

PetButler[®]
Serving Pets & Their People



TURN YOUR
Passion for Pets
INTO A BUSINESS STRATEGY



Americans love their dogs!

"The number of dogs per household and pet expenditures is on the rise. Motivated entrepreneurs who have a passion for animals can participate in the 115 billion dollar pet service industry by joining Pet Butler."

James Young
President of Pet Butler



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This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for informational purposes only. Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of one of these states, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your jurisdiction.



Develop a Multi-Year Plan

“Pet Butler has helped me design a short and long-term plan to grow my business. Without a plan, you’ll have no goals to shoot for and no way to measure success.”

Andy Wiltz
Pet Butler - Shawnee Mission, KS

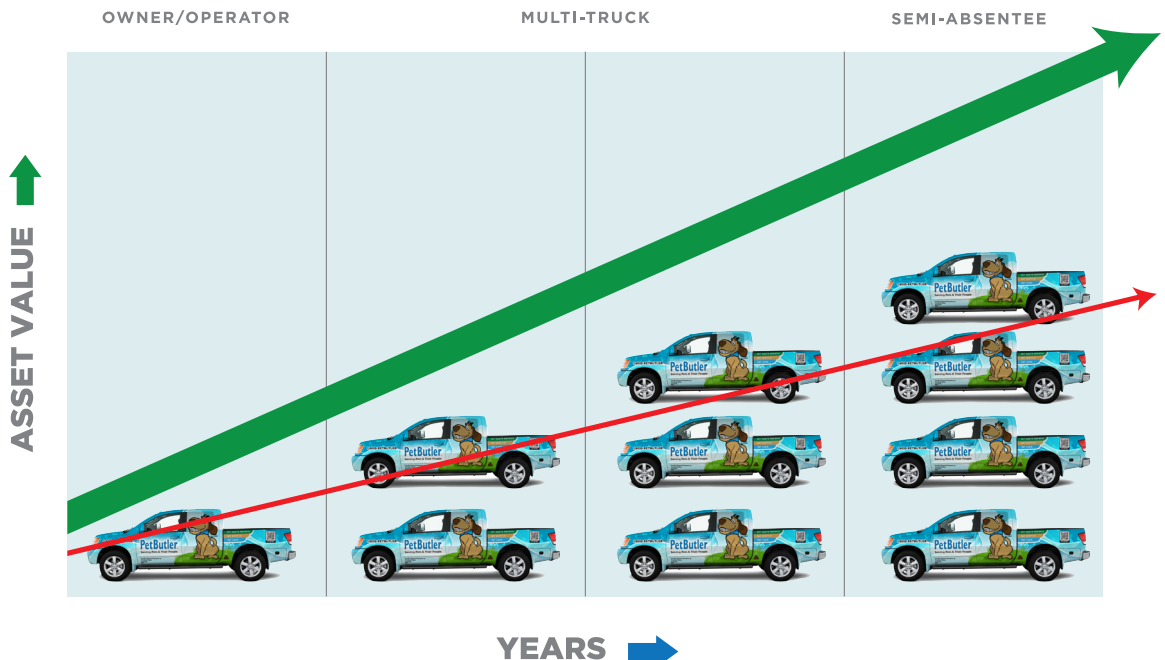


GROW YOUR BUSINESS

Understanding the Value of Recurring Revenue

Going into business is about making your life better, creating employment opportunities for others, and making your customer's lives more enjoyable. While there are no guarantees, owning your own business can be financially rewarding and provide you the freedom, flexibility, and financial security that you seek.

Pet Butler services are repeatable and create recurring revenue, which is critical to building a sustainable business. Recurring revenue allows for predictability in terms of cash flow, labor, and marketing. Recurring revenue also allows you to build an asset over time that you can sell or transfer to family members.



PET BUTLER SERVICES

Pet Butler services give business owners multiple ways to profit from recurring revenue.



Residential Pet Waste Removal

We provide weekly pet waste removal, every other week, or monthly, as well as cleanup for a special occasion.



Pet Shuttle Service

Our professional pet shuttle service will pick up your pet and take them to and from daycare, grooming, veterinarians, boarding facilities, and more.



Pet Sitting & Dog Walking

Our professional pet sitters will watch or walk your pet while you're away, so you don't have to worry about your pet being alone or coming home to a mess.



Commercial Scooping Service

We offer pet waste services to commercial properties including pet waste stations as part of a complete commercial waste management program for poop free grounds.



Deck & Patio Spray

Pet Butler can spray off your deck or patio to remove pet poop stains.



Yard Odor Eliminator & Disinfectant

Yard deodorizer eliminates odors and the parvocidal disinfectant reduces the threat of passing parvo between dogs.



COMPREHENSIVE MARKETING SUPPORT

Pet Butler offers a strategic blend of grass roots brand building and high-tech database marketing. At the intersection of these two approaches is the value in franchising. Each party focuses on what they do best and together they drive the business further and faster than either could do independently.



LOCAL MARKETING

Participation in local events and creating partnerships with local businesses will raise awareness of your services and brand. By participating in these events, you will explain your service and earn trust in the marketplace. This trust allows your marketing to perform better, driving the business forward.

- **Participate in Local Events**
- **Partner with Pet Businesses**
- **Attend & Support Wellness Fairs**



MARKETING SERVICES

Pet Butler franchise owners have ongoing access to Pet Butler's marketing service team. Here is a comprehensive list of the marketing support provided:

SEARCH ENGINE MARKETING:

Build and manage your online paid media campaigns (Google, Yahoo, Bing, and Facebook).

SEARCH ENGINE OPTIMIZATION:

Build and optimize specific market landing pages.

LOCAL LISTINGS MANAGEMENT:

Manage 65+ directories across the web.

SOCIAL MEDIA MANAGEMENT:

Create, manage, and publish relevant content for consumer engagement.

EMAIL MARKETING (PROSPECT):

Create timed and relevant content and offers to re-engage prospects.

EMAIL MARKETING (CUSTOMER):

Manage relevant and timely content that adds value to the customer.

WEBSITE SHOPPING CART:

Oversight and management with a focus on increased cart conversion.

DATABASE TARGETING:

Model and score your prospect database, providing direction on targeting.

DIRECT MAIL MANAGEMENT:

Target direct mail to dog owners likely to use our services.

COLLATERAL MATERIAL MANAGEMENT:

Create promotional materials, brochures, business cards, and more.

MARKETING PLANNING:

Utilize a marketing playbook to quantify the expectations of each activity.

SOCIAL MISSION:

Work with local rescue groups to promote pet adoption.



OPERATIONS

Improved Operations Lead to Greater Achievements

FRANCHISE SUPPORT MISSION STATEMENT:

We provide, and help our franchise owners implement a profitable success system that enables them to achieve their goals and dreams!

If you're an entrepreneur starting your first business or an existing pet industry business owner who is seeking to diversify their services, we will cater our support to fit your specific operational needs.

Our operational support has been developed through the years and our support gives the franchise owner a clear and well-defined roadmap for building their business.



Support System

"Franchise owners that take advantage of the support system build stronger businesses."

Cesar Jimenez
Pet Butler - Phoenix, AZ



As a Pet Butler franchise owner, you have access to:



DEDICATED BUSINESS CONSULTANT

A dedicated business consultant who supports you every step of the way.



TEAM OF EXPERTS

A team of marketing, operations, equipment, and achievement experts—all motivated to support the growth and success of your business.



COMPANY-OWNED BUSINESS

A sizable Company-Owned franchise to model your business after.



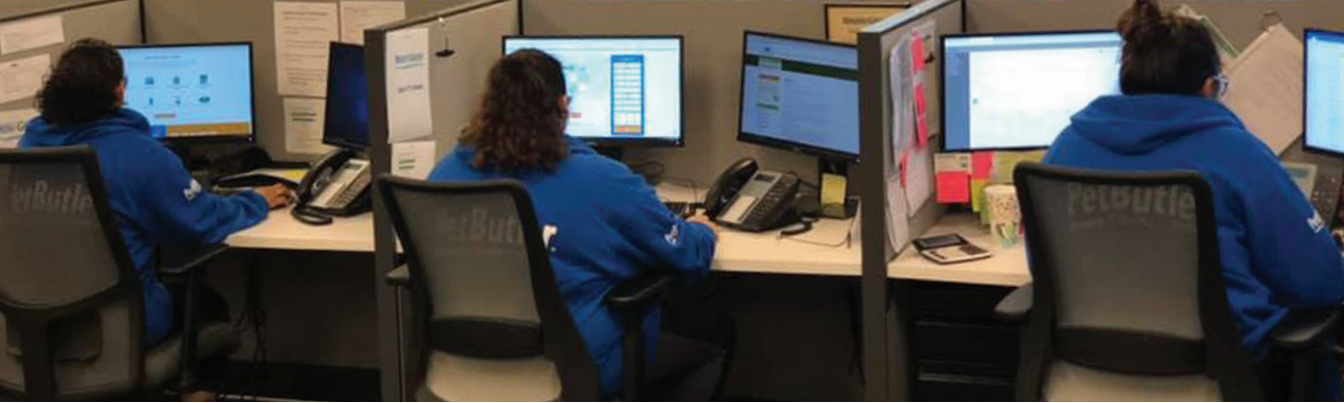
PROVEN OPERATING SYSTEM

A proven operating system with documented processes and procedures all ready to go.



NETWORK OF BUSINESS OWNERS

A network of business owners who do exactly what you do, sharing advice, support, and comparison data to drive continuous improvement.



STATE-OF-THE-ART NATIONAL CALL CENTER

Back Office Support

The Pet Butler National Call Center supports franchise owners with answering all sales, customer service calls and provides back office support with scheduling and payment processing. This allows the franchise owner to focus on building the business locally and developing their operations team to meet the demand for our services.

Our National Call Center utilizes Pet Butler's proprietary software called ARF. This platform is cloud based and each franchise uses it to run their business. This allows for real time, open communication between the call center and the local franchise. It also minimizes issues with customer accounts and ensures that there are no delays in service.



National Call Center

"With the back office support, I can keep my overhead low and focus on what I do best, being active in the community and developing my local team."

Pat Lanigan - Pet Butler
Des Moines, IA



BILLING

- Process and collect payments
- Update customer account
- Involve owners, reports as needed

SERVICE/ROUTING

- Schedule service based on specified route
- Review online sign-ups for accuracy
- Answer ALL customer service inquiries
- Record all notes in ARF

SALES

- Answer and process all new sales
- Aggressive follow up on ALL leads



OUR SOCIAL MISSION

Support Local Rescues and Pet Adoption

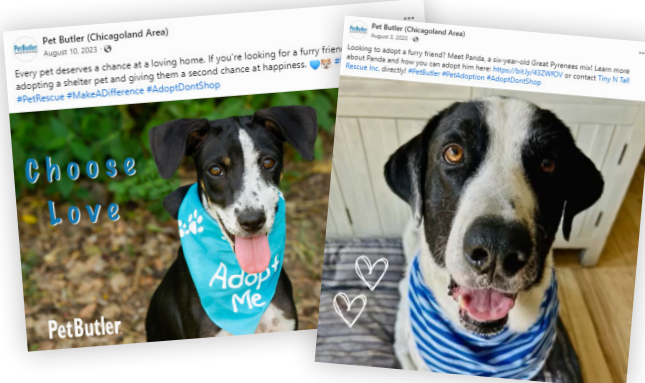
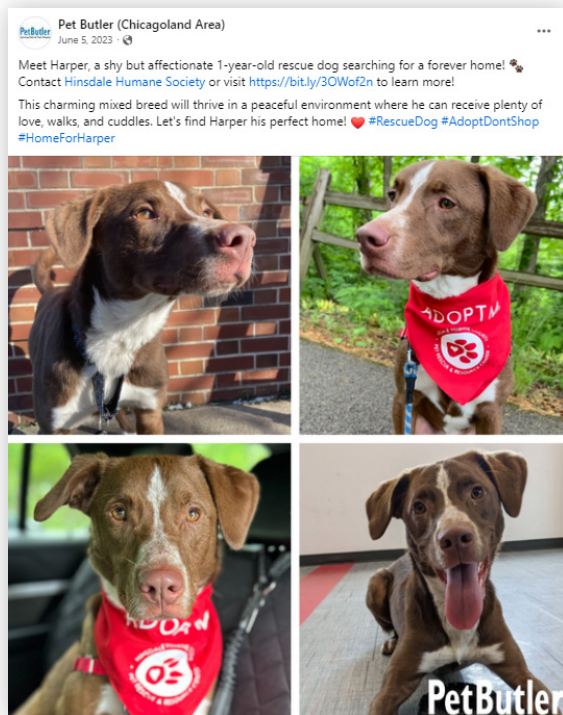
Pet Butler is an organization made up of smart, enthusiastic, animal loving professionals. Our purpose outlines a noble cause and our services are impactful to the families that we serve. We go further by donating our time and leveraging our business platform to bring local awareness to the needs of animal rescues, shelters and of course pets in need of adoption.

AWARENESS ABOUT PET ADOPTION

According to the American Humane Society, each year, 2.7 million adoptable dogs and cats are euthanized in the United States, simply because there are too many pets in shelters and too few people consider adoption when looking for a pet.

The Pet Butler organization is working to bring awareness to dogs in need of rescue through local animal shelters in the markets we serve. At no cost to the rescue groups, each Pet Butler franchise is encouraged to support their local shelters by utilizing their social media channels to feature and focus on at least one rescue group and their adoptable dogs each month.

By taking our mission across the country through our network of franchise owners, everyone associated with Pet Butler benefits!



REASONS TO INVEST IN A PET BUTLER FRANCHISE



INVEST IN A GROWING INDUSTRY

Take advantage of the 115 billion dollar pet industry by starting your own pet service business. Build recurring revenue, get involved in your community, and do what you love!



TEAM APPROACH

Let us help you build a strong and sustainable business. Be in business for yourself, not by yourself. The Pet Butler support center team will provide the opportunity to grow your business faster and further than if done independently.



PASSION FOR PETS

Our social mission outlines a noble cause and our services are impactful to the families that we serve, but we go further than that, donating our time and leveraging our platform helps bring awareness to the animal rescue world.



LOW INVESTMENT

With a low initial investment and a good credit score, you can get started building a meaningful business.

PetButler®

Serving Pets & Their People



SAY HELLO TO YOUR GUIDE



LEADERSHIP CALL



OPERATIONS &
MARKETING REVIEW



INVESTMENT CALL



TERRITORY PLANNING



DISCOVERY DAY



WELCOME TO THE FAMILY

Let's Get
Started Today!

GROW WITH PET BUTLER'S PROVEN
MARKETING AND SUPPORT SYSTEMS

844.777.8608
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