

# THE FRANCHISE PACK

+44(0)7864 708 613 / +353(0)89 987 1707

[dadwireland@btinternet.com](mailto:dadwireland@btinternet.com)

[www.dialadogwash.ie](http://www.dialadogwash.ie) / [www.dialadogwash.com](http://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 **£17,999**, 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 **£17,999** 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 franchisees 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

+44(0)7864 708 613 / +353(0)89 987 1707  
dadwireland@btinternet.com

**www.dialadogwash.ie / www.dialadogwash.com**



## 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.** We have been in business since 2009, and operating on the island of Ireland since 2009, and we have significantly changed and fine tuned many things along the way, especially in the last few years since 2022, and are growing faster than ever before with our updated and fast start up system. With this in mind and our expertise, we will duplicate our knowledge with you to make your business successful in super quick time. The average first weeks earnings after training are anything from €1100 to €1700 euro in Ireland, and £800 to £1100 GBP in Northern Ireland.

### 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 aswell 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.

+44(0)7864 708 613 / +353(0)89 987 1707  
dadwireland@btinternet.com

**www.dialadogwash.ie / www.dialadogwash.com**



**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?**

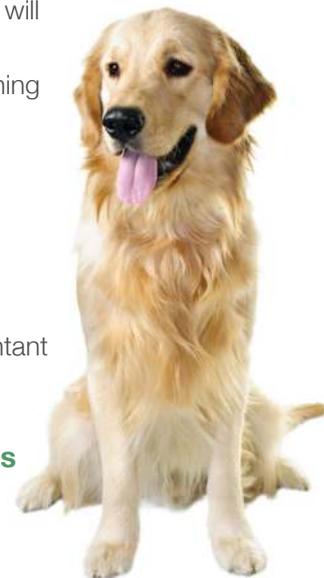
**A.** An initial launch package – leaflets – adverts in local press - social media package – massive online presence - hands on support.

**Q. What support can I expect from Head Office?**

**A.** On going Phone/WhatsApp support, monthly company email updates, feild visits to your area where necessary, especially in the early stages of starting up to ensure high earnings from the start.

**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.** All methods of payment are accepted at the end of each grooming session, including bank transfers, card payments that are done instantly, along with cash, that often includes 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



## 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.**

- Find out how through the Dial A Dog Wash bespoke system, training and support, how we will help you to earn a fantastic income within weeks of starting up (not months or years).

*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)7864 708 613 or +353(0) 89 987 1707**

## TESTIMONIALS



**Ciara (Dublin Dun Laoghaire / Rathdown) -** I started as a franchise

owner very recently in early February 2025 and my experience with Dial A Dog Wash has been nothing short of amazing! The constant support and guidance from Dave since day 1 has been something I am truly grateful for. Dave has been transparent, encouraging, reassuring and extremely caring towards me and my new venture. I commenced my dog grooming training with Tasha, and with her clear instructions, motivation and the skills she uses daily, she has been an incredible mentor. Tasha has educated me the step by step of dog grooming, even down to the minute details, and was extremely calm and patient with me. Tasha has been accommodating in every way, and I feel extremely confident in every dog I groom because of her. Dial A Dog Wash as been the best leap of faith I have ever taken. If you're considering whether to join this franchise, I would encourage you to do so. The perks of having your own business, managing your own schedule, but also having the daily support from Dave is priceless. A big thank you to Dave, Tasha and the rest of the team"



**Suzanne (Dublin, North East Fingal)** The training, support

and job satisfaction are wonderful. Dave, Diane and Tasha are always there whenever needed. My background is HR, no doggy experience whatsoever, but as soon as I saw this, i wanted to do it. Franchising may not be for everyone, but if you want to genuinely work with dogs, and out there earning a fabulous living in just a few short weeks from enquiring, go for it! I did and I love it!"



+44(0)7864 708 613 / +353(0)89 987 1707  
dadwireland@btinternet.com

**www.dialadogwash.ie / www.dialadogwash.com**



**Mark (South East Antrim) -**

I've owned several businesses in my life, but saw this franchise first when visiting friends in Belfast with my 13 year old daughter. My daughter loved the vans and the design, and just loves dogs in general. We are dog owners ourselves, and my daughter said to me, that she wanted to do Dial A Dog Wash when she's older. So it got me thinking that I better buy into the franchise now, while the Antrim area was still available. So I called Dave Caddy and arranged to meet him with my wife Korinne. After the meeting I called a few of the Franchisees close to me, and with all that feedback, I had no hesitation in joining. So basically I'm earning a great income with this ready for my daughter to join me once she leaves school, then who knows where we both will take it. The business is great, the neighbouring franchisees are fantastic, its like one big family!



**David (Co Kerry) - Best career choice I've ever made.**

After having several businesses over the years, with some good success, and some not so good, I made the decision to join Dial a dog Wash after meeting Dave in Dublin. Since starting in 2021, I have been that busy that I have expanded twice and earning more money than I've ever earned. I just wish I'd found this years ago!



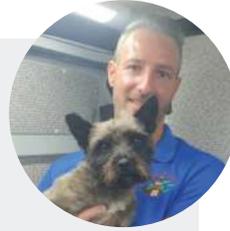
**Sara (Co Laois and Co Carlow)**

- After almost 25 years serving in the Irish army, I first saw this opportunity and enquired in April 2024, while researching the dog grooming industry, looking for something after retiring, and then again in August 2024. I wasn't sure whether to start up on my own, and didn't really think at that time that I would join a franchise. But after much research, it soon became apparent that other opportunities in this industry took much longer to get trained, and much longer to get up and running, and absolutely no where you could get the kind of support, and also the earning potential after starting in such a quick time. Like many of the others, I was looking for the catch! After going to see Dave with my partner, and researching everything he told me, and talking with other franchisees to make sure that there was no catch, I took the plunge, and paid a deposit for the area, and started soon after my retirement from the Army in April 2025. The support has been amazing! The training was hard, thorough and well presented both in marketing, and also with the lovely Tasha out on the road doing the actual grooming training. I'm so pleased I took the Franchise route, I've managed to fit everything around my teenage kids, and work hours that suit me and them. There is no way I could have achieved this and the income with it, going down other training avenues that I had researched. If you're looking for a fast track professional route into the dog grooming industry, earning great money from week 1, this is a no brainer.



**Darren (North Antrim) -**

I started in North Antrim after much research into this brand of Dial A Dog Wash, had Mark come and wash my Frenchie Jovi from South Antrim, so I could see the service in action. That was all good, in fact it was fantastic! I went to see Dave Caddy with my partner, having no doubts that I was going to join. I explained to Dave my ambition of owning several vans in the area, who seemed just as excited as me about my plans. I started a few weeks after the meeting in September 2024, and on writing this in February 2025, I have already got my second van, and employees. We are booked up weeks in advance already, with the fantastic marketing system that Dial A Dog Wash have in place, and getting repeat bookings/customers enhancing this. It would take years and years to get to this stage if I had tried this on my own with trial and error. This is all in a system and ready to utilise when you are a franchisee. One van or a lot of vans - the choice is yours!



**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.





**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."



**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"





**Tom (Kildare)** - "I'm not sure how to put this in words, quickly, but here goes. After getting to a certain landmark age, and having a serious illness that gave me plenty of time off from my well paid factory management position, I started to contemplate my life, and knew I wanted more out of it and achieve something for myself. I saw this Dial A Dog opportunity months before I became unwell, but I just kept doing the normal routine, so never really did anything about it, but then with all the time off I had, I researched the dial a dog wash opportunity fully, and I mean fully. I also looked into going it alone, but the research I did on this side of things, it soon became clear that I would not be making a great living in weeks, not months and maybe not even years if I did decide to go it on my own. When I was in recovery I called Dave Caddy, then when I was well enough, I went to meet both Dave and Diane. I was pessimistic about whether they could actually train me, teach me about the dog grooming business, but more importantly would they be able to assure me that I would be earning a great living within weeks. That was the important question more than anything else, I absolutely love dogs, that was not an issue, but I had bills and debts that I needed clearing after using up savings while being off work, as well as the usual day to day costs of life. Dave and Diane assured me that all this was possible, and gave me access to all the other franchisees in Ireland to find out about their journeys. I think I talked with everyone of the franchisees over the week after the meeting with Dave and Di, and they all backed up everything I was told. I had a loan off a family member and joined the franchise and was out on my own at the end of August 2023. I earned almost €1700 in my first week, at the end of the first 4 weeks, I was clearing over €2000 over 5 days. The rest is history and I'm really looking forward to the future with expansion on my mind, theres nothing that this franchise wont help with, everything Dave told me is true and possible! I've always worked hard in everything I do, and done well working for others, but at the ripe mature age of 50, I've found my true vocation. The best career move I couldve have possibly made.



**Ted (South Tipperary)** - I first looked into the Dial A Dog Wash Opportunity way back in 2018, but didn't have the funds to get going. The original opportunity that I had looked into in 2018 had been taken, but I'm delighted that I finally joined earlier this year (2023) after being offered redundancy from the Insurance firm I was working at, and luckily an opportunity had become available as a sub partner alongside existing franchisee Majella. The support from Majella, Dave and Diane Caddy as been fantastic! The grooming training with Diane was super, everything to get you going quickly and to successfully launch the business in my sub area was all in place. Majella as passed me tons of work over. Everything that I was told that would happen from the initial meeting with Dave and Diane, to where I am now as happened. I wasn't confident about going it alone, as I have a big mortgage, and needed to know that I could comfortably afford the mortgage and bills. From week one, I have been able to comfortably afford everything, and much more. Everything and I mean everything the franchise said it would do to get you instant success is real. Being part of a trusted national company made it so much easier for me. I'm just so grateful there was an opportunity available at the second time of looking in."



**Tom (Co Kilkenny)** - I joined in 2011, and I've loved every minute. I have watched the brand get stronger and stronger over the years, and can't imagine doing anything else now. Dial a dog wash will be in my life until I retire in a few more years, and I have expanded with a sub franchise partner. The support as always been great, back up and help is just a phone call away when needed, and I have a fantastic business, with wonderful loyal customers, that is also an asset for when i eventually do retire and sell up. Over the years, this business as given me security, a great income and a relatively stress free lifestyle, so I have enjoyed lots of time with my wife and family watching my kids grow up. Before Dial A Dog Wash I was killing myself working 6 days, 12 hour shifts to make ends meet. Im just grateful to Dave and Diane for being so honest all those years ago, and giving me the courage to take on the Kilkenny area.



+44(0)7864 708 613 / +353(0)89 987 1707  
dadwireland@btinternet.com

[www.dialadogwash.ie](http://www.dialadogwash.ie) / [www.dialadogwash.com](http://www.dialadogwash.com)





**Ioana (Co Mayo)** - I called Dave and Diane from my home in France in April 2023 after seeing the franchise opportunity while on holiday in Ireland visiting friends the previous year. At that time I was working incredibly long and draining hours in a hotel chain in France. I dreamed of starting a new life in Ireland with my young son, and after talking with Dave and Diane, I arranged to meet them in Ireland in May. After the meeting I knew this was what I wanted to do, and I set up home in Mayo in the August. I completely sold up in France and with the wonderful support and help from Dave and Diane, I was up and running in Mayo by mid October 2023. The grooming training with Diane was intense and very tiring, but also fun and incredibly informative. I'm earning more money than I've ever earned, and creating a wonderful life in the west of Ireland, in a wonderful location for myself and my son. Thank you Dial A Dog Wash!



**Ariadna (West Cork)** - I joined in May 2023, after I researched the dialadogwash company for months before making the plunge into dog grooming. I was trained by Diane up in Louth, and the training, all advice given by Diane was brilliant. I went out on my own the following week with Diane on call at anytime I needed her, mainly for confidence, as the training was that intense and thorough, I knew what to do and just needed reassuring, which Diane does in such a lovely manner too. I had all the marketing in place for after I finished my grooming training, and I filled up very quickly of being 3 weeks in advanced bookings within days of starting. The initial training was fantastic, and although intensive, a lot of fun too. I have 2 young children, and I fit this in perfectly with their schooling and nursery. I am already earning 4 times more than I was earning in my previous work, and on writing this I'm just four weeks into my business with dialadogwash. I'm loving my new career - and also my new life and as a young family, we are very much looking forward to the future more than ever now. It really is the best career decision I could've possibly made!



**Dermot (Co Roscommon)** - I brought a resale from the previous owner Gerald, who had been with the franchise for the previous 10 years. I'm 59 years old and a similar age to when Gerald first started, so I knew it was possible for me to carry on the business the same into retirement, with this secure investment. I've always earned great money so that was also another concern leaving a well paid job. At first I was a bit scared of taking over from a well established, and well liked guy, but the training I received in Louth was fantastic, and the help from the franchise ensured a smooth takeover, and I am happy to say that I have met some wonderful dogs and their owners, and earn much more than I ever earned in my old job.



**Andrew (Co Wexford)** - I started in July 2022, and have to say that the training was absolutely fantastic! Dave, Diane and my trainer Jamie have gotten me off to a wonderful start. The way they go through everything and leave nothing to chance is amazing - from the marketing, to the grooming training, to the 24 hour support. I was that impressed with the whole set up, I sent in this testimonial on my second week out there. I worked behind a desk in an office for the past 25 years, so I didn't take this lightly. Best decision of my life!!





**Louise (Co Kerry)** - What a rollercoaster of a ride it has been for me this last year. I brought this Dial A Dog Wash business off the previous owner, when the opportunity came up after working for him for a few months in early 2023. The business was just what I was looking for, well established, and all the previous owners customers have welcomed me with open arms, and been so supportive. Since taking over, within 2 months I have taken on an employee to help with the workload. The support from my family as also been fantastic, along with all the help from Directors Dave and Diane, especially through expansion with employing, having all the relevant employment documents and knowledge to help me. I was so worried about starting up on my own, thats the reason I was an employee to begin with, but when the opportunity to buy came along, there was that much interest from others looking to buy, that I had to make an offer to make the business my own. I havent looked back, the support is great - You can't go wrong, everything is all in place for you to succeed. Since starting I've also been nominated for business woman of the year in the magazine Connect Kerry. Its been mad, and I'm looking forward to expanding further in the coming months/years.



**Gerald (Roscommon, Westmeath) Retired** - As a retired franchisee, It gives me great pleasure writing this as a testimonial for the Dial a dog wash franchise. I was the first franchisee to take on an area in Ireland back in 2009. I had no experience with grooming, or with franchising, I was an hotelier previously before joining, and I have also owned many different businesses in my career. I was 59 years old when I started, so I knew this was my last business that I would be running. When I joined, I was looking at maybe 5 years before selling at the most, then retiring, but I ended up staying for just over 10 years, because I enjoyed it so much, then I sold the area to a guy called Dermot, who as taken the business over, looking after my customers and growing it even further. Myself and my wife still get invited to get togethers, AGMs both in Ireland and in Britain, Dave and Diane Caddy are two of the warmest, nicest and sincerest people I have ever met, and it gives me and my wife Geraldine great pleasure to call them friends. I knew from the moment that I met them, they would do everything that they could, to help to make me successful in this business, and Ive seen many others join since in Ireland, and seen them all grow substantial businesses for themselves too. This is not just a franchise, or just a business, its so much more, and theres so much support, that you can see why everyone succeeds, with that help thats available.



**Charlotte (Belfast)** - I brought an existing business after working as an employee for around 3 years in 2014, it was a big move for me, but I'm so glad I did it. I now have 3 vans of my own with employees working them. Its been hard work, but well worth it, and having the freedom to start a family and manage my business as been the most satisfying for me over the last two years. The best advice I can give you is if you want the support, and you want to thrive in this industry, this is the best opportunity out there. Im the proof!



+44(0)7864 708 613 / +353(0)89 987 1707  
dadwireland@btinternet.com

[www.dialadogwash.ie](http://www.dialadogwash.ie) / [www.dialadogwash.com](http://www.dialadogwash.com)





**David (North Kerry)** - I joined as a sub franchise partner to my brother Conor in early 2020, taking over the Northern part of Kerry and some of Co Limerick. I saw how well he was doing and I was not enjoying my own job as a coffee shop proprietor, so after a long talk with Conor about getting involved in my own business in the area, then going to meet Dave in Dublin, I knew it was going to be a great decision to join the franchise. Ive been so busy right from the off. The training with Jean was absolutely amazing, very professional, and the support from Dave Caddy whenever needed is great too, he always gets straight back to you at anytime to help where and when needed. I wouldn't hesitate in recommending the dial a dog wash franchise opportunity, especially if you want to be earning good money from the minute you start out.



**Dave (Galway)** - What a journey!!! I was absolutely petrified about going out on my own after my hands on training, but I had no need to worry, as Dave Caddy came over to my actual area, and stayed with me until I was settled. I can't tell you just how important that was to me, I felt physically sick the night before my first day, but thanks to Dave and the wonderful support, he eased me through, I just didn't realise at the time just how much I knew from the training, my brain and body went into auto pilot. Best decision of my life, my business is absolutely thriving since joining in 2015, and I have expanded with a sub franchise, who is also incredibly busy. I nearly didn't join a franchise, but I'm so glad I made the decision to join now, it was perfect for me.



**Donal (Co Louth)** - I started with the dogs in October 2025 at the age of 62. I previously worked in the internet marketing business for a well known international company for over 20 years, but had enough, and wanted to own my own business. I love dogs and had been looking at this opportunity for some time before contacting Dave Caddy in June 2025. Myself and my wife went to meet Dave and Tasha who was one of the trainers, and I was impressed with the set up and what they had to say. After contacting some of the operating franchisees after the meeting, and hearing what they had to say about the company, I knew it was the best decision for me to join. The support from Dave, Diane and my trainer Tasha as been fantastic. The grooming training itself with Tasha was fantastic. Hard work, and intensive, but incredibly effective. At my age, I thought I may have missed the opportunity of ever being self employed, especially doing something like this, when I had no previous experience in grooming, but with the incredible support and back up, it's been a rewarding journey, and long may it continue.



**[Find out how you can become a Dial A Dog Wash Franchisee by clicking HERE](#)**

+44(0)7864 708 613 / +353(0)89 987 1707

dadwireland@btinternet.com

**[www.dialadogwash.ie](http://www.dialadogwash.ie) / [www.dialadogwash.com](http://www.dialadogwash.com)**

