign of slowing down and is witnessing a boost because of the increased adoption of dogs and cats, a deeper focus on pet health and wellness, and a higher number of online and brick-and-mortar services for pet health care and products and services.



PHOTO BY SHUTTERSTOCK



Alongside the medication market is the vet care market, which has seen growth due to the pandemic as well as higher household penetration of pets.

A BOOST IN PET TECHNOLOGY

Companies are fast producing pet-friendly devices and gadgets that can benefit both pets and pet owners alike. The wearable pet devices market surpassed the \$1 billion benchmark in 2020, and it is estimated that the market will show a compound annual

growth rate of 21% by 2027.

Pets are now enjoying unlimited on-trend technology like GPS-tracking collars, smart vests that track a pet's activity levels, smart cameras, and automatic food and treat dispensers. In particular, pet collars are particularly high in demand since they are equipped with numerous features like sending notifications to a pet owner's mobile in case of health-related issues, odd behavior, and reminders for vet appointments.

FAQ ABOUT THE PET INDUSTRY

How many people in the U.S. own pets?

The 2019-2020 National Pet Owners Survey stated that a whopping 67% of American families own pets. That means 85 million families have at least one pet. No wonder the pet industry is increasing in worth!

Source: Insurance Information Institute.

What are the most profitable business ideas within the pet industry for 2022?

If you want to be a part of the pet industry market, you might be interested in exploring several profitable branches outside of direct sales of pet supplies. Personal pet grooming, dog walking, and pet sitting are some lucrative choices.

Source: Nerd Wallet

How many people work in the pet industry?

Over 1.3 million people in the U.S. work within the pet industry. As more people start their own businesses surrounding pets, this number will continue to grow.

Source: PJIAC

Will the pet industry in the U.S. continue to grow?

Yes! Pet market sales have only increased over the past decade. Trends in the pet industry are introducing exciting economic opportunities for many people.

Source: Statista

Which generation buys their pets the most gifts for the holidays?

Sixty percent of Gen Z pet owners bought their pet a gift for the holidays in 2020. After Gen Z, 49% of Millennials get their pets gifts. Pets are family members, too!

Source: Statista



PET FRANCHISE INDUSTRY REPORT 2022

FINAL THOUGHTS

Opening a pet franchise in the United States can be a particularly lucrative endeavor. The boom in pet care spending in the past few years has resulted in an increase in pet products and services targeted toward affluent people.

The rising aging population in western countries has also sparked growth in the pet daycare market as pets are considered to be good companions and support animals for seniors. Pet fashion has also seen a boost in popularity and is expected to grow significantly during the decade. Many owners are very particular about spending on luxury products, which has encouraged pet services to launch highly personalized and innovative products for the U.S. market in the pet grooming, care, and accessories sector.

Currently, the U.S. market is fragmented by the presence of many pet service companies, and the startup cost of a franchise is relatively low compared to other categories.

The pet industry is expected to grow at a fast pace in the U.S. and has established itself as a necessary and indispensable sector for millions of Americans. In the coming years, the industry will keep seeing positive changes through innovation, personalization, and creativity. This is why many companies have started tapping into this highly fertile area.



PHOTO BY CHENDONGSHAN

THE GLOBAL PET MARKET IS WORTH \$179.4 BILLION

The pet industry is not only growing in the United States but also on an international scale. The Covid-19 pandemic forced more people to stay indoors or work from home. This led to a higher demand for pets as companions, driving up adoption rates. This increase in pet adoptions assisted with the financial growth of different pet industry branches: food, veterinary care, toys, and grooming needs. With the global market worth currently close to \$180 billion, it is projected to reach roughly \$240 billion by 2026.

Source: Global Industry Analysts

IT IS PROJECTED THAT PEOPLE IN THE U.S. WILL SPEND CLOSE TO \$109.6 BILLION ON THEIR PETS IN 2022

The amount people spend on their pets has been on a steady incline over the past several years. Covid-19 was one of the main reasons there was an increase in pet adoption over the year 2020. People will continue to spend money on their pets in the various branches of the growing pet industry, even as social distancing from the pandemic diminishes.

Source: APPA

CALLING ALL ENTREPRENEURS

If you've ever considered owning a franchise, there is a new resource offering informative, practical, and free video content to help you make an informed investment:

The Daly Coach YouTube channel, hosted by one of America's top franchise consultants, **Kim Daly**.



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PHOTO BY SHUTTERSTOCK

Franchising as an Asset Class

More and more, investors are looking at franchising.

By Jon Ostenson

Are you considering purchasing a franchise? If so, someone within your network will likely ask, “aren’t you just buying a job?” This is a common thought, and it can be understood why someone would see it this way. However, that is not how I think of it.

When you purchase a franchise, you are purchasing an investment. With the franchisor’s systems and support, and of course your hard work, you will build and nurture a business that has investment value that will expand over time. Resale purchases of franchise territories and units are very common and, assuming you have performed anywhere close to the system’s average, you will produce an attractive

gain on your investment upon exit. Of course, there is a second financial benefit of building a business within a franchise framework, and that is the income you earn along the way.

Your first question will likely be the most popular one: “How much money can I make?” While it would be nice to know precisely, there are obviously many factors involved, including the skills and



PHOTO BY SHUTTERSTOCK



work ethic that you bring as well as the market you are entering. Other factors may include fluctuations in the cost of inventory, labor, and other expenses, as well as the overall economy.

One good source of information for projecting financial performance is Item 19 of the franchise disclosure document, where franchisors provide historical earnings data. Of course, you must always be cautious and understand the why behind a franchise system's historical numbers. You will want to ask a lot of questions of not just the franchisor but also the other franchisees through a process called validation in which you get to ask questions of existing owners to provide you with additional data points for your projections.

While the historical data and owner validation provided in the franchising framework is not perfect, is a great directional indicator of the range of potential outcomes. When compared to the prospect of a start-up or the purchase of an existing non-franchised business, franchising provides a peek under the covers far superior to back-of-the-napkin pro forma forecasting.

In addition to would-be, owner operator' entrepreneurs looking for a return, we have begun seeing more and more semi-absentee investors, or angel investors, take an interest. This makes sense as they are instinctively looking for new opportunities to invest in sound, well-managed startups. While many are focused on sectors such as technology, biotech, and real estate, more and more are waking up to the financial upside presented by franchising.

Outside the benefit of diversifying a portfolio, the attributes of many franchise organizations align very well with the investment criteria of many angel investors. To build on this premise, here are some keys that angel investors should consider when evaluating the franchise space.



01 The Risk/Return Profile: Inherently, angels are often open to more risk vs. safer run-of-the-mill investors, and they in turn have more lofty expectations of their returns to offset this risk. However, as previously discussed, Item 19 and owner validation provide a great perspective in this area.

02 An Attractive Why for Investing: Angel investors have often been successful entrepreneurs themselves. Many enjoy helping others build and create a thriving enterprise. While each investor is unique, we often find that they are attracted to the opportunity to invest this knowledge and experience in a new venture through coaching and advising their key employee(s), often a general manager.

Many angels are also attracted to franchising because of the potential altruistic

impact they can have on the local community. Examples of franchise business types that lend themselves to this include in-home senior care providers, fitness and wellness businesses, childhood enrichment, and the many environmentally friendly businesses that aid in sustainability through recycling or technological enhancements within home services.

03 A Rock Star Management Team: The leadership and vision of the franchisor is a must if you are looking to invest in a business as an angel invests in people. They need to have confidence that the business is in the hands of people who are knowledgeable, proven, and trustworthy.

Angel investors are not only supporting an entrepreneur or general manager when they invest in franchising, they are also tapping into the experience and support of the



IMAGE BY MOHAMED HASSAN

Franchising, though it has been around for decades, is surprisingly an often overlooked area for thoughtful entrepreneurs and angel investors.

Often overlooked is the fact that sales of existing franchises, on average, produce a higher multiple on an exit than non-franchised businesses. This is evidenced by a recent study conducted by the Rinker School of Business in which they evaluated over 2,000 exits of franchised and non-franchised businesses across a 10 year period. On average, in like-kind industries, the franchise businesses traded at a 1.5X multiple of the non-franchise counterparts!

There is also significant interest in franchising from large private equity (PE) firms in recent years. For example, KKR recently purchased the Neighborly brands, and Eagle Merchant Partners purchased Code Ninjas. The number of examples we could list is noteworthy. While PE's investment is often at the franchisor level, many then move to buy back franchise locations and convert them to corporate. Additionally, there are PE firms that target rollups of existing franchise locations, providing what could be an attractive exit option for an investor.

In summary, franchising not only supports an owner operator or investor's portfolio diversification, but its unique attributes also align well with the investment criteria many have in place. Franchising, though it has been around for decades, is surprisingly an often overlooked area for thoughtful entrepreneurs and angel investors. However, with the innovative franchise models coming down the chute, coupled with the interest that large PE firms are now exhibiting, combined with the capital currently on the sidelines, expect to see the franchise investment landscape pick up steam as the industry makes its way on to more investors' radars. ▾

franchisor and his/her home office management team. This is a huge benefit and risk mitigator to an investor who takes comfort in leaning on the experience of those leading the parent enterprise. As with any business investment, angels will want to spend time with the franchisor(s) to confirm that their vision aligns with their own.

04 | A Strong Business Plan: It goes without saying that angels will want to build out financial projections, detailed marketing plans, and specifics around the ramp up and the vision. From a point of contrast, there are few other businesses that provide such detailed research and examples to gauge the future success of a new franchise location.

05 | The Opportunity for Hands-On Involvement: Oftentimes, for angel investors, it is not only about the money;

they want to participate in building the business. Going beyond the fact that franchising provides a systematic playbook produced and tested by the franchisor, there are still many areas for strategy development. These areas include functions such as marketing, staffing, and expansion.

Franchising is not right for all angel investors and operators. Many see a franchise system's playbook as restrictive, while the majority of others see it as the reason for purchasing a franchise.

06 | An Exit Strategy: I am often asked about the process of exiting a franchise business vs. a traditional one, and I can draw on my own experience as well as that of many of my clients. Typically, resales of a franchise business do require the consent of the franchisor. However, it has been my experience that while franchisors technically have to sign off on the new buyer, it is rare that they don't.



Jon Ostenson is the CEO of FranBridge Consulting, where he specializes in non-food franchise matchmaking. Jon draws on his experience as both the president of an Inc. 500 franchise system and as a multi-brand franchisee in serving his clients.
Contact: jon@franbridgeconsulting.com

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INFLUENTIAL WOMEN IN FRANCHISING: KIM DALY

Set goals and believe in yourself.

By Sara Jensen

On February 14, 2022, Kim Daly celebrated her 20th anniversary as a consultant with FranChoice. Over the last 20 years, Kim has become one of America's top franchise consultants, an international best-selling coauthor of *Franchising Freedom*, a leading business coach, and one of the most influential and inspiring voices in the franchise industry. We thought it would be fun to get to know

what drives this passionate, hard-working, perpetually positive, and infectious personality.

How did you get into franchise consulting?

In franchising, it is common to ask, "How did franchising find you?" No one really wakes up and says, "I want to be a franchisee, or worse, a franchise consultant" (she laughs), but man I am so glad franchising found me!

When I was 15, I read a book by Dr. Denis Waitley called *The Psychology of Winning*, and right then, a dream was born. I wanted to be a motivational speaker and inspire people to live their best life, but how does one go about doing that? So, I decided to do the practical thing and go to medical school so I could help people with their health. But after college, I answered a classified ad in the newspaper that literally changed my life. The ad was for a telemarketing job for a franchise consulting company. Once I found franchising and entrepreneurship and an entire industry where people help people realize their dreams every day, I knew that I had found my place in the world.

You have achieved a lot in 20 years. To what do you attribute your success?

Like any successful business owner, my success comes down to the size of my goals, my belief in myself, my genuine desire to help others, my relentless desire for personal growth, hard-work, determination, consistency, fortitude, and focus. There is no magic to what I do. In fact, once I figured out the formula to success in my business, I shared it with other franchise





consultants so they, too, could help more people. Today, I even share my formula with my candidates. Rising tides raise all ships, and if I can share what I have learned that took me from an average performing consultant and business owner for the first several years of my business to a top producing consultant and business owner for over a decade now, well, that just makes me feel even more successful!

You have been described by your candidates and colleagues as “empowering and infectious.” What does that mean to you?

Wow, well, I work with some amazing, amazing people—my candidates and my colleagues. I thrive on abundant environments. I have the knowledge, relationships, and experience that people need to make competent and confident franchise investment decisions. I empower them, and they empower me, and that is by definition infectious! I am honored to be highly regarded and recognized, but my true reward is in helping others live their best life!

What is one of the biggest lessons you have learned through your business?

One of the biggest lessons that I have learned through the experience of my business is that attitude really does impact everything! I have been a consultant through the recession of 2008, the stock market crash, presidential elections, and now even a pandemic. My business has



flourished through it all! In fact, I remember talking to other franchise consultants in 2008 who were struggling with their business and blaming it on the stock market crash (because most candidates fund their franchise through a rollover of their 401K), but my business was on fire. I remember listening to their comments and thinking to myself, “Why focus on the stock market when you can focus on all the people who are losing jobs and will need to create a new financial future for themselves?” My business has grown every year since 2008 including in 2020 and 2021. I credit that to my ability to focus on what I can control rather than what I cannot. There is always opportunity. You just have to be willing to look for it! I have learned to have an attitude of abundance regardless of the present circumstances.

What are you most proud of from all of your professional accomplishments?

I am proud of so many things!! First, I am proud of the number of people that I have been blessed to impact! I am also proud of the business I have built for myself and

my family. I love franchising for what it has afforded me in personal, professional, and financial growth. When I was 15, I wanted to be a motivational speaker, but I did not see how I could do that. When I was 40, I was in Dallas getting ready to host one of my live events, and I had this surreal moment where I found myself not just dreaming my dream of being a motivational speaker but living my dream! When the world closed in 2020, I had to reinvent how I reached people. Having grown up on the stage and behind the camera for pageants, modeling, and as a guest host on QVC, I decided to build my own YouTube channel. KimDaly.tv has become my passion project! I am having the time of my life creating content that inspires others to live their best life. In the past year, I have had several hundred moments where I found myself smack dab in the middle of my dream. Again, not just dreaming my dreams but living my dreams. I owe all of this to the franchise industry! Love is always a circle of giving and receiving. I give to others to help them live their best life, and in return, I am living my best life. I am so grateful for my life and all of the accomplishments and opportunities I have been given, including being recognized as one of the most influential and inspiring voices in the franchise industry. That is an honor I do not take lightly, and one that gets me out of bed eager for the day, every day.

If readers want to learn more about you or inquire about working with you, how can they find you?

Please go directly to KimDaly.tv. Please Like, Subscribe and Ring the bell to be notified of all of my new videos. I'd be honored to work with anyone who is ready to change their life through franchising. ►





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PANDEMIC SPURS DEMAND FOR PET-RELATED PRODUCTS AND SERVICES

As pet owner numbers increase, so do opportunities for franchisees.

by Seth Lederman

Americans have always felt a deep bond with their pets. That affection appears to have grown by leaps and bounds during the pandemic. The American Pet Products Association (APPA) reported that pet ownership in the U.S. rose by 3% to an all-time high of 70% during 2020. More and more people appeared to be turning to their furry friends for comfort and companionship during the tumult that came with Covid-19. The survey found that 72% of pet owners felt the time spent with their pet during the Covid-19 pandemic helped reduce their stress and increase their sense of well-being.

As a result, more than \$103 billion was spent in the U.S. on pets during 2020. The APPA breaks down that figure to more than \$44 billion on food and treats; more than \$23 billion on supplies, live animals,

and over-the-counter medicine; about \$32 billion on vet care and product sales; and close to \$10 billion on other pet-related services.

Dogs and cats make up the bulk of people's pets, at 69% and 45.3%, respectively. The next most common pets are freshwater fish (11.8%) and birds (9.9%)

PET INDUSTRY OVERVIEW

The increase in the number of pets in the U.S. in the past few years resulted in an immediate increase in the volume of pet food sales. Overall spending on pet food jumped by 8% between 2019 and 2020.

But the increase in spending on pet food is also connected to pet owners'





PHOTO BY BEARFOTOS

search for healthy dining options for Fido and Fluffy. Interest in premium pet food has risen as more people feed their pets meals without pesticides, antibiotics, chemical by-products, or artificial coloring.

If our pets are eating better, it stands to reason that we want them looking their best. The pet grooming industry was worth almost \$10 billion in 2018 and is expected to grow about 5.7% annually through 2025 to \$14.5 billion. The grooming category includes shampoos, conditioners, trimming tools, and combs, but the need for groomers is also on the rise. The U.S. Bureau of Labor Statistics estimates a need for more than 65,000 animal care and service workers each year over the next decade.

Pet accessories are another area experiencing enormous growth. By 2025, this segment of the pet market is anticipated to grow by \$9.2 billion. Many products fall under this umbrella, including the \$490

million spent on pet Halloween costumes annually.

Demand for dog walking and pet sitting fell during the pandemic, but as people return to their places of work, those numbers are expected to rise. Dog walking netted more than \$979 million in 2021. The projected growth globally for pet daycares is estimated to be 8%, growing to \$24 billion between 2020 and 2024, with the numbers climbing more than 10% in 2021 alone, as the economy reopened worldwide, leads and demand for pet walking and sitting services grew as pet owners began to return to work and go on vacations.

PET FRANCHISE OPPORTUNITIES

So, is it time to turn your love of critters into a profitable business opportunity? If you think that a pet-centered franchise is the right path for achieving your entrepreneurial dreams, which industry segments hold the most promise for growth?

Looking ahead, the areas with the best outlook in the future will be personal pet grooming, dog walking, and pet sitting. But those aren't the only opportunities—pet daycare, poop pick up, and pet training also offer enormous potential for a small business owner.

In terms of pet boarding and daycare, there are high-end and more moderate options and businesses geared specifically for cats rather than dogs. Grooming franchises primarily focus on dogs but can serve cats. They also offer flexibility between a storefront or a mobile service. Opting for this franchise opportunity doesn't require you to have previous grooming experience, as the franchisor will cover the necessary training.

Pet sitting and dog walking are often paired together. This franchise option also offers a great deal of flexibility, as well as

BUSINESS SUCCESS



a more inexpensive option for pursuing your dream of business ownership.

Pet training and poop removal franchises are other home-based options that don't require as much upfront capital in terms of start-up costs since there is no need for a storefront. Another added benefit is these businesses provide a flexible schedule and minimal equipment.

Pets are considered family members, and their care and well-being have become even more important as people turned to their dogs and cats for companionship during the pandemic.

No doubt about it—enormous growth potential exists within the pet industry as pet owners return to work and emerge from their homes. More growth is expected in the future. Estimates suggest that the sector will increase globally from \$207.90 billion in 2020 to more than \$325.74 billion by 2028.

Let's face it, now is a great time to be a pet, with owners more focused than ever on providing the best care possible to their animal family. The lockdowns may have ended, but the love is stronger than ever.

If you're interested in exploring franchise opportunities in the pet space, the smart choice is to work with an experienced franchise advisor. They can help you save time and money while also ensuring you find a franchisor match that will lead you to become a successful business owner. ▀



Seth Lederman, CFE, Franchise Consultant and Frannexus CEO is a franchise acquisition, and development specialist and a multi-faceted entrepreneur with over 30 years of experience in small business success, including ownership and sale of his own business enterprises. He is

a frequent contributing author to *Forbes* and a Business Council member. Contact him at 312-307-1297 or seth@frannexus.com.



PHOTO BY DRAZEN ZICIC

PET FRANCHISES BY THE NUMBERS

Business is booming and options abound.

By Brian LaCour

Globally, the pet care market has grown from \$216 billion in 2020 to \$232 billion in 2021. An estimated 6.1% compounded annual growth rate will catapult that figure to \$350 billion by 2027.

Pet store franchises have designed unique stores that combine our state-of-the-art pet services such as grooming, self-wash, and high-quality pet food with thoughtfully curated retail goods to enhance the bonds between pets and their owners. This has transformed the pet industry by creating a one-stop convenience for customers who are looking for high-quality products to keep their pets happy and healthy. Our five revenue

streams—self-service wash, full-service grooming, in-house bakery, pet food, and retail section—cater to almost all segments of this incredible growing industry! These franchises have great owner-operator models along with an absentee model for

the serial entrepreneur or individuals who want to keep their current career moving forward. The total investment range for this type of business is \$200,000–\$600,000. You can also expect the royalties to be around 5%–6% on average.



IMAGE BY CHEN DONGSHAN

Another business option for our furry four-legged family members is daycare. Daycare franchises offer you the opportunity to serve the growing need for high-quality dog daycare, boarding, grooming, and retail services. The pet industry is booming, and it's not showing signs of slowing down! Now is the time to invest in your own pet daycare business while fulfilling your passion for pets! These proven business systems are backed by an exceptional training program and ongoing support. Hot markets for these types of franchises are Wisconsin, Texas, Florida, and Arizona. The total investment is around \$400,000–\$800,000 with royalties of around 6%–7%.

Dog training businesses are exploding throughout the U.S. They offer proven systems and processes that allow franchise owners to begin their business within 4–6 weeks of signing an agreement! The quick launch, the surging need for dog training, and cutting-edge marketing techniques equate to a fast and strong return on investment for

THE PET INDUSTRY IS BOOMING, AND IT'S NOT SHOWING SIGNS OF SLOWING DOWN!

owners. An additional benefit to many models is that there is no need for brick-and-mortar facilities, cutting overhead costs significantly and allowing for easy scalability and incredible margins. The total investment is \$80,000–\$105,000 and royalties a between 7%–9%. ▶



Brian LaCour is a certified franchise consultant. He has more than 20 years of business leadership experience in driving fiscal results, strategic planning, saving costs, increasing revenue, streamlining processes, and developing top performing teams. LaCour's passion for helping people led him to the role of president of the International Franchise Group. Call LaCour at (561) 502-7283 or email him at blacour@internationalfranchisegroup.com.

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TOP 100 PET FRANCHISES

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★ The Ark Pet Spa & Hotel	2006	2018	\$353,595 - \$870,833	Adam Harbin	(772) 321-9664	www.thearkfranchise.com
★ Scenthound	2015	2019	\$180,500 - \$297,950	Victoria Magaldi	(561) 739-1449	https://franchise.scenthound.com/
★ Happy Cat Hotels & Spas	2014	2020	\$278,500 - \$418,000	Julianne Jones	(844) 422-8386	happycatfranchising.com
City Kitty Franchise	2000	2017	\$50,000	Adrienne Kawamura	(206) 778-4717	www.citykittygrooming.com
Pet Passages	2011	2017	\$200,000	Mike Harris	(585) 265-9933	national.petpassages.com
Pet Butler	1988	2005	\$35,000	Kandra Witkowski	(815) 977-7970	www.petbutlerfranchise.com
K9 Resorts/K9 Franchising LLC	2005	2011	\$1,465,208 - \$2,042,840	Timothy L Katsch	(908) 889-7387	www.k9resorts.com
Central Bark	1997	2003	\$548,000 - \$930,000	Christopher Simnick	(866) 799-BARK	www.CentralBarkUSA.com
Angel's Five-Star Pet care	2020	2020	\$50,000	Raphael Manzetti	(805)453-8510	www.angels-five-star-petcare.com
Wild Birds Unlimited, Inc.	1981	1983	\$197,919 - \$325,763	Paul Pickett	(888) 730-7108	franchise.wbu.com
Woofie	2004	2018	Under \$200,000	Maggie Cruz	(312) 972-0702	Ownawoofies.com
PetWellClinic	2010	2017	\$144,000 - \$254,000	Joe Sexton	(916) 524-2046	www.petwellfranchise.com
Pets Are Inn	1981	1986	\$60,000	James Platt	(651) 402-8085	www.PetsAreInn.com
Fetch! Pet Care Service, Inc.	2002	2002	\$70,000	Anna Walsh	(734) 604-1255	fetchpetcare.com
Doggy Inn, Inc.	2020	2020	\$49,500 - \$608,298	Al Crawford	(919) 210-1220	www.doggyinn.com
All American Pet Resorts, LLC	2005	2005	\$632,000-\$1,546,000	Stephan Dimitroff	(248) 449-2949	allamericanpetresorts.com
Dogtopia	2002	2005	\$757,253 - \$1,553,415	Alex Samios	(602) 730-6000	www.dogtopia.com
Always Faithful Dog Training	2003	2017	\$42,500 - \$65,600	Abraham Mashal	(630) 696-2572	www.alwaysfaithfuldogs.com
Zoomin Groomin	2003	2006	\$46,100 - \$138,250	Donna Sheehy	(866) 504-7660	www.zoomingroomin.com
Sitter 4 Paws	2009	2014	\$21,275 - \$46,825	Alexandra Alvarez	(323) 316-0673	www.sitter4paws.com
Got Poo?	2011	2017	\$37,800 - \$108,800	Ali Mathews-Bacon	(808) 497-9273	www.gotpoo.biz
D Pet Hotels	2008	2012	\$172,100 - \$734,000	Allan Cruz	(323) 464-7387	www.dpethotels.com
D.O.G. Hotels	2012	2014	\$429,000 - \$548,500	Andres Antunez	(786) 955-6173	www.doghotels.com
Pack Leaders Dog Training	N/A	N/A	N/A	Angie Scharpf	(319) 350-3230	www.packleadersdogtraining.com
A Tail Above	N/A	N/A	N/A	Ann Greene	(410) 491-8245	www.atailabove.com
Good Dog Camp	N/A	N/A	N/A	Annalisa Johnson	(507) 261-3913	www.GoodDogCamp.com
Paws Pet Care	2010	2019	\$29,560 - \$72,450	Betheny Buster	(502) 802-5052	www.pawspetcareathome.com
Pets Warehouse	1974	2016	\$175,000 - \$425,000	Bob Novak	(631) 842-0400	www.petswarehouse.com
Advanced Canine Techniques	N/A	N/A	N/A	Bonnie Krupa	(317) 281-6124	www.advancedcaninetechniques.com
The Dog and Cat Health Food Store!	2005	2015	\$178,550 - \$350,550	Brad Romero	(916) 797-3647	www.bensbarketplace.com
The Balanced Dog	N/A	N/A	N/A	Brian Agnew	(310) 697-3096	www.thebalanceddogca.com
CrawlSpace Medic	2017	2017	\$109,600 - \$229,700	Brian Lowry	(678) 509-3764	www.crawlspacemedic.com
The Developing Canine	N/A	N/A	N/A	Carolyn Weinbaum	(706) 327-9881	www.TheDevelopingCanine.com
Central Bark	1997	2004	\$421,266 - \$586,661	Chris Simnick	(866) 799 2275	www.centralbarkusa.com
Pet Supplies Plus	1987	1990	\$440,600 - \$1,315,200	Christine Schultz	(248) 793-6656	www.petsuppliesplus.com
Barkly Pets	2015	2015	N/A	Christopher Gonzalez	(202) 780-9932	www.barklypets.com
Splash and Dash Groomerie & Boutique	2009	2014	\$118,250 - \$218,500	Cindy Sullivan	(888) 815-2284	www.splashanddashfordogs.com
Flying Colors Canine Academy	N/A	N/A	N/A	Clarice Kashuba	(260) 490-8386	www.flyingcolours canine.com
Pet Door	2015	2019	\$22,950 - \$27,850	Dan Allred	(800) 826-2871	www.petdoors.com
Out U Go!	1996	2008	\$35,400 - \$49,850	David Lipschultz	(877) 268-8846	www.outugo.com
First Friend Dog Training	N/A	N/A	N/A	Dawn Geremia	(203) 284-0224	www.firstfrienddogtraining.com
Camp Run-A-Mutt	2008	2010	\$264,075 - \$589,875	Dennis Quaglia	(619) 578-2267	www.camprunamutt.com
PupJoy	2015	2015	N/A	Dustin McAdams	(312) 212 5418	www.pupjoy.com
Villa La Paws	2006	2012	\$219,500 - \$497,500	Elizabeth Hernandez	(856) 608-7833	www.villalapaws.com
Canine Sports Dog Training	N/A	N/A	N/A	Emily Stoddard	(312) 203-7078	www.mycaninesports.com
Just 4 Paws Pet Spa	2004	2016	\$74,100 - \$138,490	Erica Salvemini	(201) 460 1900	www.just4pawspetspa.com
Aunt Faye Dog Training	N/A	N/A	N/A	Faye Kelley	(937) 698-8300	www.auntfayesdogtraining.com
DoodyCalls	2000	2004	\$35,612 - \$52,875	Fred Telmanowski	(800) 366 3922	www.doodycalls.com
Blue Chip Pet Care	2009	2011	\$20,700 - \$28,950	Hunter Reed	(703) 859-3781	www.bellesbluechip.com
Aussie Pet Mobile Inc.	1996	2009	\$50,001 - \$100,000	Ian Moses	(727) 741-7612	www.aussiepetmobile.com
Pet Sit Pros	2009	2013	\$19,720 - \$66,420	Jason Goldfischer	(562) 277-3992	www.petsitpros.com



INDEPENDENT GUIDE TO THE BEST FRANCHISES

FRANCHISOR	FOUNDED	FRAN. SINCE	INITIAL INVESTMENT	CONTACT	PHONE	WEB ADDRESS
K9 Resorts Daycare & Luxury Hotel	2005	2011	\$899,688 - \$1,695,820	Jason Parker	(908) 889-7387	www.k9franchise.com
The Dog Wizard	2005	2013	\$50,450 - \$67,400	Jason Watson	(704) 724-0837	www.thedogwizard.com
Preppy Pet	2003	2006	\$105,950 - \$258,200	Jeffrey Scott	(407) 420 1060	www.preppypet.com
Hounds Town USA	2001	2008	\$263,800 - \$422,500	Jennifer Josephine	(631) 467-1643	www.houndstownusa.com
Mission Impawsible	N/A	N/A	N/A	Jennifer Stasinos	(603) 642-3647	www.missionimpawsible.com
The Dog Stop	2009	2013	\$259,500 - \$675,300	Jesse Coslov	(412) 315-7640	www.thedogstop.com
Dog Training Elite Franchising	1995	2015	\$79,650 - \$261,350	John Mestas	(385) 247-0278	www.dogtrainingelite.com
Dog is Good	N/A	N/A	N/A	Jon Kurtz	(562) 735-0219	www.dogisgood.com
Dee-O-Gee	2008	2015	\$157,050 - \$555,000	Josh Allen	(406) 551-2364	www.dee-o-gee.com
Lucky Dog Bark & Brew	2012	2016	\$250,000 - \$495,500	Kelly Byrnes	(704) 992-8706	www.luckydogbarkandbrew.com
That's My Dog, Inc.	N/A	N/A	N/A	Kelly Johnson	(563) 588-3039	www.thatsmydog.com
Doggie Mannerz	N/A	N/A	N/A	Kendra Beckman	(801) 580-7007	www.doggiemannerz.com
Now Who's The Boss	N/A	N/A	N/A	Kim Baer	(602) 391-5336	www.k9gal.com
Stateline Dog Watch Inc.	N/A	N/A	N/A	Laurie Spain	(815) 543-0094	www.statelinedogwatch.com
The Healthy Animal	2018	2018	\$101,700 - \$177,700	Lawrence Friedman	(781) 826-9760	www.thehealthyanimal.com
Doggies Gone Wild	2008	2015	\$145,600 - \$618,800	Marco Ramirez	(305) 928-2538	www.doggies-gonewild.com
In Home Pet Services Inc.	2001	2005	\$9,200 - \$35,100	Marine Park	(347) 275-3645	www.inhomepetservices.com
Pet Butler	1988	2005	\$30,000 - \$42,000	Mark Potocki	(844) 777-8608	www.petbutler.com
Ruffin's Pet Centres Inc.	1981	1987	\$96,000	Mark Reynolds	(905) 774-7079	www.ruffinspet.com
Pet Depot Franchises	2017	2018	\$142,300 - \$301,500	Matt Aschendorf	(626) 335-0469	www.petdepot.net
What a Great Dog! Training Center	2007	2007	N/A	Maureen Patin	(972) 677-7094	www.whatagreatdog.com
Michigan Dog Training	N/A	N/A	\$75,650 - \$248,850	Michael Burkey	(734) 634-4152	www.MichiganDogTraining.com
The Canine Coach	N/A	N/A	N/A	Michael Harvey	(941) 232-9766	www.k9coachfl.com
EarthWise Pet	2005	2008	\$230,500 - \$565,500	Michael Seitz	(800) 314-9765	www.earthwisepetfranchise.com
Mutts Canine Cantina	2013	2018	\$957,153 - \$1,391,667	Michelle Boggs	(817) 377-0151	www.muttscantina.com
Pet Passages	2009	2016	\$40,500 - \$385,000	Mike Harris	(585) 265-9933	www.petpassages.com
Bark Busters Home Dog Training	1989	2000	N/A	Mike Shamp	(877) 500-2275	www.BarkBusters.com
Three Dog Bakery	1990	2007	\$144,200 - \$282,000	Nicki Dobson	(800) 487-3287	www.threedog.com
Precision K-9	N/A	N/A	N/A	Paula McCollum	(208) 850-4124	www.precisionk-9.com
DogHouse Girls	N/A	N/A	N/A	Pauline Houliaras	(410) 292-3869	www.doghousegirls.com
Mobile Pet Imaging	2014	2017	\$554,870 - \$624,570	Pedro F. Armstrong	(305) 733-0673	www.mobilepetimaging.com
The Dawg Trainer	N/A	N/A	N/A	PJ Stull	(636) 828-5538	www.thedawgtrainer.com
Wag N' Wash Natural Pet Food & Grooming	1999	2006	\$425,050 - \$789,350	Rob Flanagan	(602) 462-9274	www.wagnwash.com
Neels Complete K9	N/A	N/A	N/A	Rodney Neel	(618) 585-3529	www.NeelsCompleteK9.com
Husse	1987	2002	\$21,000 - \$107,500	Ronnie Johansson	(201) 735-7722	www.husse.com
Baker Dog Training	N/A	N/A	N/A	Ryan Baker	(732) 996-7035	www.bakerdogtraining.com
Total Dog Training	2017	2017	N/A	Ryan Troester	(912) 856-8438	www.totaldog850.com
Sit Means Sit Dog Training	N/A	N/A	N/A	Sam Elgin	(866) 748-6748	www.sitmeanssit.com
Mans Best Friend, LLC	N/A	N/A	N/A	Sarah Burger	(937) 602-3339	www.mansbestfriend.com
Instinct Dog Training Inc.	2009	2017	\$344,575 - \$588,780	Sarah Fraser	(212) 828-3647	www.instinctdogtraining.com
Canine Peace of Mind	N/A	N/A	N/A	Scott Harris	(314) 348-4152	www.caninepeaceofmind.com
Pet Wants	2010	2015	\$59,830 - \$202,000	Scott Hoots	(877) 553- 4064	www.petwantsfranchise.com
Good Dog! Dog Training	N/A	N/A	N/A	Stacey Ayub	(805) 312-1011	www.gooddogdogtraining805.com
Problem Solved Dog Training	N/A	N/A	N/A	Susie Mazzorana	(800) 769-7748	www.problemsolveddogtraining.com
Salty Paws	2018	2019	\$99,270 - \$175,650	Suzanne Tretowicz	(800) 443-paws	www.saltypawspetresort.com
Snaggle Foot Dog Walks & Pet Care	2006	2008	\$12,210 - \$21,750	Terri Harbut	(877) 609 7387	www.snagglefoot.com
Camp Bow Wow	2000	2003	\$751,000 - \$1,458,500	Todd Haavind	(410) 961 - 2275	www.campbowwow.com
Groom & Go	2015	2018	\$50,100 - \$63,300	Youlithce Martinez	(954) 702-5510	www.groomandgo.net
Tail Waggers Doggy Day Care	N/A	N/A	\$100,000 (min)	Tara Kerr	(920) 209-9870	www.tailwaggersdoggydaycare.com

DISCLAIMER: Our magazine is not an offer to sell a franchise, and is not directed to any reader to buy any franchises. The companies are not listed by rank. Our team carefully researched the listed information. The company information may change; please make sure to check and contact the company directly.



PART 5

What Is in a Franchise S.Y.S.T.E.M.?

Culture and engagement nurture each other.

PART 5 OF 6: ENGAGEMENT AND CULTURE

By Tiffany Dodson

In part one, the first S was revealed as Selection. It also motivated Stan Phelps and I to coauthor *Purple Goldfish: Franchise Edition*. In summary, the book merged passions for customer experience and franchising. During our 20 months of research, we chose the acronym S.Y.S.T.E.M. because franchisees often hear and say the term. Our research uses *system* to house best-in-class examples that make some of the top franchises stand out in performance and satisfaction. Part 2 covered Y, Yield to the knowledge of the system and comply to produce. Part 3 explored the second S or Start-Up. The T in Part 4



PHOTO BY HALFPPOINT

To engage the franchisees and protect culture, many franchisors encourage franchisee feedback.

at Dutch Bros., it became evident that the culture revolves around the connections with others. Dutch Bros. founder and CEO acknowledged that they “don’t tolerate toxic or cancerous behavior.” The franchise is not only known for its tasty coffee, but also for its genuinely caring employees who know their customers. Want to own a Dutch Bros.? Then work at a location first. The franchisor carefully maintains the culture by hiring people who have shown success working for other franchisees first.

Golden Arches: To engage the franchisees and protect culture, many franchisors encourage franchisee feedback. Franchisors have various methods to gather feedback, from local meetings to national and international committees. Looking on McDonald’s website for franchising under Support-System, the franchisor lists a range of groups from where it draws feedback and engagement from a leadership council, to the National Black McDonald’s Operator Associate, to Women’s Operator Network, and many more.

Whataburger Baby Shower: When culture and engagement come together, they

illuminate for the customer too. Whataburger in Birmingham, Alabama, painted a perfect picture of franchise culture. Hailey Daughtery was seven-months pregnant and craved a Whataburger, but there wasn’t one in her state. Daughtery went to social media with her craving and received a big surprise. Whataburger sent an SUV to her home in Nashville and drove her and her girlfriends to the closest Whataburger, almost four hours away. They not only satisfied Daughtery’s cravings but also threw a baby shower for her! Craving solved and WhataSurprise!

A well-defined culture paired with franchisee engagement nurture each other and ignite new ideas and growth and deliver customer experiences. Additionally, these two pieces of the S.Y.S.T.E.M. join to make being a franchisee more fun and rewarding. They also aid in delivering the desired customer experience. ▀



With over 25 years of franchise experience, **Tiffany Dodson, CFE**, holds deep roots from senior marketing roles at well-known international franchises to recognition as a top performing franchisee, Master Developer, author, and speaker. Find Tiffany at The Salt Suite, and reach her at Tiffany@TheSaltSuite.com.

focused upon the all-important Training. The letter E brings us to Engagement and Culture.

Like Birds of a Feather: Enter a franchise national convention with a group of engaged franchisees who embrace the culture, and an electric charge illuminates the room in sight, sound, and feel. An engaged franchise base grows the system while offering outstanding customer experience, improving referrals and retention. The two, engagement and culture, fit together as each fuels the other.

This does not mean that the franchisor only selects candidates with the same background, career, and features. On the contrary, these franchises often have a diversity of backgrounds, experiences, and interests. Yet, they share a common passion and unity in the way that they operate.

Coffee Culture: In 2014, Harvard Business School professor, Joshua Margolis, wrote a case study on Dutch Bros. (pronounced Brose) coffee. While interviewing people

A wise man fights to win,
but he is twice a fool
who has no plan for possible defeat

Louis L'Amour



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EMBRACE AND ACCEPT CHANGE



More change is coming—it's inevitable.

By Patrick Laforet

Change is inevitable. Look at your hobbies, friends, clothes, taste in music, TV shows, family, and career. Many of those things have changed. The people around you have changed. The political climate has changed. There's change everywhere.

Change can bring fear, doubt, and uncertainty. However, it's not helpful to view change negatively. To survive, we must adapt to change.

There are new experiences and understandings to be gained as a result of the changes in your life. If you never changed, you'd still be playing in the sandbox at the playground and eating dirt.

Change has never been so visible as it has been in these last months through the Covid crisis. Many are adjusting and adapting, and some constantly struggle with the upheaval in their lives.

If you're finding it difficult to embrace change in your life, try these strategies:

1. Understand that life is always changing.

Life is change. Life is always evolving. It's the very nature of life. Think about how much you've changed since you were an infant.

- Your body and view of the world have changed considerably over the years. Change is a natural part of life.

2. See change as a positive thing.

Imagine how bored you would be if nothing ever changed.

- Change expands your comfort zone.
- Change provides opportunities and growth.
- Change provides new experiences.
- Dealing with change teaches you about yourself.

3. See the opportunities that this change provides.

There are positive aspects to the changes you're currently facing in your life. You just have to look for them.



- For example, losing a job provides many opportunities. You can change careers. Find a better company. Find a better paying job. Get away from that annoying coworker. Move someplace new. You'll have more free time for a while to spend on your family and hobbies.
- A divorce can be traumatic, but it also brings new opportunities. You can find a more suitable partner. You can move to a new house. You have more control over your free time. You can put a challenging relationship behind you. It can give you hope for a better future.

4. Imagine a positive outcome.

It's easier to deal with change if you can visualize a positive outcome. See a compelling picture in your mind. When you feel stressed, go back to that picture. A positive expectation for the future can be motivating. Belief is a powerful force for positive change.

5. Pay attention to what you can control.

Any situation that involves change has elements that can be controlled and others that cannot. You can control your attitude, decisions, actions, and usually several other things. There are also elements beyond your control.

- It's important to spend your time and energy on the things you can control.
- Focusing on the things you can't control can leave you feeling depressed and powerless and is usually a great waste of time and energy.

6. Change makes you stronger.

The organisms that have survived the most successfully are those that are best able to adapt. Organisms that can't adapt become extinct.

Humans are excellent at adapting. They just don't like to do it! Every change you overcome makes you a stronger person.

7. What other options do you have besides making the best of it?

Chances are, they will all involve some type of change too. Many times, you can choose which change you want, and you can take action to make it happen.

Most people avoid or fight change when it occurs, but that doesn't have to be the case. Change can bring amazing opportunities!

Change is all around you. Change brings you new ideas, people, and experiences. Life is too short to live the same day over and over. Be grateful for the changes happening in your life. You might be on the path to something new and wonderful.

Finally remember this critical fact: You are powerless to change anything that is in the past. No matter how hard you try, you cannot even change what you had for breakfast yesterday. Worrying and wishing things were different still will not change anything in the past, big or small. So, live right now in the hope and belief that you can make a difference for the future by making good choices and taking positive action here in the NOW. ▮



Patrick Laforet is a senior recruiter with over 25 years of experience placing sales, marketing and senior management positions all across North America with a particular focus on the franchise industry. He has been described as a trusted advisor by many of his clients. Pat is also the owner of www.911forjobhunters.com, where he delivers online training and coaching. He wrote *Job Search Secrets 2020*. Email Pat at plaforet@stoakley.com, or visit his site for more free resources.



PHOTO BY SPEEDKINGZ

A Pet Service Franchise May Be Pawtentially Purrfect for You!

With a wide variety of businesses catering to pets, you're sure to find one that suits you.

By Jason W. Falina & Christina McAmis, Esq.

Since the dawn of mankind, humans have fostered a deep connection with animals for a variety of reasons. Whether it's due to an assistance they provide in the labor we perform or the unconditional love and companionship they seem to effortlessly provide us, animals continue to play an enormous role in our lives. This longstanding connection has been magnified by the present-day challenges society has and continues to face in addressing Covid, seen through the recent surge of acquiring and adopting pets. Regardless of the variety of their shape, size, scales, or fur, many individuals have turned to the lovable personalities of our pets to find comfort throughout these challenging times. I have a sneaking suspicion

many of you have already carved out a special space in your heart for a pandemic pal or a Covid counterpart.

Understandably, this surge in acquisitions of pets has led to an increase in the pet care industry overall, thus creating a golden

opportunity for franchises to provide new and existing pet parents a multitude of desired services and products. While no industry or brand has been spared the need to adjust its services to comply with ongoing changes and regulation surrounding



PHOTO BY FAMVELD

Are you ready to explore the pet services industry? The next step is to pick out which type of business best suits your pet passion.

Covid, the pet industry has nonetheless been on the rise. Industry brands have worked to stay pertinent in a variety of ways: shifting services online, offering no contact accommodations, utilizing subscription-based sales of retail and services, digital app development for on-demand pet care, and much more. This flexibility and growth represent a pawtentially pandemic resistant franchise opportunity for you if you too are a pet lover like we are.

Much like their human counterparts, pets come from a diverse selection of animals: some are exotic, some bark, some hiss, some are domesticated, some aquatic, some furry, some scaly, some for comfort, others for labor, and some for show. The diversity of animals we cherish as pets and the various roles they play in our lives has created an extensive network of services and products that make up the pet care industry. If you care for pets like we do, you may find the pet services industry is a purrfect fit.

Are you ready to explore the pet services industry? The next step is to pick out which type of business best suits your pet passion. The extent of possibilities in the industry may surprise you, ranging from food and nutrition to training and handling to boarding and grooming. Even still there are more exotic pet care services that include pet taxis, waste removal, and even pet funeral ceremonies and cremation.

Our firm represents Forever Friends Pet Funeral Home and Crematory, a franchise system with franchisees committed to serving grieving families who have lost their best friend with kindness and dignity. Forever Friends' franchisees focus on delivering a more dignified alternative when a companion passes away, and to provide



PHOTO BY ALPA PROD

families with the peace of mind desired in a difficult time. They accomplish this by providing families with a comfortable space to say goodbye together to their beloved pet and by memorializing their remains. By tending to the family and the pet with respect and professionalism throughout the process, Forever Friends franchisees help bring closure in a trying time to a cherished chapter in these families lives. Although not an ordinary service when contemplating franchises in the pet care industry, Forever Friends can provide a franchisee with purposeful and fulfilling business ownership.

As we proceed to adapt to the required adjustments of Covid, one aspect will remain for many of us regardless—the connection we have with our companion pets. Thanks to the diversity of brands and services which comprise the pet care industry, we will be able to care for our companions' needs now and in the future.

I have come to learn that regardless of an industry boom or thrill of finding the “purrfect opportunity” it is important to do your due diligence. Seeking assistance when investing your hard-earned money

is always a smart idea. Using trusted advisors like a franchise attorney, a CPA, and/or a knowledgeable franchise broker can be instrumental in setting aside the emotion and excitement of an opportunity to analyze the business deal itself, which is very important to do before signing on the dotted line. ▀

Mr. Falina is excited to be a part of the Shelton Law & Associates (SLA) trademark legal team. As part of the team, he focuses on developing client's intellectual property rights, specifically trademark rights, and works to not only assist in establishing these rights but also in protecting them.

Ms. McAmis is a franchise attorney and CFE candidate. She is proud to be part of the SLA franchise team. As part of the team, she works alongside franchisees and franchisors alike, offering guidance and support as they achieve their franchise goals.

SLA attorneys have 50+ years of business consulting, franchise, and trademark experience. Their knowledge facilitates an understanding of a large variety of businesses, services, and technologies. They help businesses protect their brands through trademark, copyright, and business contractual transactions. These services allow SLA to “Expand their Brand®” through franchising. For franchisors, SLA provides full outsourced in-house counsel.

SLA additionally works with entrepreneurs buying franchises by assisting with business creation, industry evaluations, franchise disclosure document review, fairness factors, opinion letters, and negotiations.

For more information or to schedule a customized consultation for your business, you can write to franchising@SLA.Law or call (866) 99-FRANCHISE.



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How to Create a Pet Business Brand with a Higher Purpose

Make doing something for the greater good your mission.

By Erica Salvemini

Why does purpose within a business model matter? It's how you gain excitement from your clients and ultimately turn them into evangelists who fall head over heels for you and get others to do the same.

Let's face it, people want to spend their hard-earned money on products and services they believe in from their very core, especially when it's for their babies; whether it be the two or four-legged kind.

What's your business' true mission? To gain and keep your clients happy, you need to make them feel emotional about what you have to offer. How? By being authentic. Truth, authenticity, and

a higher purpose is the direct route to your clients' heart. Doing something for the greater good that is not just about the bottom line is the space where success thrives.

GAINING LOYALTY

Since day one, Just 4 Paws has said, "We exist solely to help people help their pets." We promised our clients from the beginning that their pets' safety and comfort would always be our priority number one. We've remained successful for nearly 20 years now because we set our mission and kept true to our word. Integrity is tangible in everything we do. This is easy to accomplish when you truly believe in what you're creating, and it comes straight from the heart.

Customers today are smarter and

savvier than ever before. A business' sole purpose and belief in its mission should be felt by the customer from the very first point of contact, from the first phone call, online order, greeting at reception, to the completion of services and even in the follow-up. If that love isn't felt, the customer will know it, and you run the risk of losing them.





PHOTO BY JKSTOCK

START SMART



Customers today are smarter and savvier than ever before.

CONSCIOUS CAPITALISM

Humans are so much more than just a brain and physical body; we're made up of energy that affects us emotionally as well. Having the ability to feel and follow our intuition is a key component we're designed with specifically for self preservation. So when something feels different or off, our fight or flight instincts can kick in. A negative interaction with a business can be subtle for the client, yet create long lasting ripple effects felt in your bottom line. We've all been there. How many times have you gone into a store, or called to inquire about services and you just knew, "I don't like the way this makes me

feel so I'm not buying here." How many people did you tell or post reviews about your experience? This is why running a conscious business is so important to its overall success today; especially due to the nature of this media, tech-savvy age we're living in.

WHY THE PET INDUSTRY?

In the face of recessions and our first modern-day pandemic, this industry has shown time and again to be an indomitable force. The pet industry is not only resilient but continues to grow by leaps and bounds. Pet ownership rates continue to rise, even more since the pandemic began in 2020. More than ever, pet owners see their pets as family, wanting to provide them with a quality life and specialized care. This industry as a whole will expand, allowing new points of entry. By every metric, the pet industry represents one of the most lucrative opportunities at this time.

FINDING YOUR NICHE

As a former marketing director turned energy practitioner and pet industry expert, I have my feet planted firmly in

two booming industries; Pet Care and the Health and Wellness Industry. As a master Reiki practitioner, I have built my conscious pet grooming business model, franchise disclosure document, and grooming academy all on the foundation of understanding the importance of energy. This gets at the heart and soul of my business' mission as well as everything I do in my personal life. ▶

What's your niche? If you have a passion for animals and a creative entrepreneurial style, this could be a great industry choice for you. Consider creating a conscious pet business brand of your own. For a free pet industry consultation call or more tips, ideas or scoop on my exclusive industry trade secrets, please contact me via email or phone: erica@just4pawspetspa.com (201) 460-1900



Erica Salvemini is the owner/founder of Just 4 Paws Spa and Academy and J4P Franchise, LLC. This former marketing gal turned pet industry expert has spent nearly 20 years creating a successful pet care brand that offers and teaches conscious pet care in a comforting and safe environment for all pets.



PHOTO BY ELIZAVETA GALITSKAIA

The Dog is Good® Pop-up Shop - a Business for Entrepreneurial Dog Lovers

The pop-up shop model is a powerful and effective way to reach the consumer.

Are you undecided or just not ready for a franchise, but looking for an opportunity? Dog is Good (DIG), the lifestyle brand for dog lovers, offers an opportunity to create your own business while leveraging the power and attractiveness of the Dog is Good brand. DIG



has been helping entrepreneurs who love dogs to grow their own businesses by showcasing the DIG product line.

The pop-up shop model is a powerful and effective way to reach the consumer - events, pop-up shops, festivals, dog-related events, and trunk shows in existing retail establishments and corporate businesses are all possibilities. DIG Pop-up Shop operators are showing up in all kinds of venues and delighting dog lovers with award-winning, dog-themed apparel, gifts, accessories, and more, including some amazing pet consumables.

DIG is not selling a franchise opportunity. In fact, all DIG requires is that you purchase the amount of inventory you need to sell at the events you intend to do. There are no restrictions on what other products the operators may sell and there are none of the traditional requirements of the franchise model - no franchise fee, no royalties, no marketing charges, and no required product mix. DIG maintains nothing more than a wholesaler to retailer model just as they do with brick-and-mortar stores. And as they do with store buyers, DIG goes the extra mile to help ensure success. DIG starts you off with on-going training and strategy sessions. There is an online community of dog-loving entrepreneurs to share ideas and provide support. The DIG Pop Up is a fun and simple business to enter the booming pet industry and turn a love for dogs into a profitable business.

For more information:
www.dogisgood.com/pop-up-shop-opportunity-2022



DOG IS GOOD

10531 Humbolt Ave
 Los Alamitos, CA 90720

1-888-DIG-DOGS
info@dogisgood.com
www.dogisgood.com

ANGEL'S FIVE-STAR PET CARE

Angel's Five-Star Pet Care... more than just pet sitting and dog walking.

WHAT WE STAND FOR

Angel's Five-Star Pet Care is about more than just pet sitting and dog walking, it is a state of mind! Our mission is to give absolute peace of mind to our customers through our passion, trust, and professionalism. Angel's Five-Star Pet Care is a franchise of pet sitting, dog walking, and pet services with high



standard quality. Five-Star franchisees provide the Five-Star pet care needed for our customers, daily exercise for their pets, help in their day-to-day life, and support at their pets' end of life. Whatever the need or situation may be, each pet

is unique and deserves to receive high-quality services. This is why Angel's Five-Star Pet Care provides the best or nothing to take care of our customers' loving companions in the comfort of their homes.

With the stress of our daily lives, our customers deserve to know that their pets are taken care of with the best services possible while they are away from home. That is, having the peace of mind that Angel's Five-Star Pet Care will use their skills and passion to make their pets as comfortable and happy as possible during their absence.

WHY YOU SHOULD JOIN US

In the U.S., about 68% of households own a pet, that is 68% of households in need of high-standard ser-

vices for their pets, with about \$72 billion spent per year (in 2017) in pet services. Our franchise gives you the opportunity to make your love for pets your business, with an affordable, quick, and easy business start. You will experience team support, trust from your customers, involvement in your community, satisfaction in your work life, and more. Your values, added to our partnership will provide the best care for Angel's Five-Star Pet Care customers.



ANGEL'S FIVE-STAR PET CARE LLC

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478
Santa Barbara, CA 93101

(805) 453-8510
sb@angels-five-star-petcare.com
www.angels-five-star-petcare.com

All American Pet Resorts

AAPR provides an increasingly needed service to a constantly expanding market.

The AAPR mission is to be the most professional, trusted and relied upon pet care experts providing a remarkable client experience while giving their dogs (and cats) the highest level of care in a safe, secure and fun environment. We are committed to helping franchisees achieve their entrepreneurial dream while realizing financial reward, career independence and an enhanced quality of life.

While boarding is still our core service, as the pet care industry grew, so too have our service offerings. Across our franchises, we provide various daycare programs, high margin long-term and short-term boarding and grooming services. We are always working on new products and services to accommodate our clients and increase revenue for our franchisees. Customers love our 24/7 staff, dispensing of meds, and web-based cameras to see how their pet is doing.

Our franchisee training and support includes real

estate/construction, store design, operations, sales/finance, marketing, employee training, profitability management, technology and more.

A strong AAPR franchisee is naturally customer service-oriented, demonstrates good people skills, have a desire to serve the community...and of course, love dogs.

We require our candidates have a total net worth of \$2.5 million+, with \$500,000 liquid capital. Currently all states are open for development. Although previous business ownership is not required, it is important for a candidate to have solid business acumen, be numbers oriented and profit motivated.

Per 2020 FDD Item 19, financial representation – average annual gross revenue, \$1,319,967. Average annual EBIDTA, \$239,318. Candidates must follow a mutual evaluation process and demonstrate the ability to follow direction and accept coaching from corporate team members and already successful franchise owners.



ALL AMERICAN PET RESORTS, LLC

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(231) 898-6344
jo@yourfranchisesuccess.com
www.allamericanpetresorts.com

Disrupt the Catus Quo

Join our growing pride of animal enthusiasts turned entrepreneurs as we continue our mission to change the way people think about cats and cat care.

A Happy Cat Hotel & Spa Franchise is a premier, world class care facility designed and engineered exclusively for cats. Happy Cat Hotels and Spas are boutiques – that is quiet, serene environments that allow you every opportunity to immerse yourself in a hands-on cat experience WHILE growing a successful business along the way.

The dog daycare and boarding centers will tell you that the US has gone to the dogs but those looking under the fold know that there are more cats owned and cared for in the US than dogs. In fact, cat ownership exceeded dog ownership as early as 2004. As of 2018, there are estimated to be 2.1 cats per family in the US – compared to 1.2 dogs per dog



owning family. It is a more affluent demographic, a more travel-ready demographic, and a demographic with virtually no options in their respective markets. That means no competition! Cat enthusiasts are not boarding or grooming their cat's at a dog spot. If you see the wisdom in this, you're already halfway there.

Consider...

- 67% of all cats are owned by boomers or millennials
- 72% cat owners are not influenced by the economy
- 53% cat owners have more than one cat
- 60 million dog families with a total of 89.7 million dogs VS. **47 million** cat families with a total of **95.6 million cats**
- 60% of pet owning households at "high-income" level
- Cat ownership among seniors up 43 percent in last decade

Owning your own business isn't easy. After 20 years in small business, our founders can tell you that first hand! But Happy Cat Franchising Inc. has the tools and resources to help you grow as an independent businessperson in a profitable business you can truly love. Stop thinking about making that change and make that change. Remember, **today** is your best opportunity to take control of tomorrow. If you're ready for a change in both life and work and love animals but have never thought there was a way to make a living doing so, you should check out Happy Cat Franchising. It's the cat's pajamas!

THE
Happy Cat
HOTEL
Franchising Inc.

HAPPY CAT HOTEL FRANCHISING, INC.

446 Broad St.
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www.happycatfranchising.com

ITEK Construction & Consulting

Full-Service Construction

ITEK Construction is a full service construction company, located in Herndon Virginia. Established in 1994 with a clear strategy of continuing growth, as a general contractor, ITEK Construction, Inc. has built a solid reputation of stability and exceptional client services. Our quality and satisfactory services are the reason why a large percentage of our business is with repeat clients who place their trust in us. We are committed to providing the necessary resources to complete the project on time and within budget despite the many challenges that are encountered. We manage all aspects of the commercial construction process. Our talented and loyal staff is the core of our success. Our team has broad skills and experience in construction estimating, management, and project development.

ITEK believes that every client should enjoy a finished project with their expectations surpassed. The owners are integrated in the construction process. We continue to be recognized for our top-notch construction workmanship, superior commercial construction services to our clients, highest level of safety standards and contributions to our community.

ITEK has been exceeding the established goals in almost every instance. Pursuing satisfaction of our clients in the construction industry, we tackle each challenge with safe, reliable and innovative solutions.

CORE VALUES

We believe that fostering relationships, constant pursuit of excellence, community responsibility and ethical behavior yield the highest quality of work. Project success is determined by understanding our clients needs, business objectives, and even their competitive markets, in order to accurately define their real project needs and constraints.

We believe that the highest quality work and customer satisfaction result from adherence to these values.

SKILLS & KNOWLEDGE

We approach every project with one goal in mind; to exceed client's expectations. We are able to achieve this goal because we hire the finest talent, manage every detail, imagine the unknown and articulate it for others, translate the new ideas into concrete forms and set one of the highest quality standards in the commercial construction industry.

APPROACH

Organizations demand fast and efficient projects that do not interrupt their business operations. At ITEK, project success is determined early on, sometimes even before actual work begins. We continually seek alternatives that will reduce the cost and duration of each project, while maintaining clean, safe and unobtrusive construction sites. We seek to understand the foundations of our clients' criteria for decision making.



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Your Passion. Your Patients. Your Profits.

Why ApexNetwork Franchise is the best choice in the industry.

ApexNetwork Physical Therapy specializes in outpatient physical therapy and industrial rehabilitation. With more than 20 years of experience and 90+ locations in 13 states, they are one of the leading sources for owning and operating therapy clinics. Their growing brand strength and recognition are synonymous with exceptional rehabilitation services.

At ApexNetwork, the operations team guides you in site selection, lease consultation, strategic operational efficiencies, patient compliance, and ongoing practical review of KPIs and data analytics. Billing and collection services will be handled by experienced professionals to maximize reimbursement and improve collections. Other billing services include insurance credentialing, guidance with Medicare and HIPAA compliance, and insurance regulation updates.

ApexNetwork provides state and federal compliance policies, as well as procedure manuals, web-based human resource support and management systems. Their marketing team provides training in effective marketing techniques and work with you to develop a customized and strategic marketing plan enabling you to grow your referral base and patient volume. They provide website maintenance, social media and SEO management, and patient review tracking. In the ever-changing media world, the ApexNetwork advertising and design team stays on top of trends assisting with development of distinctive branded materials.

ApexNetwork Physical Therapy offers unique business models that are designed to maximize profitability by providing you with the tools and resources to optimize your practice as a Franchisee. Models include 100% Ownership, Partnerships, and Conversions. So, whether you own your practice, or would like to open up your own, we invite you to explore teaming up with ApexNetwork Physical Therapy.



"The franchise route was the best route because I didn't have to make expensive mistakes. Apex's support with billing, credentialing, human resources, marketing and advertising allows me to build a network in my region as big or as small as the region can sustain. It is completely scalable. Once I was committed to the process, everything unfolded as expected, as it should. ApexNetwork allows me to the opportunity to bring high quality services to an underserved region with a system and a model with a demonstrated track record. It then becomes my choice how far I want to take it." – Tim C.



APEXNETWORK PHYSICAL THERAPY

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BY THE NUMBERS

THE GLOBAL PET MARKET IS WORTH
\$179.4 BILLION

SOURCE: GLOBAL INDUSTRY ANALYSTS



MORE THAN 50% OF PET OWNERS ARE WILLING TO PAY MORE FOR ECO-FRIENDLY PET CARE PRODUCTS.

SOURCE: PET FOOD PROCESSING

BY 2025, THE PET GROOMING INDUSTRY IS PROJECTED TO GROW TO \$14.5 BILLION.

THUMB TACK

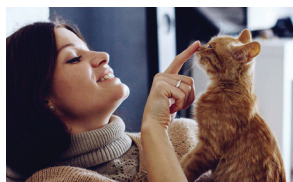
PEOPLE SPEND BETWEEN
\$70-\$80
ON A SINGLE DOG GROOMING SESSION.

SOURCE: THUMB TACK



DURING 2022-2025, THE PET ACCESSORIES MARKET IS EXPECTED TO GROW BY \$9.2 BILLION.

SOURCE: TECHNAVIO



PET SUPPLEMENT SALES HAD A GROWTH OF **116%** FROM 2019 TO 2020 AND CONTINUE TO GROW.

SOURCE: KERRY

IN THE USA, **83% OF DOGS AND 17% OF CATS** ARE INSURED.

SOURCE: TODAY'S VETERINARY BUSINESS



IT IS PROJECTED THAT PEOPLE IN THE USA WILL SPEND CLOSE TO **\$109.6 BILLION** ON THEIR PETS IN 2022.

SOURCE: APPA



IN 2021, IT WAS REPORTED THAT **48% OF PEOPLE** WHO GIVE THEIR PETS CBD OIL OFFER IT AS EDIBLE TREATS.

SOURCE: STATISTA



IN 2020, THERE WAS AN **18% INCREASE** IN PET FOOD SALES IN THE USA.

SOURCE: PET FOOD INDUSTRY

THE PET-SITTING MARKET SIZE WAS **\$2.6 BILLION** IN 2019 AND IS EXPECTED TO GROW.

SOURCE: GRAND VIEW RESEARCH

WHILE GENERAL PET OWNERSHIP HAS INCREASED DURING THE PANDEMIC, THE NUMBER OF ANIMALS ADOPTED FROM SHELTERS DROPPED **BY 20%** IN 2020.

SOURCE: DVM 360

THE GLOBAL NATURAL PET FOOD MARKET HAS A VALUE OF **\$22.8 BILLION**.

SOURCE: BUSINESS WIRE

AN AVERAGE OF **42%** OF DOG AND CAT OWNERS WILL SPEND MORE MONEY ON PREMIUM PET FOOD.

SOURCE: DVM 360

OVER THE LAST 5 YEARS, RAW DOG FOOD HAS SEEN A **147% INCREASE** IN PURCHASING PATTERNS.

SOURCE: EXPLODING TOPICS

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