

## 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:** 3 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](mailto:anna@selectfranchises.com), or [clicking here](#).
3. Stay in touch and be informed by engaging on social media to get the latest news on what's hot in franchising and learn what you need to know about franchises.
  - Invite me to connect on [LinkedIn](#)
  - Follow **Select Franchises** on [LinkedIn](#) and on [Facebook](#)
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It's my pleasure to provide insightful economic data and information to you about [pet care franchises!](#)



Anna Wilds, CFE  
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Franchise Economist and Elite Franchise Advisor

## Learn. Launch. Live Your Dreams.



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