



**Where passion for
pets meets great
business opportunity**



petpals.com





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Our mission

To positively **enhance the lives of our clients and their pets** by the delivery of exceptional pet care through our dedicated, trained and professional teams. Ensuring that we become their '**pets best friend**', allowing our clients to relax in the knowledge that their much-loved pet and their homes are in safe hands.





Message from our MD

Thank you for requesting our franchise brochure, which we hope will answer some of your questions about owning a Petpals business.

As the longest established multi-service pet care franchise in the UK, being full members of the British Franchise Association (bfa) and founding members of the Pet Care Franchise Association (PCFA), we know our way around the marketplace. We've been helping franchisees achieve their goals for over 20 years and we can help you capitalise on the nation's love of animals to build a strong, profitable business.

Whether you choose to start your business as an owner-operator or decide to invest in a team from the outset, our management franchise gives you the system for success. As a Petpals' franchisee, you benefit from the knowledge and experience that has kept our franchise model as the market leader since 2001. Our initial training is designed to leverage your existing skillset and our tailored ongoing support will help you to achieve your full business potential.

Our network of franchisees is one of our strengths and something we are very proud of. Although Head Office will provide all the training and information you need to run your business, when you purchase a Petpals franchise, you aren't just getting Head Office support but the knowledge and advice from a national network of other Petpals' franchisees.

With more than 60 Petpals' franchisees, we have both single and multi-territory owners who come from a variety of backgrounds, but they all have one thing in common - a dedication to pet welfare.

If this sounds like a team you'd like to join and would like to find out more, we'd be delighted to hear from you!

Best wishes,

Kevin Thackrah

The pet care market

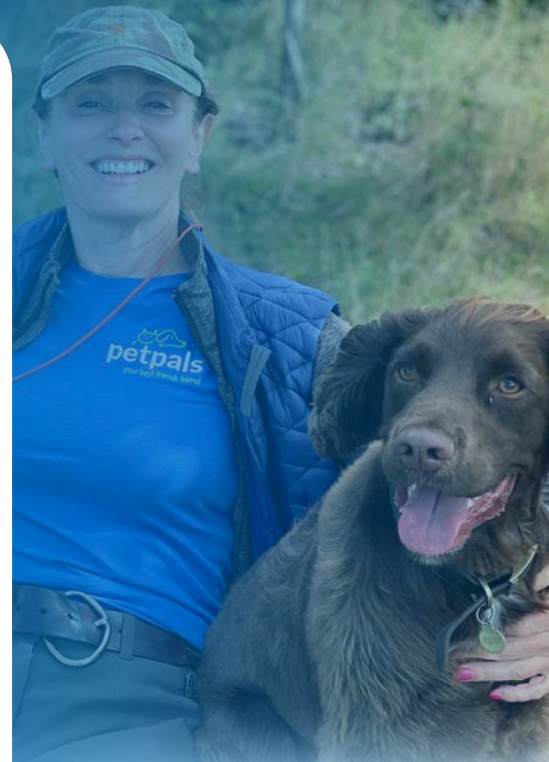
It's no secret that the British public love their pets. In fact, a staggering 57% of all UK households own at least one pet, including 12 million dogs, 11 million cats and another 8.1 million small pets*. It's no wonder our pet-care services are in such high demand!

Pet owners book our services when they can't be there, whether it be for annual holidays, one-off business trips or regular absences from home. Since the pandemic, we've also seen a huge increase in pet ownership signalling an upturn in the need for professional pet-care services as pet owners return to former working habits and busy social lives. Considering the varied lifespan of

pets and love of our pets, franchisees grow their businesses based on multiple transactions and long-term relationships with their clients.

And with such a passion for pets in the UK, people do their homework before agreeing to use a pet-care provider. That's where our Trustpilot reviews come in. With a rating of Excellent and an impressive 4.9 out of 5 stars, our hundreds of fantastic online reviews and personal recommendations drive new business daily to our franchisees' businesses.

* Pet Food Manufacturers Association's Pet Population Report 2023



"Ray met Rocky and Rossco at their home and it was very clear he had an affinity with animals - they gave him lots of kisses which reassured me they would be well looked after. We live locally so when we're out and about on walks we often bump into Ray and Sandra. Rocky and Rossco are clearly pleased to see them - tails wagging and lots of excitement. We have three holiday dates already booked for next year. Excellent service - highly recommended.

Thank you Ray and Sandra."

Jenny Blackley on
Petpals (Chislehurst)

"I cannot recommend my local Petpals' home boarding service enough. Sallyann has introduced us to her wonderful boarders, Bill & Margaret and Gina. Whenever we go away, we now know that when we leave our two elderly treasures with them, they will take pleasure in looking after them and treat them as their own. Our dogs enjoy staying with them and we have regular updates about what they're getting up to whilst we're away. The peace of mind and reassurance this brings is invaluable and it means we can enjoy our breaks all the more.

A big thanks to everyone."

Deborah Breden on
Petpals (Darlington)

"Sue recently looked after my two cats Ella and Ollie whilst I was away on holiday. The regular updates with pictures Sue sent were fantastic and put my mind at rest. Sue's care and attention of my pets in my home was superb. It has made such a difference having my pets cared for in their own home rather than the stress (for me and them) of putting them into a cattery. Both cats were so happy and settled as usual upon my return which was comforting to see. I would highly recommend using Petpals Chichester. Such a brilliant service. Thank you so much Sue."

Louise Hanlon on
Petpals (Chichester)

Combine your love of animals with a great business opportunity

Please contact us for a chat

 01264 326360

 ukoffice@petpals.com



Our services •

Our range of services are designed to capitalise on the nation's vast spectrum of domestic pets who become important members of the family - think any breed, any need! From dogs and cats to guinea pigs, gerbils, hamsters, birds and exotic pets. We offer dog walking; cat, small pet and exotics home visits; pet home boarding; doggie day care; puppy and elderly dog care; and, pet transportation. Whenever pet owners need a helping hand, we are there to provide loving care for their animals. All of our franchisees and their staff are DBS checked, proudly wear their Petpals uniform and carry identification. Confidential assessments are carried out at the client's home.



Dog walking

Our dog walking service is available on a regular or ad hoc basis; either one-to-one or group walks, depending on client requirements.



Cat and small pet sitting

Most cats and small pets such as rabbits, birds and exotics, prefer to stay at home when their owners are away on holiday or business. They have their own familiar surroundings and regular human contact. Our franchisees' teams visit once or twice a day to cuddle, play, feed and clean, according to their normal care routines. Not only that but we can also water house plants, put out the bins and alternate curtains and lights.



Puppy and elderly dog care

Puppies and older dogs require regular care during the working day. Our franchisees' teams provide companionship and care visits that include garden play or short walks. For puppies, this early routine can evolve into a full walk as the dog gets older, meaning another high-value client for your business.



Pet home boarding

To our clients, it's the purrfect alternative to catteries or kennels! Pets stay with one of our approved host families, keeping to usual routines and adding lots of love and attention.



Pet taxi and domestic pet transportation

Whether it's a trip to the vets, groomers or organising a pet's relocation when a family moves home, you'll have access to our in-house expertise and connections to make the trip as stress-free as possible for both the pet and your client.



Why Petpals?

As well as delivering a great return on investment, being part of our established national brand brings you many additional benefits:

- A low-risk, supported way to set up your own business
- Full training for you and your management team in the Petpals systems, code of ethics and values
- Guidance through the comprehensive legislative requirements of the industry
- Pre-launch and ongoing support
- A regular income stream with great growth potential



Petpals - every pet's best friend

Founded in the 1990s, Petpals was a pioneer in franchising professional pet-care services. We remain the UK's leading provider of home-from-home and in-your-home pet-care services and pet sitting. Our uniquely designed, proven and rewarding service allows pet owners to leave their cherished pets in the hands of fully trained and qualified Petpals' franchisees.



Petpals' tried-and-tested business model

Unlike some other franchises, we are not just offering a lifestyle business to fit around your family but a first-class business investment opportunity in a rapidly growing market, which will ultimately provide the rewards for you to enjoy family life. With no debilitating property costs or investment in stock, our management franchise model presents an outstanding opportunity for both income and capital growth with an excellent return on investment.



Petpals' philosophy

We believe that all pets are happier when cared for either in their own home or that of a suitably experienced and friendly carer. Pet lovers know that their animals thrive in a secure and loving home environment and prefer these arrangements to kennels or catteries.



Petpals' promise

We promise to provide suitable training and support to enable our franchisees to start building a successful business. You can call on the team at head office and our network of franchisees at any time for advice and expert opinion.



Petpals, the bfa and ethical franchising

Petpals is a full member of the British Franchise Association (bfa) and are committed to its strict codes of practice and ethical franchising. The bfa is a self-regulatory body that promotes ethical franchising practice, and our membership protects Petpals' franchisees and clients. It helps sustain a positive reputation for the commercial business of franchising. For potential franchisees, Petpals' membership of the association offers them peace of mind as they embark on their new business venture.

“ Being involved in a franchise network provides reassurance and confidence and, as long as you follow the working model, you've got a blueprint for the business. The standing and the quality of the Petpals brand was one of the reasons we decided to invest in a franchise in the first place. We've followed the operating process rigidly and stayed on brand throughout. We've been managing a successful franchise for the past 15 years. There's no magic formula – if you follow the system, it works. If you want to be associated with quality and want to provide a meaningful service, then Petpals is the franchise for you! ”

David Gray, Petpals Darlington & Stockton franchisee

The franchise package

The Petpals franchise package provides you with all the training, information, support and advice you will need to set up your new pet care business quickly and confidently.

Your franchise fee of

£9,995 +VAT includes:

- Your franchise licence fee
- Your exclusive territory
- Comprehensive head office and on-site training including business, operational and technical aspects
- Business coaching
- On-site business launch support
- Pre- and post-launch PR and marketing campaign
- First year's business insurance
- Full set up and first year's subscription to QuickBooks Online accounting
- Franchisee British Franchise Association (bfa) membership
- Your own individual area within the Petpals' website
- Pet care equipment, uniform, ID badge, accessories and stationery for your team

“ Since launching my own Petpals I have been overwhelmed by the local response and demand for our premium pet care services in the area. The support you receive from Petpals Head Office is second to none. I had bookings lined up from day one and have now recruited staff to help with the demand. I feel I have only just scratched the surface and continue to grow every month! It's the best decision I ever made. ”

James Callow
Petpals (Crawley) franchisee



Call now to find out more about this exciting business opportunity.

Please contact us for a chat

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Training and launch

We will provide you with a comprehensive initial training programme, delivered at our Head Office and in-territory. Our franchisees come from all walks of life and a range of diverse careers, so we take the time to understand your skill sets and tailor our training and support to suit your needs.

Being at the heart of your local community is essential. With your knowledge of your local area and our vast experience of franchisee launches, we'll combine our ideas to create a tailored launch plan. By adding important touches like a donation to a local pet charity of your choice, you'll begin to raise the profile of your new Petpals' business.

So that you have the best opportunity to concentrate on your business launch, there are no monthly franchise fees for the first three months of trading.

We also provide specific courses for our franchisees for the development of their business, including:

- Dog behaviour and handling skills course
- Accredited pet first aid courses
- Accredited pet professional courses
- Business development coaching programme

"One of the most valuable resources we have access to is the franchisee forum – it provides a great arena for sounding out ideas with other franchisees or asking for advice about the daily operations of the business. Knowing I have the support of my peers and the franchise support team is so reassuring. We're all so happy to see each other's businesses succeed, which is probably my favourite thing about being a Petpals' franchisee – the sense of camaraderie."

**Ray Hipwell,
Petpals (Chislehurst) franchisee**



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Our ongoing commitment to you



Our vision, mission and core values are at the heart of everything we do and a commitment to sharing them will help set you apart from - and above - all competition.

Our core values:

- 1 We believe that pet ownership is a privilege not a right.
- 2 The welfare of the pets in our care is our number one consideration.
- 3 Only excellence is acceptable in the care of our clients' pets and their homes.
- 4 Honesty and integrity are vital in everything we do and say.
- 5 The confidentiality and value of every client must be recognised and respected at all times.
- 6 We do not believe in luck but believe that the outcome of everything we do is directly related to the quality and amount of effort we put in.
- 7 Teamwork will achieve greater results than individual effort.

Once you have launched your Petpals' business, our support continues for the life of your franchise. We are committed to your success and our expert team will support you to maximise the value of your business:

- Regular business development reviews.
- Recruitment and team development support.
- Accounting support and advice from our qualified QuickBooks Online accredited trainer.
- On hand advice from our vet and animal psychologist partners.
- Access to the Petpals' franchisee forum and network support.
- Annual national franchisee conference.
- Social media and marketing support.
- Access to further business coaching and development.

And when it's time for you to retire or move on to new challenges, we'll support you to exit your Petpals' business.

"I built my Petpals franchise up into a successful business that I eventually sold to three of my employees. If you want to build a large, successful business and you are willing to work hard, Petpals can help you achieve your dreams."

Sarah Richardson, Petpals' Northern Operations Manager and former Petpals (Stockport) franchisee





A rewarding business

As with any franchise business, you get out what you put in and Petpals is no different. Investing in a management-style franchise, like ours at Petpals, offers savvy entrepreneurs the opportunity to put their skills in management and organisation to good use.

This model is often most successful when the owner sees the value in the support of others to make it a success as, although you will be working on the business at a strategic level, you may not be working 'in' the business every day.

Whilst this is not solely a lifestyle business - as many franchises purport to be - our franchise does deliver a great work-life balance as you grow your dedicated team. Our territory size and the guaranteed number of households within it gives you the opportunity to scale a profitable business and achieve a significant return on investment.

Should you wish to progress your application to join our franchise, we will share actual financial models with you. Our top franchises are averaging a turnover in excess of £200,000 a year.

"The difference now is that I'm able to control my own lifestyle and process in terms of where I want to go. This business will be my retirement pot – this is an investment opportunity."

**David Gray, Petpals
(Darlington & Stockton) franchisee**



Next steps

We carefully select and train the right applicants who are committed to the delivery of our brand values and code of ethics. This is essential to ensure we maintain the highest standards in the delivery of our services in the interest of our customers, their pets and all our Petpals members. Pet ownership is a privilege, not a right and the welfare of pets in our care is our priority. As a franchisee, you will quickly discover the satisfaction of growing the value of your business whilst giving clients peace of mind that their much-loved best friend is in safe hands.

With an unrivalled return on investment, we are now looking for people to join us as we enter our third decade in the thriving pet-care market. Multi-territory opportunities are available for the right candidates.

How to become a Petpals franchisee:

Application

Start by reading through the information in this pack and then contact us with any questions. Or to progress your enquiry to the next stage, complete our application form which can be found here: petpals.com/application

Discovery Call

You'll then have an informal online chat with one of our senior team members to allow us to get to know each other further. We want to develop long-term relationships with our franchisees, so it's important that we can each be confident in the other's ability and commitment to making the business grow and prosper.

Discovery Day

After your discovery call, you'll spend a day with a Petpals' franchisee near you. You'll see Petpals in action and have the opportunity to learn as much as you can about a typical day in the life of a Petpals' franchisee.

Director's Meeting

We'll work together to decide whether we are right for each other, based on the application process and your discovery day. A refundable* deposit of £2,500+VAT reserves your exclusive territory.

Operations planning day

Your operations planning day at our Head Office in Andover is the start of the detailed planning process that will lead to:

- Initial training
- PR and marketing campaign to promote your new business
- Setting-up and launching your business

*subject to any direct costs we may have incurred on your behalf



Ready to join Petpals?

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