

# GB Pet Sitters

## Application and Information Pack



## What We Offer Our Customers

- **Dog Walking**

We provide a dog walking service, predominantly on weekdays to lend assistance to those working long hours. We do offer one-to-one walking but also place a great emphasis on group walking, which is highly beneficial for the dogs.
- **Dog Training**

A number of our franchisees offer canine behaviour and training services and we fully support others that are training in this area.
- **Dog Boarding**

We offer a dog boarding service, which differs from the traditional kennels environment. The dog stays with a 'host family' at the property of the host. The host offers a home from home experience, where the dog is made to feel secure and part of a family. Normal routines for walking and feeding are kept. The availability of this service will depend on your own circumstances.
- **Puppy Sitting**

We are able to offer a puppy sitting service for dogs that haven't yet finished the full vaccination process. This would include feeding, cleaning up accidents, basic training and house and garden play. When the dog is fully vaccinated and able to socialise with other dogs, we would recommend switching to our dog walking service.
- **Cat Sitting**

We can provide a comprehensive service to cat-owners who recognise the benefits of a cat sitting service as oppose to using a cattery. GB Pet Sitters able to feed, change water, groom and clean their litter trays. We also have vast experience in caring for cats with diabetes and other medical conditions.
- **House Sitting**

We have a number of franchisees that offer a house sitting service. This entails the sitter living in the client's property during their absence, which is usually due to a holiday or the client working away. A house sitter would maintain the property and care for any pets that live in the household.
- **Small Animal Care**

The small animal care services offered by GB Pet Sitters involve the care of a wide variety of domestic pets, to include rabbits, guinea pigs, fish, birds, reptiles and

other exotic species. The car would generally involve feeding, changing water, administering medications and cleaning the living environment of the pet.

- **Pet Transport**

We offer a pet transportation service in all areas we operate in. This might involve taking a pet to a vet or grooming appointment or even relocating a pet.

- **Equine & Livestock Care**

A number of our franchisees, especially those operating in rural territories, offer services for horses, including turning out/bringing in and mucking out stables. We also help out at working farms on occasions, dealing with a wide variety of livestock.

- **Microchipping**

We have a number of qualified microchippers within the franchise that offer microchipping services locally. We actively support training for franchisees in this area.

## **Franchise Background**

The industry of professional pet sitting is one of the fastest growing entrepreneurial endeavours in the UK and other developed, service driven economies around the globe. The industry continues to grow to meet the needs of families and individuals with pets. It also offers a business opportunity in a field with tremendous growth potential for those individuals or families with little capital to invest, but who want to become independent of corporate lifestyles or free from the economic stresses of 9.00am – 5.00pm working.

Pets have become an increasingly integral and important part of people's lives and those required to work long hours or away from home, or travel on holiday are in need of reliable pet care services. The demand for highly skilled and knowledgeable operators currently outstrips supply.

The GB Pet Sitters franchise was established due to the success of Nottingham Pet Sitters, the branch operated by Paul & Cassie Swift. Nottingham Pet Sitters has enjoyed tremendous year on year growth and GB Pet Sitters are replicating this success throughout the franchise network, utilising both an already successful proposition, with an organic business that allows new ideas and concepts to filter from the bottom upwards.

The GB Pet Sitters pilot franchise (Wolverhampton Pet Sitters) remains operational and is one of the best performing franchise areas within the group.

## **Market Background**

In all there are now 27 million pets in the UK, such that some 11.2 million households now have a pet, a little under half the population. One of the major reasons for purchase is a desire for companionship. This important role played by the pet accounts for the tendency to indulge the pet and treat it as one of the family.

Human trends and the treating of pets as humans mean that consumers are willing to spend more money on their pets and therefore the absolute number of pet owners is perhaps less important than the willingness to spend.

There has been good growth in the pet food, service and care market; spending is estimated to have risen by a fifth between 2003 and 2010, which even allowing for inflation is a robust performance. In 2008, the market was estimated to be worth just short of £3 billion. Services in particular, which would include pet-sitting has seen spending increase over 29% during the last ten years making the total for the last financial year a staggering £1114 million.

In general, consumers will continue to be willing to indulge their pets and finding the right care for them is equally important as finding the right pet-food.

## What We Offer:

- The GB Pet Sitters franchise manual, which details all facets of our operations.
- A professional multipage website, including pet gallery.
- Full optimisation of your website to ensure it is top of search engines such as Google, Yahoo and MSN.
- Your own domain name and professional email account.
- Our full range of discounted business software.
- Training opportunities to include shadowing a professional sitter and business and pet care qualifications ran in conjunction with LANTRA.
- Help with building strategic relationships in your area with local animal charities and media/publications.
- Full marketing and operational support, including access to professional flyers, business cards, adverts, corporate clothing and pet sitting contracts.
- Full membership of the GBPS Club where members can network and share ideas and information.
- Help with building a successful team and keeping the business at the forefront of changes in the pet sitting industry.
- Full support from the team at Head Office to ensure that you replicate the success of our 33 existing franchises.

## Franchise Operating Costs

- GB Pet Sitters are unique in that we offer a free franchise set up service.
- Our quarterly Royalty of 7.5% covers all of your ongoing support and assistance. We waive this Royalty in the first six months of trade to allow new franchisees greater financial freedom in the early stages of development.
- Our Royalty also decreases by 0.5% for every 5 year franchise term completed
- At GB Pet Sitters we believe in rewarding loyalty. We also offer a totally unique 'Right to Buy Scheme' for successful franchise areas, allowing franchisees to buy out their Royalty to make substantial long term savings.
- At no other pet franchise in the UK, do franchisees enjoy a variety of ownership options, designed to aid the franchisee at the time they require the most assistance - when they begin!
- To operate a GB Pet Sitters franchise you require a suitable vehicle, a personal computer and basic equipment for your home office.
- **You should also consider provision for working capital in the early stages.**

## **Current Franchises**

GB Pet Sitters currently operate successfully in the following areas, meaning you potentially have a ready-made support network in your area and the opportunity to learn from and take advice from successful franchisees as well as head office.

**Blackpool Pet Sitters**

**Newmarket Pet Sitters**

**Bournemouth Pet Sitters**

**Nottingham Pet Sitters**

**Bristol Pet Sitters**

**Poulton Pet Sitters**

**Burton Pet Sitters**

**Reading Pet Sitters**

**Crediton Pet Sitters**

**Rushcliffe Pet Sitters**

**Derby Pet Sitters**

**Scunthorpe Pet Sitters**

**Exeter Pet Sitters**

**Sheffield Pet Sitters**

**Exmouth Pet Sitters**

**South Shore Pet Sitters**

**Grantham Pet Sitters**

**Torbay Pet Sitters**

**Halifax Pet Sitters**

**Wakefield Pet Sitters**

**Hambleton Pet Sitters**

**Wolverhampton Pet Sitters**

**Hucknall Pet Sitters**

**Yate Pet Sitters**

**Huddersfield Pet Sitters**

**York Pet Sitters**

**Knowle Pet Sitters**

**Leicester Pet Sitters**

**Long Eaton Pet Sitters**

**Lytham St Annes Pet Sitters**

**Mansfield Pet Sitters**

**Newark Pet Sitters**

**Newcastle Pet Sitters**

## **Franchisee Testimonials**

'I have been running Blackpool Pet Sitters for two years now and becoming part of the franchise was the best decision I have ever made. I have a job I love and one that fits around my lifestyle and family. When I set up I was just looking to earn a small wage and run the business as a paid hobby. Well the business was such a success it is now a family run business with 3 further branches set up in the area.

I get to enjoy my days with no stress at all and can incorporate my dogs and family with my work. The kids love to get involved and are now very experienced in many different types of pets. The support I got from Head office and other franchisees was fantastic. It was great to know I had back up whenever I needed it and there was a whole team of people on the other end of the phone.

Paul had thought of everything in the business plan and the wealth of knowledge and assistance was second to none. Rob Buka (Wolverhampton Pet Sitters) was also a star and gave me his support and told me of his experience which inspired me to go for it. The best advice I can give is if you want to follow your dream then go for it. You couldn't work alongside a better team. "

### **Clare Naylor Blackpool Pet Sitters**

"I joined GB Pet Sitters 2 ½ years ago after I was made redundant from working as an Office Manager for a Plant Hire Company. After viewing many Pet Sitting franchises online, I was particularly interested in GB Pet Sitters as it was offering a free franchise, of course this was important to me as I had no income at that time.

From the very first contact I made with Paul Swift, who is the head of the franchise, I was really impressed by his professionalism, politeness, and obvious dedication to providing a premier Pet Sitting service and franchise opportunity. Following a meeting with Paul at Head Office I immediately signed up to run Mansfield Pet Sitters in my local town. Paul helped me through every step of the way in setting up my new franchise and is extremely knowledgeable about all aspects of running a business and the pet sitting industry. Paul is always available to assist you and answer any queries you may have, which prevents you from making mistakes whilst growing your new business.

I have no hesitation in recommending the GB Pet Sitters franchise opportunity. With some hard work and motivation you too could be running a successful, prosperous franchise just like me, enjoying a wonderful job working with animals in the great outdoors, whilst earning a living and working for yourself, but with the full support and backing from Head Office"

### **Hayley Dugan Mansfield Pet Sitters**

“I came across the advert to become a franchisee for GB Pet Sitters when I had just moved to Devon and was at a real turning point in my Life. I wanted to work with animals, and yet I wanted some freedom and to be able to earn a decent wage. I travelled to Nottingham to meet with Paul and Cassie, and was impressed by the combination of business sense and passion for what they do. I started Exeter Pet Sitters 2 years ago and today we have over 300 clients and 10 people working for the business. GB Pet Sitters manage my website which draws new enquiries in every week, and they have been a constant source of support and advice, whether for issues concerning the pets’ welfare, or how to do the accounting! There is a real demand for quality pet care, and we are busy all year round with dog walking, dog boarding, house sitting, and cat sitting, which increase in the holiday periods. Many of my clients are reassured when handing their keys over for the first time that I am part of a national franchise, and they can see every member of staff is CRB checked and trained to the franchise standards. I am proud to own a successful business which offers a fantastic service to the community and enables me to have a great lifestyle.”

**Anna Goodlad**  
**Exeter Pet Sitters**



## Application Form

### Personal Details

Title:	Telephone number (Home):
Surname:	Telephone number (Mobile):
First Name:	Email address:
Address:	
Postcode:	

Do you have the right to work in the UK?	Yes	No
Note: the company will require proof of this right before an offer of employment can be confirmed – e.g. Birth certificate and/or any other appropriate document required to confirm your right to work in the UK as required by the Asylum and Immigration Act 1996		
Do you have a clean, current driving licence?	Yes	No
Have you a car your own transport	Yes	No

### Secondary Education

From	To	Place of Study	Examinations taken and Qualifications Gained

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**Further / Higher Education**

From	To	Place of Study	Subjects Taken and Qualifications Gained

**Vocational and Work Based Training**

From	To	Place of Study	Certificates etc gained

**Membership of Professional Organisations**

Date Joined	Institute/ Organisation	Grade Of Membership (Where appropriate)

**Employment Record** – Including Voluntary work. (Please list chronologically, starting with current or last employer)

Name of Employer and Nature of Business:	From: To:	Job Title: Duties and responsibilities	Final Salary and Reason for Leaving

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**Pet Industry Experience**

Please outline any experience you have that has not already been mentioned. This may include experience with your own pets.

### **Business Related Experience**

Please tell us about any previous businesses you have owned. Also state how much working capital you have to invest in marketing your franchise.

### **Additional Information**

This is your opportunity to tell us about any other skills and attributes you have that will make you a good candidate.

### **Income Information**

What is your current household monthly income? -

What is your required income in your first year trading? -

### **Verification of Information**

[www.gbpetsitters.co.uk](http://www.gbpetsitters.co.uk)

I certify that all information which I have provided is correct. I understand that any false information given may result in a franchise opportunity being withdrawn.

Signature:

Date: