

FRANCHISE ALERT #4: Pet Franchises

OWNER'S ROLE: Owner/Operator or Manage-the-manager (semi-absentee)

SKILLS REQUIRED:

Owner/operator model - networking skills, building relationships with referral sources, general people, and business skills.

Manage-the-manager model - People management, business acumen, team leadership.

NOTE: PET OWNER EXPERIENCE IS REQUIRED! This is one of the few franchises where experience is required. However, industry experience is NOT required. Training is provided.

UNIQUE CHARACTERISTICS OF [PET INDUSTRY](#):

- The US has 40% of the global pet market share.
- There are 69 million dogs and 45 million cats as pets in the US.
- Pets are a \$123B+ per year industry.
- Almost 80% of American households have a pet.

HOW MUCH DOES A PET FRANCHISE COST?

Owner/Operator: Total Investment starts around \$100K

Minimum financial qualifications start at \$90K liquidity \$250K+ Net Worth

Manage-the-Manager: Total Investment starts at \$200K

Minimum financial qualifications start at \$150K Liquid \$450K Net Worth





PET BUSINESSES:

- **Mobile services** - washing, grooming, walking, sitting, pet medicine administration, pet waste removal
- **Brick-and-mortar locations:** Doggie daycare, boarding, pet retail store, washing + grooming

HOT MARKETS: Across North America

NEXT STEP: 2 options

1. Visit our [website](#), [FAQs](#), [videos](#), [testimonials](#), [Resources](#), and [LinkedIn profile](#)
2. Schedule a confidential appointment with Anna by calling/texting 706.736.0579, emailing anna@selectfranchises.com, or clicking [here](#).

Learn. Launch. Live Your Dreams.



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