

THE FRANCHISE PACK

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www.dialadogwash.ie / www.dialadogwash.com



SO YOU WANT TO FIND OUT MORE ABOUT US?? ...THEN PLEASE READ ON

We would just like to thank you for taking the time to download our prospectus on what we think is one of the most affordable and potentially life changing franchise opportunities available today.

If you have a love of dogs, are motivated to do well and have the drive to succeed, combined with a friendly, approachable manner then you are the type of person we would love to recruit. Most of you who are looking for a new career working with animals have already scoured the internet looking for the right opportunity that can combine your passion to work in this industry with the need to earn a substantial income.... well congratulations you have found it.

If you are looking for any type of franchise then we feel you are already ahead of the game as a franchise offers you the chance to build your business from day 1 without making all the costly mistakes a 'lone business' will most certainly make. With Dial a Dog Wash you have advisors every step of the way aiding with the set up your business, grooming, technical issues with equipment and mechanics, book keeping and much more. Self-employment can be a lonely business but with ourselves you will always have someone at the end of a phone or even be able to meet up with to help you make a success of your business. On top of that you will get a real sense of family as Dial a Dog Wash gives you the opportunity to network with over 175 business groomers who have a wealth of knowledge and experience behind them.

In with your prospectus there is a short video of our franchise opportunity. Listening to the video will give you a greater understanding of what a Dial a Dog Wash Franchise is all about and we hope you like what you hear. If at this stage our opportunity appeals to you then please contact us and we will ascertain if there is a business opportunity in your area. This may be in the form of a totally new franchise which would cost **£16,999 + VAT**, a sub franchise (which means there is already another Dial a Dog Wash groomer in the area who is so busy they need a partner) costing **£16,999 + VAT** or there may be a resale opportunity available, costs vary.

No doubt most of you will of looked into private grooming courses but we will show you why doing it our way, training through the Dial a Dog Wash academy will have you earning money from day one, achieving a much higher income stream. We will also demonstrate the enormous potential for our service in every town in Ireland and Northern Ireland. We feel confident that some Licensees could be owning, 2-3 mobile grooming parlours and earning substantial 6 figure incomes within two years!



We have attached a copy of most relevant Q & A's for you and also a selection of testimonials off our franchisees for you to browse through. We understand this is a big decision and we believe in total transparency within our business so if after we have met with you, you will be given the opportunity to speak directly with any of our franchises you wish about their experience with ourselves and how they are doing within their own business.

We look forward to hearing from you.

Yours sincerely



Dave Caddy
Director for Ireland and Northern Ireland

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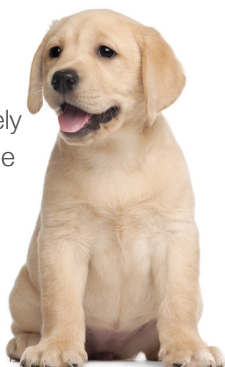


QUESTIONS YOU MIGHT HAVE...

We plan to take a great deal of time and effort in attracting the right calibre of Licencees to join Dial a Dog Wash. With that in mind, we have drawn up a list of questions that we feel all Licencees (and in particular, their professional advisors) will want answers to. **Please feel free to ask any questions of your own at any time, this is not an exhaustive list.**

Q. Why is your franchise so inexpensive compared to other similar franchises and how can you include the van conversions in the fee?

A. First of all we own the van conversion company so there is no profit to pay to a third party for the conversions, so your deluxe van conversion is covered by the franchise and management fee. We also absolutely guarantee that the equipment used in the vans cannot be matched by our competitors. We are growing much faster than any of our competitors due to a realistic franchise fee, and ongoing fees. We will endeavour to keep ahead of any competitors new or old. Low overheads is the key to any business which will always be most important to us.



Q. Do I have to have worked with dogs to have a Licence?

A. No but you clearly need to love and enjoy them.

Q. Does the company have its own vans?

A. Yes we have several vans operating local to our offices. We also have a grooming studio that is used for training

Q. Why is buying a franchise such a good idea?

A. Franchise based businesses have a very high success rate compared to DIY businesses. DADW have invested thousands of pounds researching the Australian and American market, where this kind of operation is massive. We have been in business since 1999 and have fine tuned many things along the way. With this in mind and our expertise, we will duplicate our knowledge with you to make your business successful.

Q. Will you grant a licence to anyone?

A. Certainly not. We will only grant a licence to people we feel comfortable with and who we feel that will run the business in a professional manner.

Q. What if I want to cancel the licence contract?

A. You can always sell the business you have established, subject to the term in the Licence agreement.

Q. What are the yearly costs?

A. There are no royalties, only fee to us is a monthly MF fee of €350 euro in Ireland or £256 GBP in Northern Ireland, which is payable after the third month of starting. There is also an option to have your own website with a content management system worth £2000 for a further £15.00 p.m + Vat which must be commenced at the same time.

Q. Does the licence cover an exclusive area?

A. Yes – with enough potential for at least 3-4 vans. Allocation of areas will be discussed at your first meeting.

Q. Is the licence fair to both parties?

A. Yes it is based on the European Code of Franchise Ethics and protects the interests of both parties.

Q. How does the money back system work that you launched?

A. We will be happy to discuss this in more detail when you come to see us. Lets just say, under the new system you will be able to claim back around €3500 euro as well as a bonus payout



Q. Do I have to learn cutting as well as washing the dogs?

A. Yes, but the training you will receive will be adequate, as you will only be grooming to a basic standard and not show standard. This is what 99% of our customers require, a general tidy up of their dog.

Q. Is the training covered within the licence fee?

A. Yes – comprehensively, covering practical training in a mobile grooming parlour.

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Q. Where do the customers come from?

A. We will train you in all the marketing techniques we use and you will have all the relevant marketing aids. You will also be added to our website which also generates enquiries, in addition to your own website.

Q. Are there documented training manuals?

A. Yes. – the manuals have an index system, numbered pages and an updating method.

Q. Do I need insurance?

A. Yes – Vehicle and public liability, the latter being paid for you for the first year.

Q. Is there yearly on-going training?

A. Yes – a yearly meeting at a very prestige venue where you will be able to meet and share ideas and stories with other franchisees. This is followed by an evening meal.

Q. What is included in the van conversion?

A. Deluxe hydro bath – specially designed for us only - turbo dryer, and cordless clippers. Fully washable walls and floor, 240 volt lighting, eye catching van livery with logos. The van is fully contained with everything that is needed to run your business.



Q. What do I need to spend over and above the cost of the licence and conversion fee?

A. The cost of a new or second hand van of which we can help you source.

Q. Will you provide an earnings forecast to suit my individual circumstances?

A. Yes – based on our own experience of starting full time

Q. What help will you provide to start my business?

A. An initial launch package – leaflets – adverts in local press - social media package – hands on support.

Q. What support can I expect from Head Office?

A. On-going phone – fax – e-mail support plus field visits to your area where necessary .

Q. Why is DADW such a good business?

A. Our business is classed as a convenience business to our customers, especially when these days people have less time. A business like ours will always be a winner and at the moment DADW is only scratching the surface.



Q. How do I trade my business? (Limited company or sole trader)

A. Normally it is best to start as a sole trader but an accountant will give you the right advice.

Q. Are there opportunities for development and more responsibility?

A. Because the vans very quickly become self-funding there are real opportunities to acquire 3 or 4 vans and earn a 6 figure income.

Q. How are we normally paid by our customers?

A. Cash at the end of each grooming session (often plus tips)

Q. Can I work part time?

A. Yes to begin with but you will find you will soon need to go full time.

Q. What are your Company's plans for the future?

A. To be the largest and best mobile dog washing and grooming business in the UK and Ireland.

Q. Is your licence based on the European Licence Federation code of Ethics?

A. Yes

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IMPORTANT INFORMATION

If you find that this exciting franchise is for you, then why not come along and meet Master Franchisee Dave for a no obligation meeting. Listed below is the agenda of the meeting and we absolutely guarantee you no hype.

- **Find out the backgrounds of the owners and how Dial a Dog wash was started**

- Dave will share with you why we are growing 5 times faster and will continue to grow faster than any competitor

- **Find out why 90% of do it yourself businesses fail within the first 5 years as opposed to 97% of franchise businesses who succeed.**

- Dave will share with you why our franchisees will always have the edge over any competitor.

- **Find out why the market for mobile dog washing/grooming has such enormous potential.**

- Find out what training you will receive

- **Find out where your customers come from with our powerful no cost marketing techniques. We guarantee your competitors will be left standing.**

- Dave will share with you our money back system, where you can expand your business. We are the only franchise company to implement this system in the country.

- **We will discuss van models and point you in the right direction of an excellent van supplier we deal with if required.**

Our meeting days are designed for information purposes only. Under no circumstances would we accept anybody into our franchise business without you first going back home to think about the discussions that have taken place. We will not accept a deposit off you either on the day of the meeting to hold areas. Nor will we contact you after the meeting as it is our policy for you to contact us.

CONTACT DAVE ON +44(0)7912 794 284 or +353(0) 89 987 1707

TESTIMONIALS



Stephanie (Co Meath, Co Cavan) - I bought an

existing one van busy area in Meath and Cavan, and haven't looked back! within 2 years of starting I now have 3 vans, with my daughter, son and retired husband joining me in the business. I have never been so happy in my work, and it was the best career change I could have made"



Conor (Co Kerry)

"Best decision of my working life, leaving a well paid job to do something Ive wanted to do for years. At first, it felt scary, but after taking all the advice, and following the system, I became very busy, very quickly. I expanded with a sub franchise a year after starting. Its a fantastic business, and I would seriously recommend it to anyone who seriously love dogs, and would like to work with them. My only regret is that I didnt do it ten years ago!"



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Morag (Newry and the Mournes)

- After working many years in the care industry, and contemplating many times to become a dog groomer, but not going for it, I finally took the plunge in 2018. I bought an existing business that was well established in Newcastle, Co Down, and its been the best decision of my life! The support from Dave and Diane, and also my neighbouring franchisees has been absolutely amazing, they are always here for me if I need anything. Many in Dial a dog wash say similar, but I can only reiterate, that I wish I had taken the plunge years ago. I am the most independent and secure that I have ever been in all my working life. I absolutely love it!



Sarah (South Dublin)

- I joined in early 2022, and I've had an incredible start, so want to give this testimonial to the franchise. I'm from a horse related background, so I'm very used to working with animals, but wasn't expecting anything like this. Yes its hard work, and you have to commit to the system of Dial A Dog Wash to be successful quickly, but I still can't believe that just after 6 weeks of starting I'm earning over €1400 per week. Everything the franchise say is possible is true, and they really know how to make it happen in quick time, from the moment that you set off. Earnings are really unlimited, and in a short space of time. I'm really pleased and happy now I chose the franchise route into dog grooming, theres no way I could be making this kind of money so quickly if I had tried alone.



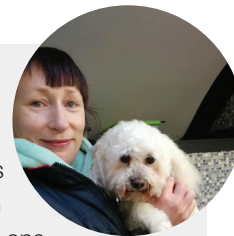
Emma (Co Wicklow)

- I bought the sub franchise area in Wicklow, working alongside the already successful guy in the area, and joined during the pandemic in late 2020. I went to meet Dave Caddy and Jean in Dublin, and they explained everything to me. Because of the success of the guy already in there, it took off straight away. Everyone around me said I was mad joining during the strange times of covid and to wait until better times, but going against what folks were saying to me, including family, I went for it, and I'm so happy that I did. Ive been earning 5 times more than I was earning in my old job, and I've already employed someone. Life couldn't be better.



Majella (Co Waterford)

- Best career move I've ever made, and choosing to go with dial a dog wash was the best decision for me. I fit my hours in between school hours with having a little one to look after too. The training was incredibly quick, and I was out on the road after doing it, literally the day after, but the support to make your business work after the training is incredible too. Ive had quite a few hurdles to get over, but the support from my ttrainer Jean, and the rest of the team as been far more than I ever could have expected.



Cherilyn (Newtownards and Bangor)

- I was an employee working for the area owner since 2014, and enjoyed my job so much, so I brought this area from them in 2018, when the existing owner retired. I have 2 employees working in the business and it just keeps getting busier all the time. My neighbouring franchisees are so supportive, and we are all there for one another. Its just one big happy family of doggy lovers.



Ken (Co Cork)

- I wanted the quickest route into this industry, and didn't really consider anywhere apart from joining Dial A Dog Wash. I've been in business before for myself before the recession of 2009, and I know first hand just how hard it is to set up a business from scratch and then to make it work. You can see for yourself just by looking through their websites, thats its nearly impossible to fail in this franchise, and with the support from everyone involved, it was the only choice for me, and the best bit for me is that I earned great money from the start.



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Mary (Waterford) - I joined Dial A Dog in 2010, and it has been a journey of many highs. I had just had my daughter, and had to work the training, and then the business around her, I started with just the one van like everyone else, employed on the days I couldn't work while caring for my girl. The business gave me all the freedom I needed at that time, and also when I had my second daughter. I now have also expanded into a Dial A Dog Wash salon, and also have a sub franchise partner operating in the area, so business is booming.



Dave Caddy (Stoke) - I Dave Caddy Stoke -In 2006 after serving many years as an area/regional manager for various companies, mainly in retail - I joined Dial a Dog Wash. I always had owned a dog (and always will), but never had the urge to work with them until I came across the Dial A Dog wash opportunity. I had always had well paid jobs and lived well below my means, and my family never went short of anything, I was looking for a business opportunity, but have to admit that I never imagined that I would join a franchise. I am so pleased that I went to meet Andy James in July 2006, on a whim really, and heard about this refreshing new style of franchising, in fact to this day, I believe that Andy and Helen have totally turned the UK and Irish franchise market upside down, by making this kind of opportunity affordable to the ordinary working guy. I can honestly say that my life has changed now in so many ways. I started with one van in Newcastle Staffs, which has grown now to four vans with seven operators. I am so grateful to MDs Andy and Helen James for their mentoring and friendship, and also the opportunities that they have presented to me over the years. I was fortunate to be given the opportunity of taking Dial A Dog Wash to Ireland in 2009, of which I am extremely proud of what the guys are achieving there, and I also recruited and helped the first franchisee to get started in France in 2011. Since starting my journey with Dial A Dog Wash, it has been hard work, but extremely enjoyable and rewarding, but there hasn't been one day where I haven't been grateful that I made the decision to join DADW, and to get the opportunity to work alongside some amazing people, and the harder I work, the more the doors just keep opening



Joe (South Down, Northern Ireland) - I've been with Dialadogwash since 2011, I started in Manchester working for my mothers Dialadogwash business, before moving to Northern Ireland in 2015 with my young family, where I started this business. I cant thank Dave and Di enough for this opportunity, I have made some wonderful friends, and met a lot of lovely dogs. It was a big decision to come here for myself and my family, but I can honestly say, we have flourished here."



Niall (Galway) - "I used to work in the hospitality industry before joining. Everything I was told by Dave Caddy at the initial meeting as happened, and I mean everything! He told me I would earn good money from day 1, that within months, my business would be stacked out with work, and also that I would be earning more money, than I had ever earned before - everything as become reality. He also told me that I would have less stress than any of the jobs that I have had before - all very true, and Ive been doing this since 2019 - The support and back up for me as been outstanding from all of the Head office team."



Iris (Cleveland) - I have been with Dial a dog wash since May 2009, after taking voluntary redundancy from Thomson Airways. My weeks training was very hands on from the word go, Wayne my trainer was very good and had lots of patience (and a good sense of humour too!) Anything I was not sure about he went over with me and I felt at ease to ask questions.



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Suzanne (Chester) - Since I joined DADW in July 2008, the business has just taken off! I just followed the formula given, and it worked to the letter! I had my second van within a year and am just about to recruit for a second member of staff this year. The support you get from HQ is brilliant. Even down to the technical and mechanical stuff in the van. Andy makes sure you are not off the road for longer than necessary. He pulls out all the stops! He genuinely wants each franchise to be a success. Highly enjoyable job, and you get what you put in! Thrilled to have a business that is a huge success, where you can take your dog to work and no-one frowns!! Joining DADW has been the best thing I've ever done. It's given me direction and confidence. And I don't have anyone to answer to but myself! When you work with dogs, you smile a lot!! and I like smiling!!



David (Essex) - Joining DDW has been a life changing experience and opportunity for me and my family. I have employed both my sons to help with DDW. Andy has been great to us as family and very supportive in lots of ways, helping us to start trading whilst awaiting my mother in laws estate to be sorted. I have never experienced anybody doing so much for people in his position. I would also like to thank Leanne Ford for the same reason as I am her sub franchiser in Essex. Leanne has supported us as a family in offering advice allowing me and my son to watch her working etc.. I have never regretted joining DDW and would highly recommend this to others?



Amanda (Widnes) - I'm so glad that I didn't sit on the fence and miss out on the opportunity or possibly lose my chosen post code areas to someone else. The management team at Dial a dog wash are warm, friendly and go out of their way to help and support you in any way you wish even travelling to your area to help with practical issues if they occur. They are always working to keep us ahead of the competition researching the best equipment and products in the business. My business took no time at all to become established and I was quickly well booked up ahead. You choose exactly when you want to work and how many hours you wish to put in so its very flexible to suit your lifestyle. I have spent hardly anything at all on advertising and have had many bookings on recommendation alone. I have many neighbouring franchisees who are a fantastic source of support and advice when needed. We also socialise with each other when we can find time from our busy schedules. If you truly love dogs and want to spend your working days doing something that brings enjoyment and freedom instead of the monotony of many other jobs then this is an ideal opportunity. The potential for expansion is immense so if you wish to expand and work more vans in your area or sub franchise as well you can or if you just want to work alone the choice is yours.



Gemma (Bradford) - I can honestly say it's the best thing I have ever done. The growth of my business far exceeded my expectations in the first year, I was fully booked within a year and now not even two years on, I have taken on a sub franchise. I think I can speak for everyone when I say we all owe our success to not only the DADW team for their on going support but to Wayne for the fantastic job he does training. I would recommend DADW to anyone looking for a career with animals. It's hard work, sometimes very hairy! But so rewarding. Thanks guys!



Martin (Runcorn) - I joined the Dial A Dog Wash family in 2009. I was at a stage in my life where I no longer an employee in a large organisation. I wanted to be independent, to control my own destiny and earnings and not be constrained by corporate rules. Dial A Dog Wash provided just that opportunity. The opportunity that allowed me to combine my lifelong love of owning and training dogs with the satisfaction of developing my own business. I now enjoy the lifestyle provided by a successful small business with little or no stress or pressures, and would recommend the Dial A Dog Wash family to anyone who has a love dogs and is prepared to work hard.





Gary (Birmingham) - This time last year, March 2012 I had to make one of the biggest decisions of my life, having recently moved house and had a new baby (Daniel) whether to go for it and buy my own franchise or play it safe and stick to my routine sales job. I went for it and then gave my notice in, very scary, this triggered much negative feedback from my employer pointing out all the risks and how many people fail in their own business, plus family members showing their worry on such a risk. I stuck to my guns and proceeded. I completed my training in May with Wayne, a real eye opening week but a really enjoyable one. I was then ready to start working for myself. It's now March 2013 and my business is going so well, my customer base is constantly increasing and I'm loving being my own boss, it's hard work but so rewarding knowing all the effort is for my family. The harder you want to work the more you benefit. I also feel I'm really helping the customers look after their dogs, some of which were in bad states when we first met , it can give you such a rewarding feeling knowing your helping the dogs. Working for yourself is great but it is also a massive help knowing the franchise head office are right behind you and always their if needed, they are on the phone/email pretty much anytime of the day if you need them, with advice, tips or just checking your doing okay. To say this was the right decision when all around we're doubting me is a massive understatement, I'm now looking at upgrading my van to cement mine and my family's future over the coming years. In summary, Just do it, you only get one go in this life.



Alan Wyllie (Fife) - My life has changed completely since I joined DADW. I've gone from a dreary office job full of meetings and boredom, to appreciative customers and a job that I love getting out of bed for. I have always found Head Office supportive, helpful and there when I need them. Through hard work and dedication I can genuinely say we have always have a full diary and now have a waiting list of people wanting to book in. Seven years down the line, I can testify that it's the best decision I have ever made"



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