

AMERICA'S BEST BUSINESS OPPORTUNITY MAGAZINE

FranchiseConnect®

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MAR/APR 2023

**WHY ARE FRANCHISE
SALES EXPLODING?**

**INVESTING IN PET FRANCHISES:
AN EXCITING OPPORTUNITY
FOR SAVVY INVESTORS**

**HOW TO STAY MOTIVATED AS
A SMALL BUSINESS OWNER?**

**2023 FRANCHISE
TRENDS**

**THE PET FRANCHISE
MARKET IS BOOMING**

**SPECIAL SECTION:
PET FRANCHISES**

**WHY THE PETCONOMY IS
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**EXCLUSIVE INTERVIEW
WITH SCENTHOUND FOUNDERS
TIM AND JESSICA VOGEL**



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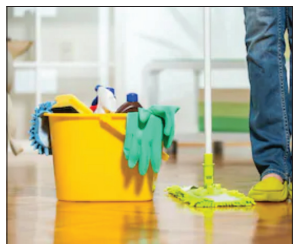
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– Henry Ford



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- ▶ Expert Advice
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- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles



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Meow. Woof. Chirp. Peep. Squeak.

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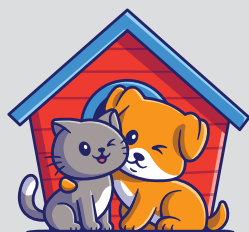
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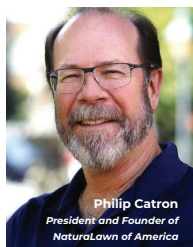
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SALES EXPECTED TO REACH \$190 BILLION BY 2027

The pandemic has undoubtedly changed our lives in many ways, including how we interact with our pets. For many, pets have been a source of comfort and companionship during times of isolation and uncertainty. Consequently, the pet industry has seen a significant boost in sales over the past two years, with growth rates reaching as high as 13.7% in 2021.

However, as we enter 2023, the growth rate has slowed to 9%, largely due to inflation. Nevertheless, the industry has remained resilient and has continued to outperform other consumer markets. In fact, according to surveys conducted among pet owners, pet products and services are among the last items to be cut from household spending, second only to human medicine and healthcare. This reflects the deep commitment that Americans have to their pets and their willingness to invest in their care, despite higher prices.

Moreover, the industry has been evolving to adapt to changing consumer needs and preferences. The trend toward omnichannel and minimarket directions has been gaining momentum, while mergers and acquisitions and investment activity continue to be strong. As a result, industry analysts predict ongoing growth across all pet industry sectors through 2027, with sales expected to top \$190 billion.



Several trends are expected to drive this growth. One of these is premiumization, as pet owners increasingly seek high-quality, specialty products and services. Another trend is health and wellness, with an emphasis on natural and organic products and preventative care. Sustainability is also becoming a key consideration for many consumers, with demand for eco-friendly products and packaging on the rise.

Finally, digital innovation and e-commerce are transforming the industry, as consumers increasingly turn to online shopping and delivery services for their pet needs. This trend has only accelerated during the pandemic, as consumers sought to minimize their trips to physical stores.

Given these trends and the continued growth of the pet industry, now is a great time to invest in a pet franchise. The industry offers a range of opportunities, from pet grooming and daycare services to specialty retail stores and veterinary clinics. Our TOP 100 Pet Franchise companies list is a great place to start your research, with many informative articles and links to company websites. So, if you're looking for a rewarding and profitable business opportunity, consider investing in the growing and resilient pet industry.

In conclusion, while the pandemic has presented many challenges, it has also highlighted the importance of pets in our lives and the resilience of the pet industry. As consumers increasingly prioritize their pets' well-being, the industry is poised for continued growth and innovation in the years to come.

Sitki Kazanci

SITKI KAZANCI / Founder-Publisher

REFLECTING
BOTH THE
HIGHER
PRICES AND
AMERICANS' DEEP
COMMITMENTS
TO THEIR PETS,
PET PARENTS
REMAIN
TENACIOUS WHEN
IT COMES TO PET
CARE.

WHY THE PETCONOMY IS WHERE YOU SHOULD BE

There are many impressive numbers in the pet industry.

By Christopher Conner

America loves its pets, with approximately 90.5 million U.S. households owning a pet, which is 70% of households. According to Morgan Stanley Research, the petconomy is projected to grow at an 8% compound annual growth rate by 2030, with the industry expected to reach around \$277 billion. This makes it an industry with one of the largest rates of return in any retail segment. Investing in a pet-focused franchise makes

sense given these numbers. In fact, there is a vast selection of concepts in the market that caters to different tastes, talents, and lifestyles.

We have only just begun to scratch the surface of the industry's stability. The keys to any franchise investment are delving into the numbers, support, replicability, and branding. Whether the customer is Fido or Felix, what you are purchasing are the proven systems, the model, and the partnership with the franchisor. Here are some different concepts and why they work well as franchises.

HARNESSING RETAIL: CIAO BOW WOW

Ciao Bow Wow is a fresh-to-market dog and cat retail stop that has perfected what it means to be a big dog in the industry. The company is a one-stop-shop for all dog and cat needs, including high-quality foods, bedding, treats, accessories, toys, apparel, and supplements at competitive prices. Treats and preservative-free foods are predicted to be the largest portion of the pet industry, bringing in around \$158 billion by 2030, and Ciao Bow Wow makes



it incredibly easy to grab a piece of the action. Being a standout in the pet industry is essential, and Ciao Bow Wow achieves this by being health-consciousness and sourcing from the best vendors in the industry. Visit www.ciaobowwowfranchise.com to get started.

SCOOP UP SUCCESS WITH YARDSWEEPERS

There are substantial rewards to be had in the pet clean-up niche, with some businesses in the U.S. reporting over \$1 million in annual revenue just from poop scooping! Yardsweepers is a franchise in this segment that not only earns revenue from the service-driven scooping portion but also has a strong revenue stream from pet waste station installation. Since poop never stops, Yardsweepers grows exponentially and scales easily. Stack your contract clients through HOAs, county parks, or apartment complexes. Visit www.yardsweepersfranchise.com to learn more about this brand.

DESTINY CALLS: CALLING ALL DOGS AND CATS

Pet sitting and boarding are another significant portion of the pet services industry. Pet sitting is predicted to grow at an 11.5% rate from now until 2030, according to Grandview Research. Pet sitting may be ideal for an animal-lover who is ready to start a business that is primed for profit and in-demand in most U.S. markets. Calling All Dogs and Cats, a dog walking and pet sitting business based in Florida, has made a strong start in this market. A custom app, eye-catching branding, and a five-star reputation have all contributed to putting the business on the map quickly since it was acquired in 2017 by Steve Bambace. Since pet sitting and dog walking are service-based, franchisees can expect to see strong profits quickly and do not have to worry about any inventory. Further, just like poop-scooping, pet sitting is scalable and



does not require any special certifications for staff. Find information on Calling All Dogs and Cats at www.callingalldogsandcats.com/franchise-opportunities.

A CUT ABOVE THE REST: PREMIUM PAWS MOBILE GROOMING

When it comes to our pets, it's not surprising that their food, treats, and upkeep are not compromised when budget cuts are needed for a household. The pandemic proved this point, as people rushed out to get new pets and then looked for ways to save money on their fur baby's lifestyle. Premium Paws Mobile Grooming capitalizes on the fur and nail necessities for pets, but takes it a step further by making the services ultra-convenient with house calls (or visits to businesses). Franchisees can enter the recession-proof pet industry with a custom-outfitted trailer. With grooming, pet owners tend to schedule their pet's sessions regularly, which means predictable income on a flexible schedule for Premium Paws franchisees. Visit their site at www.premiumpawsfranchise.com to learn more.

There are many impressive numbers in the pet industry. The growth rate is staggering and was boosted even more during the pandemic. Many of the aforementioned businesses see great return on investment, especially compared to other concepts out there. One of the best things about pet services is that they're fun to operate! Franchise Marketing Systems has helped hundreds of businesses throughout the world franchise their business, and eager entrepreneurs find the business of their dreams. To learn more about our franchise development services, financing resources, marketing services, or to get connected with a franchise that's right for you, visit www.fmsfranchise.com or give us a call at (800) 610-0292. ▶



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



PHOTO BY BRUCE MAPS

CAN'T SAY YES?

HERE'S THE HARD TRUTH

Your Dream + Strong Leadership + Proper Capitalization + Action = Success.

By Kimberley J. Daly

Since 2020, I have noticed a shift in the need for information from almost every candidate I have worked with. This shift is stealing their dreams of business ownership. I believe that everyone who starts this process wants personal, professional, and financial freedom. It is disheartening to see so many walking away without a business.

Business ownership is not for everyone. The only way to know if business ownership is right for you is to invest



PHOTO BY CHRISTINA MORILLO



BUSINESS ADVICE

time to explore and ask questions. I am not disappointed when people say no because I could never do my job with any integrity if that were the case. After two decades of experience in franchise consulting, I know when someone is really not ready versus when they are letting fear of the unknown steal their dreams.

The hard truth is that the world has not intrinsically changed since 2020. But what has changed is our sense of stability. On March 13, 2020, the U.S. shut down for the first time in our lifetime, and none of us knew what to expect. Our stability point was rocked that day.

While the pandemic is over, life has returned to normal, but our set point for stability has not yet returned to normal. Deep down, many people were so rocked by the pandemic that, just as with any other deep-seated fear, it is hard to let go and trust that all is well and will be well. To make matters worse, the media's focus on recession trends perpetuates this fear, uncertainty, and instability. These fears are not conscious thoughts, but because I work with so many people, I see a common pattern. I am writing about it because awareness is the first step to change.

Fear is a funny thing. We do not call it fear because no one wants to admit they are afraid. But here is how fear presents itself in the franchise investigation process:

- Needing more information to decide—information that even before 2020 was not available until after you said yes. Now people are walking away from their dreams without this information.
- Needing more time; time is the greatest enemy of our dreams. I am not advocating rushing, but I am serious about deciding and committing immediately after completing all the steps. The more time that passes between discovery day and your final answer, the more likely you are to say no. Not because



the business is not right, but because time without action and commitment creates fear and doubt.

- Needing to create a perfect proforma and having knowledge of how sales will ramp before saying yes. While some of this data is possible to find before saying yes, a perfect proforma is too high of an expectation. Until you show up for your business and execute on what you have been trained to do, no one, and I mean no one, can tell you how your sales will ramp. This was true before 2020 and will be true forever. Right now, this seems to be tripping candidates up and stalling their ability to make a decision, which in fact is their decision.

There are other ways we disguise our fear in this process, and again, I am not judging or saying anyone is wrong for how they feel. But, if you want my help to say yes! to your business ownership dreams because you know that owning a business is the only way to true personal, professional, and financial freedom, then you must be willing to hear the hard truth.

Suppose you have a strong reason and a clear vision for the future that you want to create, and you follow my guidance through a due diligence process that typically takes one to two months. In that process, you will find a leadership

team that inspires you, people who have built something that you admire and want to build for yourself. If you can do that, you should feel confident in the face of uncertainty and pursue your dreams! Remember, nothing will ever be perfect, and you will never be able to know everything before saying yes. If you try to solve tomorrow's challenges with today's information, you will never take action. Instead, you should embrace the fact that you are going into business for yourself, but not by yourself. Relax, knowing that together with your franchise family, you can tackle whatever challenges come your way. This was true before 2020 and will be true forever. The only reason people fail at anything is that they quit when they start listening to their fear. The winning formula for franchise ownership success is:

Your dream + strong leadership + proper capitalization + action = Success ▶



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.



WHY YOU SHOULD TRAIN YOUR STAFF EVERY DAY!

The higher the service level, the more successful the company will be.

By Nancy Friedman

I have trained hundreds of thousands of businesses to improve their communication and customer service, and there is no question that training directly impacts employee efficiency, the success of the company, and its sales. Why? Because more business is lost due to poor service and poor treatment than poor product.

The single greatest way a small business or any company can distinguish itself from its competition is by the level of service it offers. The higher the service level, the more successful the company will be.

Companies spend large amounts of marketing dollars trying to convince us to buy their products. However, if customer contact is not handled just right by employees in a store, at a call center, or on the web by the customer service representative, all that money is wasted. You have one chance to make a first impression and gain a repeat customer. Poor customer service by an employee can stop a purchase, create adverse social media reactions, and ruin a brand.

The main reason for poor service is almost always the need for proper training. Yet, for many companies, there are higher priorities than training employees. Managers are so busy putting out daily fires that they overlook the fact that they are losing business by not serving their customers. Smart businesses that truly care about dealing with the public and providing quality customer service invest in employee training programs.



There is a direct correlation between employee training and improving business and sales. Companies that do not invest in training will be at a disadvantage in today's competitive business environment. Start the year right and get training!

P.S. If you brush your teeth every day, shouldn't you train your staff every day? ▮



Nancy Friedman 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! Call (314) 291-1012, or call Nancy direct at (314) 276-1012 or email nancy@telephonedoctor.com.

COVER
STORY

PET FRANCHISES INDUSTRY REPORT 2023

By Elizabeth Adams

The pet franchise industry has been rapidly growing over the past few years. This growth is expected to continue in 2023 and beyond, as pet ownership continues to rise in many parts of the world. In this article, we will be examining the pet franchise industry report for 2023, including its current state, trends, challenges, and opportunities.



IMAGE BY JESS FOAMI





PHOTO BY ZIGMARS BERZINS

PET FRANCHISES INDUSTRY REPORT 2023

CURRENT STATE OF THE PET FRANCHISE INDUSTRY

According to the pet franchise industry report for 2023, the industry is currently experiencing significant growth. The report estimates that the global pet care market will reach \$269.9 billion by 2023, with the Asia Pacific region being the fastest-growing market.

The report also notes that the pet grooming and boarding segment is expected to be the fastest-growing segment within the pet care industry. This is due to the increasing

demand for pet grooming services, as pet owners are becoming more concerned with the health and hygiene of their pets.

In addition to grooming and boarding services, the report highlights the growing demand for pet food and supplies. This is driven by the increasing number of pet owners who are willing to spend more on high-quality pet food and accessories.

TRENDS IN THE PET FRANCHISE INDUSTRY

One of the major trends in the pet franchise industry is the rise of mobile pet grooming

services. Many pet owners are looking for convenient and flexible grooming services, and mobile grooming offers just that. Mobile grooming services are also becoming more popular in urban areas, where pet owners may not have easy access to traditional grooming salons.

Another trend in the industry is the growing demand for natural and organic pet products. Many pet owners are concerned about the ingredients in traditional pet food and are willing to pay more for natural and organic options. This trend is also driving the growth of specialty pet stores that offer a wide range of natural and organic pet products.

CHALLENGES IN THE PET FRANCHISE INDUSTRY

One of the major challenges in the pet franchise industry is the increasing competition. As the industry continues to grow, more and more businesses are entering the market, making it harder for existing businesses to stand out. To succeed in the industry, pet franchise businesses must differentiate themselves by offering unique services or products.

Another challenge in the industry is the rising cost of supplies and equipment. As the demand for pet products and services continues to grow, so does the cost of supplies and equipment. This can be particularly challenging for small pet franchise businesses that may not have the same purchasing power as larger competitors.

OPPORTUNITIES IN THE PET FRANCHISE INDUSTRY

Despite the challenges, there are also many opportunities for growth in the pet franchise industry. One of the major opportunities is the increasing demand for pet-related services in emerging markets, particularly in the Asia Pacific region. As pet ownership continues to rise in these markets, there is a growing need for pet grooming, boarding, and other services.

Another opportunity in the industry is the growing demand for premium and specialty pet products. As mentioned earlier, many pet owners are willing to pay more for high-quality pet products, and this trend is



PHOTO BY JAN STEINER



expected to continue in the coming years. Pet franchise businesses that can offer unique and high-quality products are likely to see strong growth in the future.

CONCLUSION

The pet franchise industry report for 2023 highlights the current state, trends, challenges, and opportunities in the industry. While the industry is growing rapidly, there are also challenges that businesses must overcome to succeed. However, with the right strategies and approach, there are many opportunities for growth and success in the pet franchise industry. As pet ownership continues to rise around the world, it is clear that the demand for pet-related products and services will continue to grow, making this an exciting time for pet franchise businesses.

FACTORS DRIVING GROWTH IN THE PET FRANCHISE INDUSTRY

There are several factors driving the growth of the pet franchise industry. One of the major factors is the increasing number of pet owners worldwide. According to the American Pet Products Association (APPA), approximately 85 million households in the United States own a pet, which is up from

56% in 1988. The growth in pet ownership is also being seen in other parts of the world, particularly in emerging markets such as China, India, and Brazil.

Another factor driving growth in the industry is the increasing importance of pets in people's lives. Many pet owners consider their pets to be part of their family, and they are willing to spend more on products and services that will keep their pets happy and healthy. This has led to the rise of premium and specialty pet products, such as organic pet food and luxury pet accessories.

Finally, the growth of the pet franchise industry is also being driven by the increasing availability of pet-related services. In addition to traditional grooming and boarding services, many pet franchise businesses are now offering specialized services such as pet training, dog walking, and pet sitting. This has made it easier for pet owners to take care of their pets, even if they have busy schedules.

KEY TRENDS IN THE PET FRANCHISE INDUSTRY

There are several key trends in the pet franchise industry that are shaping its future. One of the major trends is the rise of technology in pet care. This includes everything



THE PET STORES INDUSTRY IN THE US

Over the past five years, pet stores have experienced an annualized growth rate of 4.0%, with an estimated 0.3% growth expected in the current year. By the end of 2023, the industry is projected to generate \$29.4 billion in revenue, with a profit margin of 1.9%. The largest demographic of pet owners is millennials, who have seen income growth that allows them to live independently and spend more confidently on their pets. According to the American Pet Products Association's 2021–2022 National Pet Owners Survey, 70.0% of U.S. households, or 90.5 million households, own a pet. Additionally, as Generation Z enters adulthood, the number of pet owners in the country is expected to increase. The pet stores industry in the U.S. currently has 17,771 businesses and employs 134,404 individuals.

PET FRANCHISES INDUSTRY REPORT 2023



from smart pet feeders to wearable technology for pets. Pet franchise businesses that can incorporate technology into their services and products are likely to see strong growth in the coming years.

Another key trend in the industry is the growing demand for natural and organic pet products. This trend is being driven by pet owners who are concerned about the ingredients in traditional pet food and want

to provide their pets with the best possible nutrition. Pet franchise businesses that can offer high-quality natural and organic products are likely to see strong growth in the future.

There is a trend toward customization in the pet franchise industry. Pet owners want services and products that are tailored to their pets' individual needs and preferences. This has led to the rise of personalized

grooming services and customizable pet products.

Finally, there is a challenge around attracting and retaining talent in the industry. As the demand for pet-related services grows, there is an increasing need for skilled and experienced professionals in the industry. Pet franchise businesses that can attract and retain top talent are more likely to succeed in the long run. ▀



PHOTO BY CHEN DONGSHAN

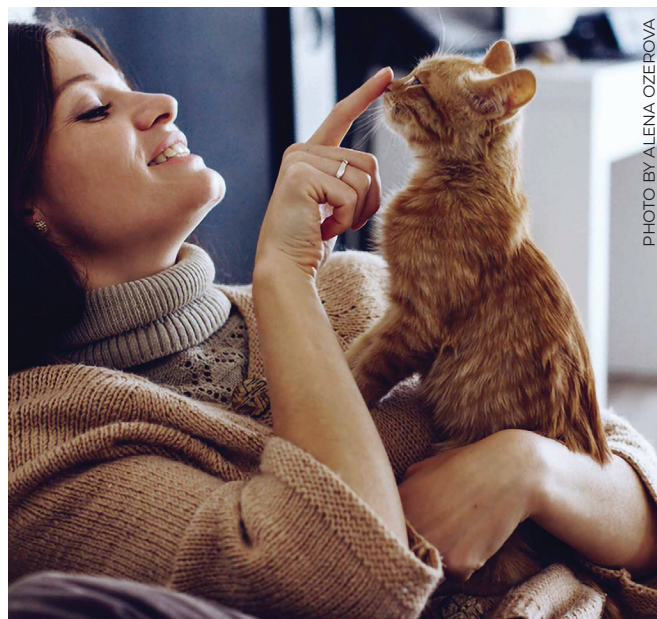


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MEET THE PEOPLE BEHIND THE BRANDS



Love a clean, healthy dog

Dogs require basic hygiene and routine care to stay clean, comfortable, and healthy.

By Sara Jensen

Tim and Jessica Vogel founded Scenthound in 2015, the first membership-based dog care franchise concept focused on wellness. The company offers affordable and convenient services for routine dog care, including a Basic Hygiene package with a bath, nail clip, ear cleaning, and teeth brushing. They also provide other services such as haircuts, blow-drying, gland expression, flea/tick treatments, plaque reduction, and shedding. According to the Vogels,

regular maintenance is crucial for a dog's overall health and comfort.

Here is our interview with the Vogels:

What inspired you to create Scenthound, and what does the concept entail?

We're dog lovers and always have been. Many moons ago, we decided to turn our dog passion into a business. We started as mobile dog grooming in 2005, then expanded with grooming salons in 2010. We met thousands

of dogs and their parents, and after many years of caring for all sorts of dogs, we discovered that most dogs out there were not getting the routine care they needed to stay clean, comfortable, and healthy. Not all dogs need traditional grooming. Nine of the 10 most popular breeds don't require haircuts, but every dog needs essential care like bathing, ear cleaning, nail trimming, and dental care. Too many dogs out there are not getting the care they need because dog parents either don't know they need it or don't know an easy and affordable way to get it. Thus, Scenthound was born.

Scenthound provides the routine care and essential hygiene services that all dogs need. Our unique approach focuses on preventive maintenance in five core areas: skin, coat, ears, nails, and teeth (SCENT).

We desire to remove barriers so people can love and connect with their dogs daily. Our goal is to help all dogs stay clean, healthy, and happy by educating dog parents and providing an accessible place for them to get the primary care their dogs need.

Given your backgrounds, can you share your degrees and how you started the franchise business as a husband-and-wife couple?

Tim: As is often the case, people are at the core of our business. My degree in





Tim Vogel
Co-Founder and
Chief Executive Officer

Jessica Vogel
Co-Founder and
Chief Brand Officer

psychology taught me an understanding of how people think, which has been essential to understanding the needs and motivations of our team members and customers. It has allowed us to create a culture of empathy, purpose, and accountability that sets us apart from other businesses. Psychology is all about mindset and behaviors, so it has been incredibly valuable to have this perspective when making decisions for our business.

Jessica: I bring a completely different viewpoint from Tim to the business. Fortunately, our skillsets complement each other's very well. My design degree and the early part of my career in the creative industry were instrumental in creating a powerful brand platform for Scenthound. I have a strong understanding of what makes a brand stand out. That, along with an eye for design and a fierce commitment to standards and consistency, has helped us create a strong visual identity, the brand, and an attractive environment that keeps our members coming back.

Who are your role models and most prominent influences, and how have they impacted your career?

Jessica: I have been fortunate to have many guiding influences throughout my life who have helped shape my path and guide me toward success. The most powerful was probably educators. I was a dancer growing up, and my dance school's director was uncompromising in her pursuit to uphold the highest standards for her students and taught me always to push myself harder. My teacher at an arts magnet program in high school taught me to think critically and creatively and inspired me to continue my education in design. In graduate school, I had the privilege of learning under a passionate educator whose dedication to excellence in design was contagious. He challenged me constantly to think outside the box and never settle for mediocrity.

Tim: I have used business coaches throughout



my career who have been invaluable to my development as an entrepreneur. There have been many points where I've felt stuck and needed help breaking through to the next level, where an outside perspective was needed to expose my blind spots and empower me to make necessary changes. I have also been heavily influenced by several organizations with which I've been involved. I am constantly learning, and my involvement in various business communities like the Entrepreneurs' Organization, the Titus Center for Franchising at Palm Beach Atlantic University, and the International Franchise Association has been an essential part of my growth.

What significant challenges did you face while building Scenthound, and how did you overcome them?

Being a first-of-its-kind business means there is no roadmap for us to follow. We are pioneering a new space in the pet industry, focusing on dogs' overall health and wellness through basic hygiene and routine care services. Our mission is to educate pet owners on the importance of regular, preventive care and its benefits to a dog's overall health. Scenthound is redefining an outdated industry, and we spent 10 years figuring out a scalable model in a highly fractured space so we could impact dogs and their families on a big scale.

A significant challenge for any expanding business is managing growth and scaling operations. As Scenthound continues to grow, we face new challenges and opportunities. We evaluate each location to ensure they



operate safely, consistently, and in alignment with the brand. We also put a great deal of effort toward a strong company culture, and we prioritize a sense of community among franchise owners and corporate employees, which helps to ensure everyone is aligned with the company's values and goals.

As the co-founders of Scenthound, can you describe a typical day and what you enjoy most about your job?

A typical day for each of us involves coaching and inspiring our teams and driving alignment with the overall vision in our respective areas of expertise. We ensure daily centering with the company vision and our brand standards and that everyone is aligned on what's best for our franchise partners and their customers. Our work is highly collaborative, and we work with a purpose and a goal to make the world a slightly better place.

Given the stage of the business we're in, our teams need to stay nimble to keep up with the fast-paced nature of an emerging brand that's set its sights on transforming an industry. It keeps things exciting and energy levels high. We are mission-driven and focused on building a strong culture which means pushing ourselves collectively daily.

We both agree that the most enjoyable aspect of our job is seeing our vision come to



life and the positive impact we are having on dogs and their parents across the nation. It's incredibly rewarding to work toward something bigger than us and amplify our impact as a team.

Why should aspiring entrepreneurs consider a pet-related franchise, and what are the advantages of owning a Scenthound franchise?

The pet space is booming, and with a unique model, Scenthound is perfectly positioned to lead a transformation in the \$136.8 billion

industry. With pet spending trends through the roof and an increased focus on people's relationships with their dogs, we are emerging at the right time for rapid growth. Scenthound has doubled in size in the last year, with 50 locations currently open and over 170 more across 23 states in development.

Our "Scencers" are conveniently located in errand-intensive mixed-use retail areas, so our customers can check to-dos off their lists while their dogs are in Scenthound's care. The average service time is 30–60 minutes, which keeps customers shopping nearby while they wait. Franchisees benefit from high-traffic visibility, which results in significant business growth potential.

We've also invested a lot in technology, with a proprietary app, to both enhance our customer's experience and to be able to provide personalized and curated solutions to dog parents in the most effective way.

What kind of training and support do you provide to your franchisees?

Scenthound has invested significantly in developing a robust infrastructure, building a support team, and establishing the systems, processes, and technology needed to support our aggressive growth plans. From day one, our franchise partners are provided with field-tested and proven systems for success. They are coached regularly on how to deliver the





outstanding service that is synonymous with the Scenthound brand.

Once a franchise partner joins the Scenthound Pack, they undergo an intensive onboarding program to help familiarize them with our culture and demonstrate how to live out the vision, mission, and values. This brand immersion includes Scenter visits and 30+ hours of hands-on training to help master each step in the basic hygiene and routine care process so that every dog gets the consistent and excellent care they deserve.

Beyond the initial training, our franchise partners receive ongoing support and a

dedicated corporate team to ensure the day-to-day success of their business. Through expert guidance on employee relations, hitting benchmarks, managing vendor relationships, and daily operations, franchisees have all the tools needed to drive maximum business value for their Scenter. This includes live webinars, recorded training through our learning management system, and one-on-one weekly calls with their franchise business coaches. Scenthound is committed to the success of their franchise partners and works side-by-side with them each step of the way.

Our franchisees also benefit from the

experience and knowledge of the other owners in the system with countless opportunities for interaction, from Scenthound's annual conference to regular peer group meetings. The partners within the Scenthound franchise system support and encourage each other as a family.

What advice would you give prospective franchisees who want to know about the profit potential of a Scenthound franchise?

The Scenthound model has been proven, and the profit potential is unlimited due to tremendous demand in a growing \$136 billion industry.

We provide the recipe for a proven model, detailed tools and training, and ongoing support with a revolutionary concept in an exploding industry, so the profit potential is very high. But ultimately, it is up to our franchise partners to make their businesses profitable. Tapping into a vast white space in a widely underserved market means there is ample opportunity to set themselves up for long-term success. Overall, the sky is the limit with Scenthound, but it will depend on each franchisee's ability to execute the business model effectively.

What are some of the most important lessons you've learned while growing Scenthound?

We have learned a lot! Over 18 years, the lessons are endless. One of the biggest lessons is to expect the unexpected and be open to change. When we look back on the early days, we laugh at our naivety about what it takes to build a business. But that's just part of the deal. Perseverance is critical as is the ability to recognize when pivoting might be the best move. We also learned the importance of culture and the power of a values-aligned team. Above all else, a strong culture—what your team believes and how they behave—is the surest route to organizational success. ▶

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PHOTO BY MINDANDI

2023 Franchise Trends

Some businesses remain in demand even during economic downturns.

By Melissa Lewis

Earlier this year, I attended a week-long conference where I met with over 120 companies. I spent 12 hours a day researching and analyzing the best franchise concepts in the industry. All this studying and networking helps us to better understand the industry and the owner profiles and present you with franchise opportunities ripe for success.

One key takeaway from the conference was the franchise trends we can expect to see in 2023. These five industries are

seeing impressive growth and offer great opportunities for franchise investors!

THE PET INDUSTRY

Americans are pet-obsessed. The love people have for their pets is not restricted by age, gender, income, or any other demographic. Across the board, pets are treated as members of the family. As a result, the pet industry is booming.

Seventy percent of U.S. households own at least one pet. Millennials make up 32% of pet owners, Baby Boomers make up 27%, Gen X 24%, and Gen Z 14%. Altogether, pet

owners spent \$123.6 billion on their pets in 2021, and they're not slowing down. The industry is expected to grow by 143% by 2030.

There are many franchise options in the pet industry, including:

- Nutrition (natural/organic pet foods)
- Dog boarding, dog hotels, and dog daycare
- Pet walking and pet sitting
- Grooming
- Dog training
- Pet supply stores

The pet industry is booming, and pet franchises offer a lower risk and recession-resistant investment opportunity with passionate employees and impressive growth projected.

In addition to the growing industry, there are many other reasons why buying a franchise in the pet industry is a good investment. Many pet franchises are relatively lower cost, lower risk, and quick to open. Pet businesses are also “recession-resistant”—even during tough economic times, people continue to spend money on their pets. Lastly, when it comes to staffing, you are likely to find “passion employees” in this industry who will help your business thrive.

POOL CARE

The pool cleaning and maintenance industry is currently experiencing the largest growth and highest demand in recent years. The rise in pool owners can be attributed to the Covid pandemic when people were spending significantly more time at home and installed pools for relaxation and entertainment. Post-Covid, there has been a huge demand for pool care services.

In 2022, the pool services and maintenance industry in the U.S. reached \$7.2 billion. The market is expected to grow by \$3.56 billion by 2025.

In the franchising industry, most pool care businesses fall into these categories:

- Swimming pool retail
- Pool cleaning and maintenance
- Repair services
- Swimming lessons

It's not just private residential pools that require these services. Places like hotels, gyms, and schools also have a demand for pool care services, especially cleaning. Covid emphasized the importance of cleanliness and hygiene, particularly in public spaces.

A great thing about pool cleaning, maintenance, repair, and lessons is that they can be mobile businesses that require no storefront. This lowers the time and cost of opening the business.



PHOTO BY TIM DOUGLAS FROM PEXELS

FITNESS

The fitness industry is huge and has been seeing significant growth post-Covid. Many Americans reprioritized their health and fitness during the pandemic. Since the end of the pandemic, many people have been looking for ways to continue pursuing fitness goals and staying healthy. In 2021, the U.S. fitness industry revenue was \$33.25 billion. The industry is expected to grow 171.75% by 2028. Fitness franchises comprise a significant portion of this industry, with over 10,400 clubs that accounted for approximately \$6 billion in revenues in 2022.

Types of fitness franchises:

- Big box gyms
- Strength and fitness coaching
- Boutique gyms
- Boxing and kickboxing gyms
- Personal training studio
- Yoga, pilates, dance studios

Over 60 million Americans own fitness memberships, and the industry engages people of all age groups. Thirty-three percent of gym members are Millennials, 24% Gen X, 22% are Baby Boomers, and 14% are Gen Z.

Interest in personal training, small group training, and boutique gym experiences are on the rise within the fitness industry. Boutique gyms offer a more personal fitness experience and are expected to grow 450% by 2028.

SELF CARE

We used to think of this industry as “beauty” focused, but it has evolved into something much bigger. The self-care industry has become synonymous with wellness. The self-care trend began during the pandemic as people became more aware of the need for self-care, wellness, and reducing stress. In the U.S., the beauty and self-care industry has grown into an \$85 billion

Americans spent \$123.6 billion on their pets in 2021, making the pet industry a prime investment opportunity for franchise investors in 2023.



PHOTO BY OLEG MAGNI FROM PEXELS

market. Self-care makes up the largest share at \$40.33 billion. The market is expected to grow annually at a rate of 3.93% from now until 2026.

Self-care businesses are moving away from the “one-stop-shop” model where you can get hair, nails, and a facial done in one place to a more specialized model. People are looking for high-quality, personalized care. Businesses are adapting to focus on specializing in one service.

Self-care franchises that are trending include:

- Facials
- Massage
- Waxing
- Mental health services
- Chiropractic care
- Med spas featuring anti-aging and performance services

There is also a rise in recovery services that help people recoup from high stress and the day-to-day grind, such as hot/cold therapy, saunas, cryotherapy, and IV drips. A significant benefit of starting a business

in the self-care industry is that the growth opportunities are seemingly endless. We are always learning more about our bodies, and technology is constantly advancing, allowing businesses to provide new and improved self-care services.

HOME SERVICES

The home improvement industry experienced a boom in 2020 during the Covid-19 pandemic while so many people were spending more time at home. However, even since the pandemic the home services industry has been steadily growing. The home improvement market has a valuation of \$457 billion and is expected to hit record-high revenues in 2023.

Where we are seeing the greatest trend is in quick remodel projects. These projects don't have prohibitive costs and don't take much time to finish, yet they significantly improve the home. Some franchise businesses for the most in-demand services are:

- Kitchen cabinets
- Fences

- Landscaping
- Bathroom remodels
- Interior and exterior painting

The home service industry is also widely considered recession-proof. During economic downturns, people tend to go out less and take fewer vacations. This means they spend more time at home and pay more attention to home improvement projects.

If you are interested in becoming a business owner this year, reach out to learn more about franchise trends and discuss what opportunities are best for you. ▶



Melissa Lewis' straightforward attitude and intuitive entrepreneurial spirit have been instrumental in success stories of thousands of people.

Melissa started her career in franchising as an employee at a small juice franchise. One of only five in the company, Melissa needed to wear many different hats for the business. Over a few years, Melissa helped push the company to a growth rate of over 1,000%. Her unique abilities and diverse experience were quickly recognized by a leader in the industry. For 20+ years, Melissa has found her passion helping people conquer their fears and realize their dreams through franchise ownership.



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INVESTING IN PET FRANCHISES: AN EXCITING OPPORTUNITY FOR SAVVY INVESTORS

Pet franchises offer a stable and loyal customer base for investors.

By Brian LaCour

The growth of the pet industry is indeed amazing, with pet owners spending billions of dollars annually on their animal companions. This trend has caught the attention of savvy investors, who are now considering pet franchises as a great investment idea.

One of the reasons investing in a pet franchise is a smart move is the fact that the pet industry is recession-proof. Even during tough economic times, pet owners are willing to spend money on their furry friends. In fact, according to the American Pet Products Association, pet industry spending has increased yearly for the past two decades.

Another factor that makes the pet industry attractive is the diversity of

products and services available. From pet food and toys to grooming and training services, a wide range of pet-related businesses can be franchised. Additionally, the pet industry constantly evolves, regularly introducing new and innovative products and services.

Furthermore, owning a pet franchise comes with a built-in customer base. Pet owners are known for their loyalty to businesses that cater to their furry friends, and franchisees can benefit greatly from this customer loyalty. Additionally, pet franchises often provide a community and social aspect for customers, with events and activities centered around pets.

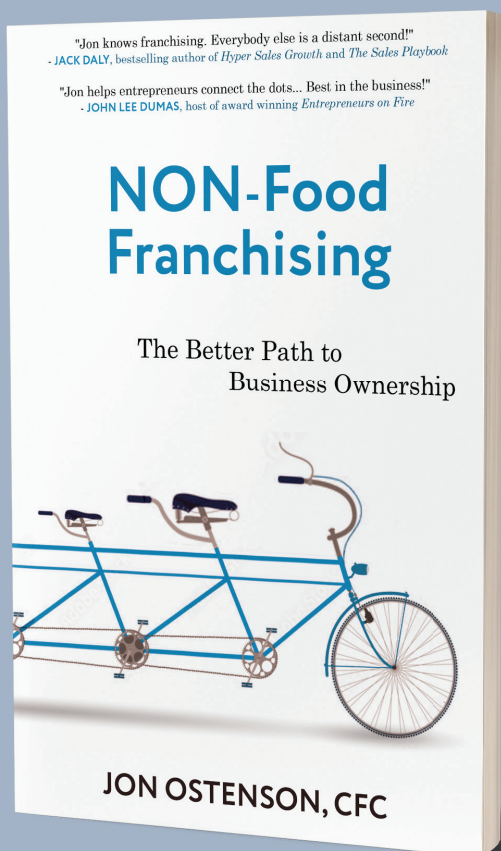
Finally, pet franchises offer a unique opportunity to make a difference in the lives of animals and their owners. Owning a pet franchise can provide a sense of fulfillment in knowing that you are

helping improve the lives of pets and those who love them.

In conclusion, the growth of the pet industry presents an exciting opportunity for investors, and pet franchises are an excellent way to take advantage of this trend. With a stable customer base, a diverse range of products and services, and the ability to positively impact the lives of animals and their owners, investing in a pet franchise is a smart move. ▶



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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THE LEADER IN ORGANIC-BASED LAWN CARE®



Philip Catron
President and Founder of
NaturaLawn of America

THE LEADER IN PET-FRIENDLY LAWN CARE

Providing safer, pet-friendly lawn care since 1987.

By Christina Huang

NaturaLawn of America has been providing safer and effective, organic-based lawn care since 1987. We have an exclusive interview with the president and founder, Philip Catron.

What inspired you to start a NaturaLawn franchise?

Inspiration can come from unexpected circumstances. In my case, it was when I was fired from a previous company. I had been working on developing a non-chemical alternative to traditional lawn care for more than

seven years, but I was unsuccessful in establishing the concept with the chemical lawn care company that employed me. Not seeing eye-to-eye, I was fired, and it allowed me to launch the NaturaLawn of America concept and franchise system.

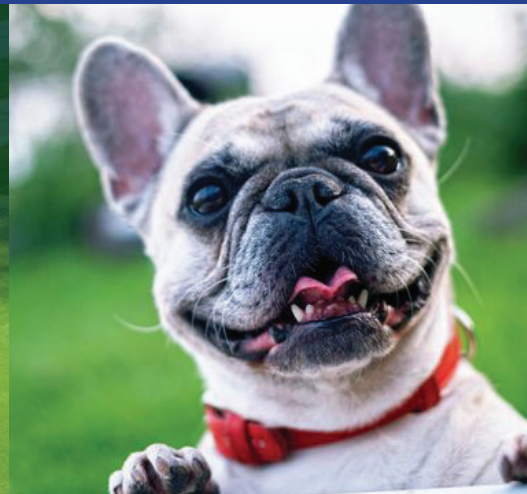
How does your franchise differ from other lawn care businesses?

Other lawn care companies traditionally use harsh and unnecessary pesticides and chemicals. They also follow the practice of simply treating the symptoms of lawn problems. We use organic-based products and biological controls to focus first on the root cause of the problem. Then, we take corrective actions to prevent the recurrence of the problem. Simply treating a symptom but not the underlying cause of the issue will only delay the recurrence of the problem, not solve it.

Could you explain how NaturaLawn Pet-Friendly Lawn Care works?

Pets are as much a part of the family as any other family member and should be treated with care and concern for their safety. Our products are designed with pet safety in mind. Harsh chemicals like 2,4-D, linked to non-Hodgkin's lymphoma in pets, have never been used in NaturaLawn programs. Unfortunately, this pesticide is still widespread and available in many weed and feed products at big box stores and local garden centers.





Can you explain the benefits of NaturaLawn care for homeowners and the environment?

Anytime you can reduce the unnecessary use of pesticides, chemicals, and petroleum-based fertilizers, that's a plus for the consumer and the environment. Compared to traditional lawn care, NaturaLawn has reduced pesticide use for weed control by 86% and insect control by 93%. To put this in perspective, in our first five years alone, we reduced the usage of petroleum-based fertilizers by over 12.5 million pounds. We prevented more than 5 million gallons of petroleum-based pesticides from entering our environment. A traditional chemical lawn care company would have used more than 1,500 gallons of herbicide (weed control) and over 600 gallons of insecticide (insect control) to treat the same acreage.

How does your franchise ensure that NaturaLawn care products and methods are effective and safe?

We conduct internal and external research on every product to ensure both efficacy and safety for our people, customers, and pets. There are numerous products available in the industry that are less expensive than the ones we use or have developed. We have always chosen safety over cost and understand that being "cheap" is not a substitute for the level of safety we insist upon.

What challenges have you faced in running a NaturaLawn franchise, and how have you overcome them?

In our infancy, large chemical company suppliers and our chemical competitors criticized our programs to the public, saying they wouldn't work and were too costly. They even filed bogus complaints against us with

a couple of federal agencies. However, after 35 years, while the rest of the industry is trying to catch up and even duplicate what we have been doing all these years, we have grown into the third-largest lawn care company in the United States, serving over 130,000 customers in 24 states.

Can you share some success stories or positive feedback from your customers?

When the company first started, I was the only one making lawn care treatments on customers' lawns. We still have a handful of these customers after 35 years, and many insist on calling to speak with me directly for assistance and to have their questions answered. Overall, NaturaLawn keeps customers for an

average of eight or more years. Additionally, many use our safer lawn care services and our natural mosquito control program, Mosquito Ranger®, and our natural tick control program, Tick Ranger®.

How does your franchise support and train its franchisees?

Even though our owners are independent franchisees, we support them like a company-owned store. Our Home Office (we don't refer to ourselves as a Corporate Office) provides an array of services to the franchisees, including marketing support, operational and ongoing in-field training to service technicians and office personnel, IT and web-based assistance, sales training, accounting and budgeting



SAFER LAWN CARE NATURALLY!

We use organic-based products and biological controls to focus first on the root cause of the problem.

- Philip Catron, president and founder of NaturaLawn of America.

support, and ongoing purchasing support to ensure the best prices and supply chain availability.

What are your plans for the future of your franchise?

Sustained but not rapid growth is critical to a successful business. If you grow too big and too fast, it is easy for a business to implode.

We are very selective, limiting the number of new owners to four per year, even though we may have 10 or more people per year who want to become a franchisee. Limiting the number of new owners allows us to ensure they receive the proper training, especially in their first two to three years, so that they will be a successful franchise business.

We will continue to expand into the southern and central U.S. At the same time, our do-it-yourself product line, distributed through our sister company, Natural Alternative®, will also grow alongside the NaturaLawn of America franchise system.

What advice would you give someone interested in starting a NaturaLawn care business?

I believe any person wanting to start a NaturaLawn business (or any business for that matter) should ask themselves a few questions:

- Can I devote my full time to ensure the business is successful?
- Will my family support the decision?
- Do I have sufficient financial resources?
- Is this a business I can believe in, and will I follow the proven franchise system?
- If this business fails, do I have a “fallback”

option? Hint: if the answer to this last question is something like, “Yes, my spouse makes enough money for both of us, etc.” then *do not* go into business because you do not have the drive to see it through the difficult times.

Lastly, is there anything else you would like to share about NaturaLawn and where readers can follow you online?

We offer a wide range of consumer and pet-friendly products and services, and we encourage people to explore these options. When the time comes to make a purchasing decision, we hope they will experience the significant difference of working with NaturaLawn® of America. For more information about our franchise program, please visit naturalawnfranchise.com. You can also follow us on Facebook and Instagram, where we regularly share lawn care tips, tricks, and best practices for creating safer, pet-friendly lawns. ▶

For more information:

franchise@naturalawnfranchise.com

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Blaine Young

VP of Franchise & Business Development



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- Royalty Fee: 9%
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- Single & Multi-Unit Opportunities Available
- Vet Fran Discount: 10%
- Territory Size; 25 - 35K 65+ population



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THE PET INDUSTRY'S GROWTH IS DOG-YEAR WORTH

Eight reasons why a pet franchise is a great opportunity.

By Tom Scarda

If you don't have a dog, you probably know five people who do. The pet industry is a lucrative and growing market in the United States, especially over the past five years. As a kid in the 1970s, I don't recall having birthday parties for my dog or

dress him up for Halloween or other holidays and family events, let alone treating him to a spa day complete with a pedicure and massage. Today, it's the norm.

As pet ownership continues to rise, the demand for pet-related products and services also increases. In 2018, the entire pet sector was worth \$90.5 billion. Five years

later, in 2022, Americans spent \$136.8 billion on pets, according to the American Pet Product Association. This year's projected spending on pets is \$143.6 billion (source: https://www.americanpetproducts.org/press_industrytrends.asp).

Investing in a pet business franchise is one way to get involved in this lucrative market. In this article, I will discuss the benefits of pet business franchises and why they are an excellent opportunity for someone looking to enter the pet industry. Spoiler alert—experience is not required.

The pet industry has varied needs, from grooming to training, daycare, and boarding to supplies and food. The initial investment and how the franchise operates come with different price tags and time commitments. Initial investments can range from as low as \$100,000 and be home-based, while others can be housed in a warehouse setting and



PHOTO BY CHRISTINA MORILLO

Investing in a pet business franchise offers a proven model, established brand recognition, and comprehensive training and support, resulting in a faster ROI and the flexibility and freedom to run your business.

cost seven figures to open. And all the various services are available under the franchise umbrella.

BUT WHY A FRANCHISE?

01 | Established Brand Recognition and Reputation: If you think about yourself, you will likely patronize a well-known brand. Because of that, as a franchised pet establishment owner, you have a head start in building trust and credibility with potential customers.

02 | Proven Model: Franchisors have established successful systems and processes for running a profitable pet business. They have tested and refined their business model over time. You can ask the company for help and advice as a franchise owner. It's a real symbiotic relationship and partnership.

03 | Training and Support: Great franchises offer comprehensive training and support to their franchisees. Franchisors provide initial training to help get to a quick cash flow and eventually profit in your business. Franchisees can access many resources, including marketing materials, operational manuals, and business strategies. This support can be invaluable, especially for new entrepreneurs who may not have prior experience in the pet industry. It's like a hands-on MBA program specific to the pet space.

04 | Access to Vendors and Suppliers: Imagine determining which vendors and suppliers are reliable and trustworthy when starting any business. It would take years. Great franchise companies have relationships in place. Again, you are tapping into a quick ramp-up system. Established programs can save you time and effort. Moreover, you can save money because, typically, franchise owners get discounts. After all, the entire company is buying volume.



05 | Marketing and Advertising Support: If you own a pet business, would it make sense to market to households that do not have a family pet? Because of the ability to buy marketing data, which tends to be very expensive, the franchise company can help save time and money by targeting only families with pets. However, suppose the family only has a cat, and you have a mobile dog grooming business. In that case, the demographic data that the franchisor has access to will help market to the correct pet owners. Usually, an independent start-up needs the means to access this kind of data, or perhaps they can't afford to buy it.

06 | Faster Return on Investment: Investing in a pet business franchise can result in a faster ROI due to the established brand, proven business model, and support systems of the franchisor.

07 | Access to Financing : A potential franchisee can benefit from the franchisor's relationships with lenders,

making obtaining financing easier than starting an independent business.

08 | Flexibility and Freedom: Pet business franchises offer flexibility and freedom while still providing established systems and support from the franchisor.

In conclusion, investing in a pet business franchise can be a great opportunity for those interested in the pet industry, and seeking guidance from an experienced franchise professional can help determine the best franchise option. Email Tom at Tom@TheFranchiseAcademy.com for assistance. ▶



Tom Scarda is a franchise coach and advisor. He was the number one franchisee of the year with his first franchise concept and failed miserably in his second franchise. The lessons learned from failure are what make him such an expert. Tom is the author of the number one bestseller *Franchise Savvy* and hosts The Franchise Academy Podcast. www.TheFranchiseAcademy.com

TOP 100 PET FRANCHISES

FRANCHISOR	FOUNDED	FRAN. SINCE	INITIAL INVESTMENT	CONTACT	PHONE	WEB ADDRESS
✱ Scenthound	2005	2019	\$311,174 - \$485,624	Hannah Keyser	(561) 308-9674	www.scenthound.com
✱ NaturalLawn of America	1987	1989	\$57,500 - \$122,650	Blaine Young	(301) 694-5440	www.naturalawnfranchise.com
Happy Cat Hotel & Spa	2014	2020	\$398,000 - \$878,000	Chris Raimo	(844) 822-8386	www.happycatfranchising.com
City Kitty Franchise LLC	2000	2016	\$65,000 - \$80,000	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 Franchising	2005	2011	\$1,094,907 - \$2,042,840	Jason Parker	(908) 889-7387	www.k9resorts.com
Central Bark	1997	2003	\$552,769 - \$934,172	Bob Crawford	(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
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
Pet Stores	1987	1990	\$454,870 - \$1,524,200	Chris Rowland	(800) 960-2275	www.petsuppliesplus.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.flyingcolorscanine.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
Zoom Room	2007	2009	\$271,660 - \$407,410	Mark Van Wye	(310) 636-4606	www.zoomroom.com



INDEPENDENT GUIDE TO THE BEST FRANCHISES

FRANCHISOR	FOUNDED	FRAN. SINCE	INITIAL INVESTMENT	CONTACT	PHONE	WEB ADDRESS
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.thatismydog.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
The Paw Depot	N/A	N/A	N/A	Matt Aschendorf	(888) 477-9997	www.thepawdepot.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.

WHY ARE FRANCHISE SALES EXPLODING?



With the franchise model, you receive support, resources, and expertise of a larger organization, which can make all the difference in succeeding.

By Patrick Laforet

I have spent the last 25 years providing expert recruitment search services to many businesses, and one of my favorite groups is the franchise industry.

I have had three recent calls that highlight some of the reasons behind the popularity of the franchise model.

The first individual responded to my LinkedIn outreach and asked if we could jump on a call. He is 52 years old and has three kids, with two already in college. His wife is an early childhood educator and is so burnt out in her work that she plans to resign after 15 years of service this coming September. His income was just over \$200K, and he expects an unusually high commission payout for last year that will move his total income over \$300K.

However, he has worked for the same company for 20 years, is still trying to figure out what he wants to do, and is unhappy in his current role. He is looking down the road at another 15 years of the same kind of work and finds the thought depressing.

He is grateful for his success and opportunity, but he is starting to wonder what the next 15 or 20 years will look like. He even told me he could afford a reduced income if he could find somewhere he would be happy.

We discussed potential places and roles to move to, and looked at the pros and cons. Then I asked him an odd question: "Have you ever considered purchasing a franchise?" He is a born salesman, and his wife is fed up with her work and can see herself moving to something else. Perhaps they could work together in a franchise environment, and I mentioned there are literally thousands of choices. Surely there is something they could get excited about.

There was a short pause at the other end of the line, and I could almost hear the lights



Franchising offers an opportunity to be your own boss while also benefiting from the support and guidance of an established brand.

coming on in his thinking. The truth is he had never thought about it, but I knew he was going to start exploring possibilities.

My wife has her own small business managing online reputations. Her best and longest-running client is a franchise broker who represents hundreds of opportunities and is skilled in helping people find the best fit for their interests and skills. Last year was the broker's best year ever, and he is already ahead of those numbers this year.

I have had two similar conversations in the past two weeks. There is another way to spend your energy and build something you can be proud of. Remember the common

claim of the franchise world: "You can be in your own business, but in a franchise model, you are not alone."

There is no harm in exploring opportunities; you might be surprised at what you learn. ▶



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. Author of *Job Search Secrets 2020: Find Pat* at www.stoakley.com/team/pat-laforet. Email him at plaforet@stoakley.com or visit his site for more free resources.



The pet industry is one of the most resilient economic sectors, consistently demonstrating impressive performance even during times of recession.

THE PET FRANCHISE MARKET IS BOOMING: A LOOK AT THE ADVANTAGES OF INVESTING IN PET FRANCHISES

By Michael A. Peterson

We all know that the unprecedented changes in both our personal lives and in the business world due to Covid-19 have had far-reaching impacts, some of which we are still investigating. One such impact was the Covid puppies phenomenon; 23 million households adopted a new pet in the first year of the pandemic alone. This trend was led by younger generations Millennials, Gen Zers, and the in-between group known as Zillennials. Zillennials are the micro-generation that sits between Millennials and Generation Z with one foot in each. They are 30% less likely than their Millennial counterparts to live paycheck-to-paycheck and are credited with driving a large portion of the U.S. consumer economy. They are also less inclined to have

children and more inclined to have "fur babies." For these reasons and many others, the pet industry is one of the most attractive and rapidly growing sectors in today's market, projected to reach \$277 billion and expected to experience 8% compound annual growth by 2030.

RESILIENCE

The pet industry is one of the most resilient economic sectors, consistently demonstrating impressive performance even during times of recession. During the 2008 financial crisis, the pet industry experienced a 5.1% growth in sales, a stark contrast to the overall market decline during that time. This trend continued in 2020 with the onset of the Covid-19 pandemic, where the pet industry saw exponential growth in sales compared to other sectors. The U.S. economy as a whole grew only by 4.3%,

while the pet industry saw an impressive 16.2% growth in sales.

The industry is largely insulated from the three As (AI, Amazon, and automation). Additionally, even when families must tighten their belts, spending on pets and children is usually the last things to be considered. The pet industry is an incredibly robust sector, proving itself time and again as one of the most reliable sources of economic stability and growth, even during times of economic hardship.

ACCELERATED GROWTH

For those looking to break into the pet industry, franchises offer an array of advantages that make them an attractive option. Many would-be entrepreneurs are evaluating their potential investment in service providers that are community-focused and offer either a single



much-needed service or several complementary services. Businesses that offer grooming, retail, boarding, training, or sitting services for pet parents are arguably some of the most attractive investment opportunities today. From brand recognition and loyalty to ongoing support with areas such as marketing and operations management, franchises have systems in place that allow entrepreneurs to keep costs low and significantly accelerate the process of expansion—something a single unit operator would not be able to reasonably replicate. Additionally, these businesses provide entrepreneurs with access to expert advice on how to succeed in their business ventures by helping them navigate the complexities of the industry. This advice is invaluable for those looking to break into the pet space, as it offers guidance on how best to establish a successful business model while keeping costs low.

A WORD OF CAUTION

If you are considering investing in a franchise in this space, Keith Miller has some words of caution. Keith is the co-founder of Bubbly Paws, a dog wash and grooming franchise that specializes in tech-forward dog grooming and provides self-service wash and retail. He has also been operating his own Bubbly Paws corporate locations since 2011, so any would-be investor should take heed of his advice.

"This business requires passion," Keith shared with me. "If you are looking for a place to plant your money, this isn't the industry for you. Dog parents want their pets taken care of by fellow animal lovers, and they can smell a fake a mile away. If you aren't passionate about pets, you really should look elsewhere."

Keith acknowledges that this wasn't always easy in the beginning. He had to turn down potential candidates that didn't have the passion that he was looking for. However, his commitment to his own advice paid off, and in 2022 Bubbly Paws grew from no franchisees to 11 franchisees at 17 locations, of which one is open, one is opening soon, and the rest are in the development process.

"Our first franchisee, in Charlotte, North Carolina, has been open just over a week. They



PHOTO BY OLEKSANDR PIDVALNYI

already have over 50 grooming appointments booked and have had 25 pet parents join their Scrub Club, our proprietary membership model. We are celebrating our second grand opening on April 1st in Keller, Texas, and that franchisee already has 55 Scrub Club members. These franchisees' passion for pets and their community shows in how they interact with their customers, and that, in turn, is driving them toward explosive growth."

SMOOTH OUT THE ROUGH RIDE

In today's unpredictable economic climate, filled with fast-rising interest rates combined with record low unemployment and declining consumer confidence combined with growing consumer spending, investing can be a daunting prospect. Yet, the pet industry, with stable underpinnings and consistent growth, stands out as a solid wealth-building vehicle. The

industry is being driven by a new generation of consumers, including Millennials, Zillennials, and Gen Zers, who are willing to spend money on their furry friends.

However, investing in a franchise requires more than just financial resources; it requires genuine passion for pets. So, if you're ready to take the leap and invest in a franchise, remember to bring your love for pets along for the ride. With the right mindset and resources, the pet industry can offer a fulfilling and profitable investment opportunity. ■



Michael Peterson is the president of Franchise Beacon, a premier franchise consulting and outsource development firm. Michael is the author of the bestselling *How and Why to Franchise Your Business*, contributes widely to franchise publications, and speaks frequently on franchise sales and compliance.



5 TIPS FOR SURVIVING A WHITE-COLLAR JOB LOSS AND STARTING A BUSINESS

By Tiffany Dodson

Recently, another small business owner asked me the seemingly innocent yet sometimes loaded question, “How are you?” When I replied, “I am well,” I sincerely meant it. He shared that for the last two weeks, I had been the person who answered the question with a positive response. I smiled and affirmed that my head was not in the sand. As I write this article, two banks have failed, and it seems that a recession looms, with pressures lying ahead. But this is not my first economic downturn. My business saw significant expansion during the 2008 downturn. As someone who plans to live for another 30 years or more, this will not be the last downturn that I face either. Of course, that also means I will live through a boom or two. And likely, this cycle applies to you as well.

It was a personal economic downturn that sent my husband and me into the arms of a franchise business. In other articles, I have

shared how my husband worked for a once reputable worldwide accounting firm that ceased to exist overnight. As the nightly news reports an economic downturn that brings white-collar job loss, I will share five tips I have collected for this situation. And yes, one tip involves branching out and investing in yourself by starting a business.

1. STAY POSITIVE

Staying positive and focusing on what you have helps you gain more advantages. Losing a job is a traumatic experience. Find what helps you process what happened. Processing could include speaking with others who have lost a job, connecting with friends and family, attending groups, and seeking professional counseling. Losing a job does not define you. It is one moment in time.

2. CHECK YOUR FINANCES

Evaluating your finances has a few nuances. What could you cut from your expenses permanently

or temporarily? Examples like restaurant coffee or streaming services often come to mind. This area also includes taking stock of your resources to understand what is available to you should you start your own business. Some business



PHOTO BY FAUXELS



PHOTO BY FAUXELS

BUSINESS SUCCESS



Starting a business after losing a job may be the perfect solution.

owners use their retirement funds to create a ROBS (Rollovers as Business Startups) from their 401K. Creating a ROBS involves a licensed financial professional. Some decide to invest in a small business and will need to spend money on the business as part of a Small Business Administration loan.

3. NETWORK YOUR NETWORK

Leverage your network and your network of friends and family! If you are job searching, make sure that everyone knows! If you are

considering starting a business, then caution applies here. You would not ask your accountant to perform heart surgery. So do not ask a friend who has never owned a business about small business ownership. Likewise, do not ask someone not involved in franchising for advice about franchises.

4. CONSIDER STARTING A BUSINESS

While it may seem counterintuitive, starting a business after losing a job may be the perfect solution. A franchise can fast-track you into the

business as it has a concept, an operating plan, and marketing tools. It comes with following that concept and paying royalties to the franchisor. Taking your path allows more freedom. However, you will need to consult experts for every area where you lack expertise, whether marketing, legal, human resources, or another.

5. TAKE ADVANTAGE OF CAREER SERVICES

Many universities offer alumni career services. Some employers may offer career services as part of a severance package. Some groups aid with job searches, and many professionals offer services to aid in this area.

Losing a white-collar job can be a challenging experience, but it's essential to stay positive and take control of your situation. Evaluate your finances and network, consider starting a business, and take advantage of career services. With determination and hard work, you'll find a new job that's even better than your last. ▶



PHOTO BY SHUTTERSTOCK



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.



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WHEN STARS COLLIDE:

ANIMAL LOVERS AND FRANCHISE ENTHUSIASTS

There are many great opportunities for an animal lover considering a franchise.

By Christina D. McAmis

What do you get when you cross an animal lover and a franchise enthusiast? It may sound like the start of a terrible dad joke, but the answer could surprise you. As the world slowly returns to normal, some pandemic-related changes are here to stay, such as delivery services for just about everything, telehealth appointments, and all the pets that people adopted during the pandemic. As more and more people return to work or school, they realize that their furry friends still need care. Franchises that offer pet-related services have taken

advantage of the increased demand and are expanding rapidly.

So, what do you get when you combine an animal lover and a franchise enthusiast? A stellar franchisee in the pet industry vertical. As an animal lover myself with four fur babies, two scale babies, and one equine therapist (horse), and a franchise attorney, I think about the exciting time in pet franchising that we are experiencing today. The increase in pet adoptions caused an increase in demand for pet-related products and services, and the pandemic created the perfect environment for pet services and the delivery of pet products to thrive and multiply. Whenever demand increases,

supply seeps in to fill the new space, and we are seeing this trend in the pet-related franchise industry. The growth continues, and the surge in demand for pet services and products persists because those pandemic pets have become part of our families.

If you are an animal lover considering becoming a franchisee, there are many great opportunities out there. Typical top-of-mind brands include retail brands, online supply brands, and grooming, but consider also nutrition brands, pet walking, pet sitting, pet boarding/daycare, pet training, photography, pooper scoopers, bakeries, and many other opportunities in the franchise marketplace. The pet care industry is diverse and offers

something for everyone who loves animals. Find the niche that suits you and dive deeper to explore all the opportunities in that area.

If none of the larger animal franchise verticals appeals to you, consider going deeper into less mainstream pet services such as exotic pet care, veterinary care, holistic pet care, pet taxi services, and even pet funeral home services. Pet funeral homes are a new concept in franchising, and Forever Friends Pet Funeral Home and Crematory is emerging as a franchise brand. Forever Friends caters to families that have lost a pet by offering a pet viewing where the pet is respectfully laid out for families to view in a room that

feels comfortable and inviting. Children can say goodbye to their pet in a non-emergency setting, somewhere comfortable away from the bright lights and white hard counters of a vet clinic, and during waking hours. If a family member is out of town, a viewing can be held upon

their return, allowing everyone to say goodbye, which helps children learn about death and the grieving process in a more constructive safe environment.

For me, learning more about this concept set off a light bulb in my head and recalled a vivid memory. I was away from home doing an educational seminar in Dallas when my husband contacted me to tell me our beloved dog Pig had internal bleeding and needed to be euthanized. He was there in the emergency clinic with my then 5-year-old daughter. My twins were at school and wouldn't get to say goodbye; they wouldn't even know of his passing until they were picked up. The vet hospital would not, in fact, euthanize our Pig, who was in obvious agony, until the bill for their services was paid! So, as my husband frantically asked for a credit card number (he had left his wallet at home in the rush to get help for Pig) so that our Pig could be out of pain, and my daughter wailed in the background, I



was almost 2,000 miles away, trying to hold it together and calm them down over the phone. When I flew home the next night, I walked into the house (everyone was asleep), and I waited for Pig to come flying down the stairs to greet me. Then it hit me; Pig was gone, and I hadn't gotten to say goodbye.

It has been years since that day, but my daughter still has a hard time with Pig's passing, and honestly, so do I. I've lost more pets in my lifetime, but Pig hits hard because I didn't get to say goodbye. We have an urn with his ashes and a picture of him still in our home. So, to me, services like pet funeral homes should be available to every family.

If you're an animal lover and a franchise enthusiast, and the typical pet franchises aren't incredibly exciting to you, I challenge you to step off the road most traveled and look into these alternative pet franchise offerings and find a rewarding and fulfilling opportunity to serve the pet community.

Hopefully, years from now, many of us will look down on our truest of companions and remember the days we spent trying to shoo them away from our computer while trying to look professional during a Zoom staff meeting and chuckle. I give a very big thank you to the many brands who have made pet care their industry so we can baby our pets with services from daycare to vet care, youth to

old age, and beyond. Happy franchise hunting from my pet family to yours.

Now, of course, I am an attorney, and you saw this coming, whether there is a boom in the franchise industry or not, it is always wise to do your due diligence when it comes to putting your money where your heart is. Find trusted advisors in a franchise attorney, a CPA, and a knowledgeable franchise broker who will help you take a step back from the emotion and excitement of finding the right fit and analyze the business deal before you write that check. As always, stay safe, stay sane, and Expand Your Brand®! ▮



Ms. McAmis is a franchise attorney and CFE candidate, proud to be part of the Shelton Law & Associates (SLA) Franchise Team. As an attorney, she works alongside clients, offering guidance and support as they achieve their franchise goals.

SLA attorneys have over 50 years of experience in business consulting, franchising, and trademark law. Their expertise allows them to understand a wide range of businesses, services, and technologies, and to help businesses protect their brands through trademark, copyright, and contractual transactions. These services enable SLA to "Expand their Brand®" through franchising. For franchisors, SLA provides full outsourced in-house counsel.

In addition, SLA 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 email franchising@SLA.Law or call (866) 99-FRANCHISE.



PHOTO BY MART PRODUCTION

How to Stay Motivated as a Small Business Owner

Managing a small business can be a challenging journey fraught with unpredictability and obstacles.

By Sara Jensen

As a small business owner, staying motivated can be a challenge, especially when faced with the daily struggles of running a business. However, motivation is critical for maintaining the energy and focus needed to succeed as an entrepreneur. Here are some tips to help you stay motivated and focused on your goals.

01 | Set Clear Goals: The first step in staying motivated is to set clear and specific goals. Define what you want to achieve and set realistic and achievable targets to work

toward. Write down your goals and review them regularly to stay on track and motivated.

02 | Celebrate Small Wins: Celebrate your successes, no matter how small they are. This helps to build momentum and boost your confidence, leading to greater motivation. Keep a record of your achievements and look back on them when you need a boost of motivation.

03 | Surround Yourself with Positive People: Surround yourself with people who are supportive and positive. Being around negative people can drain your energy and motivation, and can impact your ability to achieve your goals. Seek out like-minded entrepreneurs and join a supportive community.

04 | Take Breaks: Taking breaks is essential for maintaining motivation and productivity. Taking short breaks throughout the day can help to reduce stress and prevent burnout. Set aside time for yourself to relax, recharge and refocus.

05 | Embrace Failure: Failure is a part of the entrepreneurial journey, and it's important to embrace it as a learning experience. Learn from your mistakes and use them as an opportunity to grow and improve. Don't let failure demotivate you—instead, use it as a stepping stone toward success.

06 | Keep Learning: As an entrepreneur, there is always something new to learn. Keep up with the latest trends and developments in your industry, and seek out opportunities for professional development. The more you learn, the more motivated and confident you will feel.

07 | Practice Self-Care: Taking care of your physical and mental health is essential for maintaining motivation and focus. Make time for exercise, healthy eating, and getting enough sleep. Prioritize your mental health by practicing mindfulness, meditation, or other relaxation techniques.

In conclusion, staying motivated as a small business owner requires a combination of discipline, determination, and self-care. By setting clear goals, celebrating small wins, surrounding yourself with positive people, taking breaks, embracing failure, keeping learning, and practicing self-care, you can maintain the energy and focus needed to succeed in your business. Remember, motivation is not a one-time thing; it's an ongoing process that requires consistent effort and commitment. ▀



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MILLENNIALS BUILD

NEW DOG LOVERS FRANCHISE FOR YOUNGER OWNERS

By Rick Grossmann

I have written several articles and delivered many live speaking events on the subject of Millennial and Gen Z business ownership. In my article titled "How Franchises Can (and Should) Attract Millennial and Gen Z Franchisees" featured in the 2023 Franchise 500, I emphasized the importance of incentivizing Millennials and Gen Z entrepreneurs to join the franchise industry. In this article, I am thrilled to introduce a franchise built by Millennials, for Millennials. They may not have planned it, but they have created the ideal franchise opportunity for the Millennial generation.

Jacob Hensley founded District Dogs in 2014, leaving his successful finance career to pursue his passion for working with animals. He established a full-service pet care company that blends reliable and professional service with a warm and

thoughtful touch. Starting as the sole employee, Jacob has grown the company into a robust pet services business, offering daycare, walking, training, and grooming at seven brick-and-mortar locations, with over 16,000 happy clients and more than 120 team members.

Steve Gaudio, a retail expert with 15 years of experience in retail real estate brokerage and development, founded District Equities after an illustrious career at JBG Companies (now JBG Smith). District Dogs was his first client, and the growth that Steve and Jacob achieved with District Dogs has been a dream come true. Steve believes that District Dogs is the "best retailer he's ever seen or worked with." Given their impressive success with corporate growth, Steve and Jacob formed a partnership to franchise the business in 2022.

As a franchise executive coach who has worked with several other franchise brands in the pet category, I have noticed some

impressive differentiators in the business that Jacob and Steve created together. District Dogs is a business model that appears to be a perfect match for Millennial and Gen Z franchise owners.

First, the market has never been better for this segment. Stats from thezebra.com make District Dogs' timing pretty spot on:

- Millennials with Generation Z generate 57% of pet ownership in America.
- Millennials lead the share of pet owners in the U.S. (31%).
- 76% of millennials own pets.
- 35% of millennials own cats.
- For every five millennials, two pet owners aged 16–34 years say that they think of their pets as their kids.
- 49% of 16–34-year-old millennials say that pampering their pets makes them happy.
- At least 37 million millennials have pets. Additionally, the model was designed

Younger generations often avoid older franchise models and seek more innovative strategies.

PHOTO BY ZEN CHUNG

and tested by two Millennial business owners. Their process of brainstorming, trial, and system improvement enabled them to create a business model that resonates with people from their generation. One of the issues with older franchise brands is that they were designed a long time ago by a totally different generation of business owners. Even though these brands have tried to modernize, they still have the same foundation they started with.

The next important factor was where District Dogs started. They built and tested their model in some of the largest metropolitan cities in America. Many franchise brands start in smaller towns and then struggle to adapt when they move into bigger cities, often leaving franchisees to bear that struggle.

THE MARKET HAS NEVER BEEN BETTER FOR THIS SEGMENT.

By opening multiple stores in the Arlington and Alexandria, Virginia, and Washington DC metroplex, Steve and Jacob had to adapt to the restraints of the urban setting, including indoor-only facilities, advanced odor control and soundproofing, and making every inch of their space efficient, resulting in a high revenue-per-square-foot factor and

store average unit volume. They also found themselves in markets largely populated by Millennial and Gen Z customers.

Many franchise models fail to appeal to the younger generation due to old-school restrictions and limitations, among other reasons that I mentioned. As an industry, we must address this issue and continue to recruit new, younger owners to replace retiring ones. I am pleased to see models like District Dogs, with young and innovative leadership, entering the franchise marketplace, and I hope to see more Millennial and Gen Z franchisors and franchisees follow suit. The franchise model is the most successful business expansion model in history and has many wonderful benefits for franchisors, franchise owners, employees, customers, and communities worldwide.

If you would like to learn more about District Dogs, you can contact Steve and Jacob at www.districtdogs.com.

If you are interested in franchising a business or any kind of franchise executive coaching, please contact us at www.FranchiseBibleCoach.com. ▀

STATISTICS REFERENCE:
bit.ly/40MnviB



Rick Grossmann. *Franchise Bible* author, speaker, and coach, is the author of *Entrepreneur* magazine's *Franchise Bible* series and his 9th edition was released worldwide in April of 2021. He also is a contributing author to *Entrepreneur* magazine and other industry publications on the subject of franchising and business.

He currently heads up the *Entrepreneur* Franchise Advisors program, serves as an executive coach and strategist for multiple franchise clients, and is the co-host of the *Franchise Bible Coach Radio Podcast* with Rick and Rob.



PHOTO BY ZEN CHUNG

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If you're serious about owning a business with consistent reoccurring revenue, it's time to become part of the nation's most innovative and respected organic-based lawn care company. Americans spend over \$123 billion on products and services to keep their pets happy and healthy. Consumers are more concerned than ever about the health and safety of the goods and services they enjoy. At NaturaLawn® of America, our safer mission and services resonate with customers seeking safer lawn care for their pets, family, and the environment.

No other lawn care franchise opportunity offers the name-brand recognition NaturaLawn® of America provides with our exclusive and proprietary line of organic-based products, marketing, and industry and consumer contacts.

We expect our franchise owners to treat customers with superior service. We expect no less of ourselves—we help our owners grow by treating them as family, with support unequalled in the franchise world. While other franchise organizations charge fees for additional support, we understand the true importance of mutual growth. Nationally, we use our resources and experience to help you succeed. All you have to do is follow our proven franchise system, which includes:

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- ▶ Proprietary natural, organic-based fertilizers
- ▶ Technical expertise
- ▶ On-site field training
- ▶ Professional marketing and promotional materials

▶ National buying programs

Additionally, your lawn care franchise includes Tick Ranger and Mosquito Ranger as further revenue opportunities to diversify your business and customer base.

We're proud to be recognized nationally for our franchise model, and have been featured in many year-end lists recognizing the growth and success our franchise owners enjoy, including:

- ▶ 2022 Franchise Business Review: Top Franchises
- ▶ 2021 Lawn & Landscape Top 100: #24
- ▶ 2021 Landscape Management Top 150: #23 Overall, #6 in Residential, #4 in Turf + Ornamental, #6 in Northeast Region
- ▶ 2021 Entrepreneur Franchise 500: #471
- ▶ 2020 Franchise Business Review: Top Franchises

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Membership-Based Dog Wellness

Data-Driven Personalized Solutions for Routine Hygiene and Preventive Care

Scenthound was founded with a simple mission – to help people connect with their pets by removing barriers to clean, healthy dogs. As the first wellness-focused, membership-based dog care franchise, Scenthound is disrupting an outdated industry with a shifted focus toward wellness and a blue ocean strategy. We offer an easy and affordable way for dog parents to get the routine care their pups need to stay clean and healthy.

The Scenthound model has unprecedented potential because we took the underserved market – the 90% of dogs that don't need haircuts – and designed a system to care for their health.

Tim and Jessica Vogel founded Scenthound on a passion for business and a vision of revolutionizing the pet care industry. They are out to change the way people care for their dogs and to promote strong connections between dogs and their humans.

What sets us apart:

Membership-Driven

The Scenthound membership-based business model delivers recurring revenue and cultivates fierce customer loyalty. Dog parents choose a membership option that works for their budget and schedule to maintain their dog's health and happiness, and this customer retention framework provides a platform for profitable growth.

Wellness-Centered

Everything we do is rooted in health and wellness for dogs. All the services and products we offer are aimed to address a specific need or preventive care to keep dogs clean and healthy. Following each visit, Scenthound provides every dog parent a six-point evaluation (called a "S.C.E.N.T. Check") that helps keep them informed on their dog's overall health and wellness.



"Scentrally" Located

Scenthound 'Scenters' are conveniently located in errand-intensive mixed-use retail areas close to busy big box stores and restaurants. Customers value the convenience of combining errands and checking to-dos off their lists while their dogs are in Scenthound's care. The average service time is 30 minutes, which keeps customers shopping nearby while they wait.

Technology-Focused

Scenthound has a proprietary customer mobile app that delivers personalized solutions for clients based on their dog's needs. The app is also used for scheduling appointments, mobile payment, account updates, S.C.E.N.T. check® wellness tracking and 24/7 access to virtual vet.

Scenthound has also built custom internal operations software to manage business inside all of our "scenters" and to scale the business quickly and efficiently.



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By the age of 21, Daniel Stein had been diagnosed with a learning disability, mood disorder and autoimmune disease. After successfully using exercise to overcome his unique challenges, he felt called upon to help others with disabilities obtain healthier, happier, and higher functioning lives. Daniel obtained certifications through the National Academy of Sports Medicine (NASM), the National Federation of

Personal Trainers (NFPT), and the American College of Sports Medicine (ACSM).

In 2016, Daniel and his wife, Trinity, launched Special Strong, one of the only fitness centers in the country for individuals with mental, physical, and cognitive challenges. Today, Special Strong continues to specialize in adaptive and inclusive fitness training and is making a difference in the lives of children, adolescents and adults all over the world.



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support, and technology to manage daily operations.

As a leading senior care franchise, CareBuilders at Home offers innovative service extensions to differentiate from its competitors and drive profitability for franchise partners. These include a Virtual Caregiver Platform that uses cutting-edge technology to provide clients with an instant connection to friends, family, and their care team; a Brain Health and Fitness Program to promote cognitive development and independence; and Personal Assistant Services for task-specific needs such as personal care, housekeeping, and transportation. With the senior care industry projected to reach \$1.7 trillion by 2028, CareBuilders at Home is an established brand that is well-positioned to meet the growing needs of the aging population.



CareBuilders at Home

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www.carebuildersfranchise.com

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



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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

27 W Anapamu Street
478
Santa Barbara, CA 93101

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

BY THE NUMBERS

APPROXIMATELY
3.2 MILLION
SHELTER ANIMALS ARE
ADOPTED EACH YEAR
(1.6 MILLION DOGS AND
1.6 MILLION CATS).

SOURCE: APPA



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

SOURCE: KERRY



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

THUMBTRACK

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

SOURCE: STATISTA

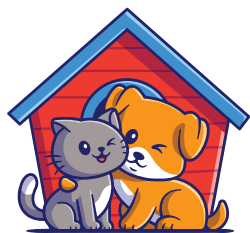
IT IS PROJECTED THAT
PEOPLE IN THE U.S.
WILL SPEND CLOSE TO
\$109.6 BILLION
ON THEIR PETS IN
2023.

SOURCE: APPA



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

SOURCE: TODAY'S VETERINARY BUSINESS



THE GLOBAL PET
MARKET IS WORTH
\$179.4 BILLION

SOURCE: GLOBAL INDUSTRY
ANALYSTS

APPROXIMATELY
**40% OF DOG
OWNERS** AND
46% OF CAT OWNERS
LEARNED ABOUT THEIR
PET THROUGH WORD OF
MOUTH.

SOURCE: APPA

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

SOURCE: TECHNAVIO



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

SOURCE: THUMBTRACK

IN 2020,
THERE WAS AN
18% INCREASE
IN PET FOOD SALES
IN THE U.S.

SOURCE: PET FOOD INDUSTRY

WE SPEND BIG ON
OUR PETS, RECESSION
OR NOT.

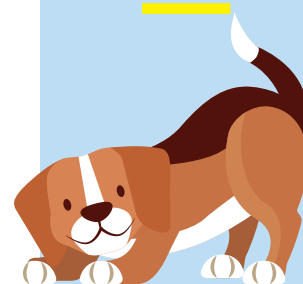
92%

OF PET OWNERS
SPENT THE SAME OR
MORE ON THEIR PETS
DURING THE MOST
RECENT RECESSION
PERIOD.



80%

OF PET OWNERS
VIEW THEIR PETS
AS FAMILY.



ONLY **1 OUT OF EVERY
10 DOGS** BORN WILL
FIND A PERMANENT
HOME.

ABOUT **710,000 ANIMALS** WHO ENTER SHELTERS AS STRAYS ARE RETURNED TO
THEIR OWNERS. OF THOSE, **620,000 ARE DOGS** AND ONLY **90,000 ARE CATS.**

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