

Dream of working with animals, building a business and being your own boss?

If you have a love of pets, the great outdoors and would like a healthy lifestyle whilst working for yourself, then this opportunity could be for you.

For more information:

🐾 Call: Paw Pals on **01737 217337**

🐾 Email: [info@paw-pals.co.uk](mailto:info@paw-pals.co.uk)

🐾 Or, visit our website [www.paw-pals.co.uk](http://www.paw-pals.co.uk)

*"I feel genuinely proud to be a Paw Pal, the values of the Company are everything I believe in; honesty, integrity and providing a quality service."*

Paul Wright, Paw Pals Romford



FRANCHISE PROSPECTUS

*'Put your Paws in our hands'*





*"I found Paw Pals on a franchise website and was so inspired by their friendly nature and genuine passion for animals that I knew*

*it was the one for me!"*

**Caroline Newbury, Paw Pals West Oxon**



*"The job satisfaction of having an animal genuinely happy to see you is beyond compare."*

**David Lugsden,  
Paw Pals Cheshire East.**

## About PawPals

Paw Pals began as a local, family run business in 2005. The family felt unhappy with leaving Fido and Felix in the local kennel and cattery. They decided an alternative pet care service offering a flexible, reasonably priced and loving service should be available; and so followed the launch of Paw Pals!

Whether away on holiday or at work, Paw Pals offers a personalised service to pet owners, from daily dog walks and cat feeding to small animal boarding and overnight home sitting. Pets can be cared for in the comfort of their own home or in a 'home from home' environment with a Paw Pals Pet Sitter.

With more and more people leading increasingly hectic lifestyles with longer working hours and extra commitments, pet care is becoming an essential and regular service for many people. Turning to Paw Pals for professional and reliable pet care eliminates the hassle of having to rely on family, friends and neighbours.

Due to the overwhelming success of the first Paw Pals branch, the opportunity to franchise the business was created.

Paw Pals is now run by Managing Director Brian Ainge, who originally started as a franchisee himself, managing the successful East Surrey branch for 4 years. He now runs the Paw Pals Pet Sitting franchise network across the UK.

*“A job from the heart!”*

Darren Moxam-  
Collins, Paw Pals  
Eastbourne

## Is Pet Sitting for You?

Pet sitting is a wonderfully rewarding career that combines the joy of working with animals, with the independence and freedom of being self-employed, whilst keeping an active and healthy lifestyle.

Mintel's UK 2017 research on British households reveals that 56% of UK households have at least one pet, with an estimated pet population of 54 million.

46% of dog owners admit it can be difficult to provide the exercise their doggie companions need (Mintel, 2017). Clients will depend on the services you provide and in many cases you become part of the family. You will play a vital role in the welfare of a pet's life, thereby creating a unique bond.

You will inevitably meet many like-minded people whilst out walking and taking on new clients, making new friends and contacts in this very sociable job.

Being in good health is essential as you may spend several hours a day walking dogs of different sizes and strengths.

Paw Pals prides itself on excellent and professional customer care. It is crucial therefore, that the highest standards of care are maintained throughout the franchise network, so great customer service skills are vital.

Essentially, if you have a passion for pets and their welfare, yearn for a satisfying and active job that's different every day, with the independence of working for yourself, then Paw Pals could be the opportunity for you.

## Your Role as a PetSitter

As a Paw Pals franchisee, you will offer the core services outlined below. You will then have the freedom to offer additional services as your franchise expands.

**Dog Walking:** Any length from 15 minutes to an hour, walks are flexible to suit the client and their dog's needs. Paw Pals uniquely believes that each dog should receive dedicated, one-to-one attention from the pet sitter and consequently dogs are never walked in groups.

**Dog Home Boarding:** Either in your home or the home of a host family, you can offer boarding holidays to clients' dogs as a cosy, loving and preferred alternative to kennels.

**Cat Feeding/Sitting:** A choice of brief visits for cat feeding and essentials or extended visits for extra fuss, attention and playtime!

**Small Animal Boarding:** A popular service allowing small fluffies to receive extra attention by staying in your home, (in hutches in your garden or indoors in their own cages) rather than in your client's home alone. You can even look after birds and exotics if you wish.

**Pet and House Sitting:** Full care of pets in their own home; feeding, walking, cuddles/playtime, cleaning out, basic grooming, administering medication, bring in post/paper/bins, watering plants, switch lights on/off, close/open curtains.

*“ I chose Paw Pals because I like what they stand for.”*

Diane Routledge, Paw Pals  
Ashington

**Paw Pals actively encourages and supports franchisees who wish to provide additional services to their clients. These include:**

- **Overnight Pet and House Sitting:** For clients wanting that extra attention for their pets and home security. Duties as before plus an overnight stay.
- **Pet Food Sales and Delivery:** Straight to the clients' door.
- **Wedding Dogs:** Chaperone the bride and groom's dog to their special day!
- **Horse and Home Care:** Care for horses or livestock on small holdings or farms.
- **Dog Grooming**
- **Pet Photography or Portraits**
- **Pet to Vet/Groomers Transport**
- **Microchipping**





## Why choose a Paw Pals franchise?

‘Pet Services’, including dog walking, pet sitting and boarding, is the fastest growing category in the Pet Industry. Even during the global recession, pet care sales continued to grow steadily in value year on year, making this an ideal time to enter the market with an established and successful business like Paw Pals.

With a ten year track record, our proven business model will significantly increase your chance of success and help improve profit margins compared to starting out on your own.

Our Paw Pals franchise package offers a ‘ready-to-go’ business enabling you to start trading immediately. No need to worry about designing your own website, creating a logo or researching legalities of client contracts and forms – we will provide you with everything you need to get started.

*“The website is brilliant and I now get the majority of my work through the website and Google.”*

Paula Taylor, Paw Pals Buckingham

By purchasing a Paw Pals franchise you are joining a brand renowned for its quality of customer service and personalised pet care.

### Why Paw Pals is different:

**We don’t pack walk dogs:** Extensive feedback has confirmed this is preferred by clients and franchisees alike, making our service unique, specialised and a more enjoyable experience.

It also eliminates the need for a large, costly van as you can use a smaller, fuel efficient and more environmentally friendly car.

**Extensive and continuing support:** As well as full start up support, Paw Pals provides ongoing advice and guidance in all aspects of your business. From HQ to our business advisors

and the network of fellow franchisees, help is always on hand.

**We offer comprehensive and ongoing training:** Our package includes all the training you need to start your business and we also offer additional training courses and refreshers each year.

**The pet world is your oyster:** We actively encourage and support franchisees to expand their businesses and to offer additional services, from grooming and microchipping to pet photography and portraits.

**We have been pet sitters ourselves:** Having firsthand experience of managing and growing a Paw Pals franchise from scratch, we have the knowledge to help you make your business into a successful operation.

## Application Process

An ideal Paw Pals candidate would:

- 🐾 Have a genuine passion for all pets, big and small!
- 🐾 Be an all-weather person and love the great outdoors.
- 🐾 Be self-motivated to drive your business to success.
- 🐾 Be dedicated to providing excellent pet care and customer service.
- 🐾 Have sufficient liquid capital to support you while your business takes off.
- 🐾 Have adaptability and flexibility – pet sitting is different every day!

If you think this could be the path for you and you are genuinely committed to providing exemplary pet care in your area, please contact us or complete the application form to arrange an informal interview.

You will then be invited to spend a ‘Taster Day’ with an existing franchisee. You will be able to see and hear firsthand what it is really like running your own Paw Pals franchise.

At this point, we can then take a deposit payment to secure your own exclusive territory.

After receiving satisfactory references and police disclosure assessment, we can then begin your training and start promoting your business!

In a matter of weeks, your dream of running your own pet care business could be reality. Pet sitting is a wonderfully rewarding career,

so why not take the first step and get in touch to discuss securing a territory for your own Paw Pals franchise. Go on, Put Your Paws in Our Hands!



Dog Walking, Pet Sitting & Boarding Franchise

