

**MOBILE PET CARE PROFESSIONALS**



**Wag'n Tails**



**WAG'N TAILS AT A GLANCE**

# CRUNCHING THE NUMBERS



## Estimated Monthly Overhead



Item



Accountant Speak



Groomer Speak

Item	Accountant Speak	Groomer Speak
Fuel Costs	\$395	3 Dogs
Vehicle and Business Insurance	\$200	1.5 Dogs
Wag'n Tails Quantum Groom Van Payment	\$2541	19.5 Dogs
Supplies (After initial purchase)	\$80	.6 Dog
Maintenance (Oil Changes, etc.)	\$100	.8 Dogs
Phone (Business Line or Cell)	\$100	.8 Dogs

**(6 pets X \$130) X 22** (working days per month) - **\$3,416** (overhead)

## Monthly Gross Profit of

# \$13,744

(Monthly pre-tax, pre-salary profit)

# OUR COMPANY

**WAG'N TAILS OFFERS** a total business package at one source.

We build the unit to your custom specifications. We provide you with training, marketing materials and even personalized graphics.

## ALL IN ONE FINANCING

Wag'n Tails is an authorized professional converter.

Therefore, we can offer **financing for the vehicle, the standard conversion, upgrades, and sales tax all in one financing package.**

Just give us a call to get a no-obligation preapproval at (800) 513-0304 or visit [www.wagntails.com](http://www.wagntails.com) for an online application.

## WORLD CLASS CUSTOMER SERVICE

Wag'n Tails strives for world class service. We utilize thousands of hours of experience to solve whatever issue might arise. Authorized dealers for our equipment are located throughout the U.S. for warranty and service. We carry a full inventory of parts in-house to minimize downtime. We have multiple full-time, dedicated customer service representatives on staff to serve you.

## BUSINESS AND MARKETING MATERIALS

Let us help you get started on establishing your business. Ideas to help you create your market, develop a loyal clientele, and sell yourself. **We provide a business and marketing guide to each customer at no additional charge.** We have an in-house creative department to help you personalize your logo and graphics. You will see a digital proof of your graphics on your unit before you see it in person.

## AVAILABILITY OF VEHICLES

We often have completed ready-to-go units in our inventory. Our turnaround time is typically six weeks or less from the time your order is placed. **You will never make a payment before your vehicle is ready.**

## OUR PRODUCTION FACILITIES

We have state-of-the-art production facilities to build your vehicle. Our production staff has years of experience building professional, high-quality conversions.

# WHY MOBILE

1

## Your Advertising Budget Will Decrease When You Go Mobile

You are a billboard on wheels for your business whenever your van is out of the driveway. With free sales and marketing help, we can start you on the fast track to success.

## With Less Stress on Your Body, You'll be Able to Groom for Years to Come

How does your body feel after six pets compared to 10 or 12? What about your patience and stress level? How many years will you be grooming if you keep doing 10 or more pets a day?

2

## No More Wasted Rent Payments

In 60 months, your van is an asset worth \$50,000 or more, instead of a stack of worthless rent receipts. Van payments are usually \$1,700 to \$2,500 a month. Compare that to the lease payment for a salon. After 5 years, you own the van. After a 5-year lease on a salon, a rent increase is likely on the renewal paperwork.

3

## You'll be Able to Charge More and Groom Less

You have to groom 10-12 dogs a day in a salon to make the same money as you would grooming six dogs per day in a mobile unit.

4

## Mobile is Easier and Less Stressful for the Pets

Didn't we get into this profession because we loved animals? Are we providing the best care possible to pets if we're just rushing through to make a living?

5

## You'll be Able to Work Without Interference

When was the last time you did that in a salon? Either a client is coming in or picking up, the phones are ringing, other groomers need assistance, and you never finish a pet in the time you should.

6

## You're the Boss, so You Make Your Schedule

It's up to you when you work ... or not. You can have a life! Closing a storefront early is almost impossible, even if you're done grooming by 2:00 PM. The customers will pick up when it's convenient for them. Do you have small children at home? You can plan your day around theirs.

7

## With Recurring Appointments, You'll Get to Know Your Clients on a Personal Level

You're no longer a drop-off laundry for pets; you're a trusted friend who is at their home regularly. They will rely on you to keep their pets in great shape; just as they do the lawn service and the house cleaner. You can arrive while they are at work and leave before they return.

8

# MOBILE MYTHS

# 1

## YOU'LL SPEND ALL DAY DRIVING FROM CLIENT TO CLIENT

Wrong. Certain areas are assigned days of the week, usually in a 5-7 mile radius, to maximize efficiency. This takes no longer than it does to answer the phone, take in a pet, give out a pet, sell someone retail supplies or help a fellow groomer.

## YOU WON'T MAKE MONEY GROOMING 6 PETS A DAY

Yes, you can! You have a minimum grooming charge. Six pets can generate as much or more than 10-12 in a salon. You can work exclusively with your best customers.

# 2

# 3

## BAD WEATHER WILL STOP YOU FROM GOING MOBILE

Do salon clients keep their appointments when the weather is bad? Probably not. When you go to them, you are in charge of whether you work that day, not your customers.

## START UP COSTS FOR A SALON VS. GOING MOBILE

First and last month's rent, leasehold improvements (floor, walls, electrical and plumbing, grooming equipment) could easily reach \$35,000 to \$40,000. For a lot less, you could put a down payment on a mobile unit, complete with everything you need to get started tomorrow.

# 4

# 5

## MOBILE UNITS ARE PRONE TO BREAKDOWNS

A new vehicle needs little to no unscheduled maintenance for years, just like a new storefront salon. Storefront salons can have breakdowns too (furnace, water heater, electrical issues, etc). Groomers who start out in old, run-down vans usually dislike mobile grooming just like groomers who start in old, antiquated salons dislike salon grooming.

## YOU'LL BE IN A CRAMPED SPACE

Not in a Wag'n Tails conversion! We have almost seven foot ceilings for even the tallest groomers. There are many windows, great lighting, a full-size waist-high tub and plenty of space to work. It has everything a salon has and more.

# 6

# BUSINESS OPPORTUNITY

As a mobile pet care professional with a Wag'n Tails vehicle, you will have the necessary equipment and support to transform both your career and checking account.

Whether you are starting your own business or adding mobile services to an established business, a pet groomer can earn more than three times their income with a mobile grooming salon.

How is this possible? It's actually quite simple: less expense plus more revenue equals greater earnings. Going mobile significantly reduces your grooming salon overhead expenses. And because of the better experience for pets as well as the convenience it affords to pet

owners, clients are willing to pay more for mobile pet care services.

Wag'n Tails is the leader in mobile pet grooming and mobile veterinary vehicles. It was founded by a professional groomer who believed that pet care is healthier and more convenient when delivered at home.

**less expense**  
**more revenue**

**GREATER EARNINGS**

We have decades of experience designing, engineering, and

manufacturing efficient and reliable mobile grooming and mobile veterinary vehicles. Our best of breed vehicles, mobile pet business success guides, value-add services, dedicated customer support team, and flexible financing options make Wag'n Tails the right solution for you.

## *What's The Bottom Line?*

The pet service industry is a \$103 billion industry that continues to grow dramatically each year. In fact, pet spending has doubled in the last ten years.

“Pet oriented businesses are cashing in on the 70 percent of American households that have pets,” according to the 2021-2022 American Pet Products Association’s National Pet Owners Survey “... there’s never been a better time to get into pet services.”

- 🐾 You control your own business and brand.
- 🐾 No commercial capital investment.
- 🐾 No inventory.
- 🐾 High client retention.
- 🐾 Low advertising costs.
- 🐾 Vehicle is a tangible business asset.
- 🐾 90.5 million U.S. households own a pet.
- 🐾 In 1988, the first year the survey was conducted, 56% of U.S. households owned a pet, compared to 70% at present day.

# WHAT OUR CUSTOMERS SAY

**“** When I was 19 years old, I told my parents that I wanted to be a dog groomer. They told me to go out and get a real job. Well, after 20 years in corporate accounting, I spent my bonus on grooming school and now have my very own business. I guess I finally have that real job. I wish I had done it 20 years ago. **”**

**JULIE BEEMAN**  
Spokane, WA

**“** Being a mobile groomer is great for numerous reasons - my top is: No set hours; I work when I want to and I can make as much money as I want. A big plus is that the Elite is fun to drive! **”**

**DENISE DAVIS**  
Ankeny, IA

**“** I have owned my Wag'n Tails Pet Stylist Elite for over two years. I have a waiting list of new clients and plan to buy my second Elite this year. My Elite conveys the professional image that carries over into my premium at-home grooming service. **”**

**NICOLE ROMA**  
Dania, FL

**“** Our personal lives flourished when we started mobile grooming. We did a couple days on the van and that's all we needed to make our money. We keep coming back to Wag'n Tails because its such a luxury look. **”**

**SHANNON DVORA**  
Morton Grove, IL

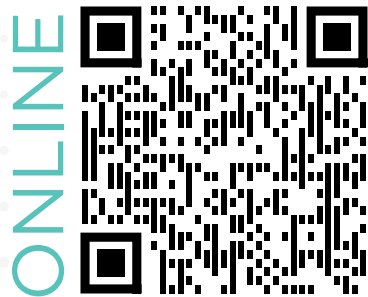
**“** My Wag'n Tails has proven to me that there is indeed "life after the salon." I have rediscovered my craft in a relaxed, stress-free atmosphere and I can now give my full attention to the pets in my care and their owners, rather than ringing phones, client distractions or the day-to-day commotion of a busy salon. **”**

**TERI DIMARINO, CMG, NCMG, CAH**  
Claremont, CA

# ABOUT WAG'N TAILS®

With a heritage deeply rooted in the love of pets and an unwavering commitment to their well-being, Wag'n Tails leads the global industry in mobile pet grooming and veterinary equipment solutions. Our journey began in St. Paul, MN with a single grooming salon. Since then, it has grown into a dynamic enterprise that spans across decades and geographic boundaries, delivering an unrivaled service that is as convenient as it is caring. Today, from our advanced facilities in Granger, IN, we engineer and manufacture top-tier mobile units, supporting pet care professionals everywhere. Our mission, anchored in innovation and common sense, remains steadfast: empowering pet care professionals to succeed in their mobile operations.

**CHECK US OUT**



[wagntails.com](http://wagntails.com)

