



Poop. Scoop.  
**PROFIT.**

FRANCHISE OPPORTUNITY

# JOIN AN ESTABLISHED BRAND IN A HIGH GROWTH INDUSTRY.

**Over 65 million U.S. households own a dog as a pet, and many have more than one.**

Unsurprisingly, that many dogs generate a lot of waste! The pet clean-up market stands at \$4 billion, and many areas are still underserved. By capitalizing on fast-growing pet services trends, Ruff Doodie offers an exciting franchise opportunity:

## **Successful Business Model**

With over 12 years in the pet waste removal industry, Ruff Doodie has ironed out the kinks every new business goes through. Through well-established operating procedures, we've constructed a sound business model that's replicable in any market.

## **Strong Potential ROI**

The need for pet waste management continues to increase. With reasonable startup costs and low overhead, a Ruff Doodie franchise offers a fast potential ROI for a motivated owner/operator.

## **Simple Operations**

Ruff Doodie's turnkey business model allows for a relatively quick startup, even for novice entrepreneurs. Thanks to our comprehensive training and simple operations, franchisees should be "picking up" business in no time.

## **Lifestyle Flexibility**

Because a Ruff Doodie franchise is home based, it allows for significant lifestyle flexibility. Tailor your schedule to fit your needs while earning consistent recurring revenue.

## **Integrity and Commitment**

The Ruff Doodie management team operates with a high level of integrity and commitment, which will be extended to their franchise partners.

# THE RUFF DOODIE STORY.

**Family and veteran-owned, Ruff Doodie has been serving San Diego County, California for over 12 years.**

Founder Jose Torres brings over 25 years of experience with dog waste management, and a lifelong love of our furry friends.

Emphasizing a personal touch, Ruff Doodie's team takes pride in their work and in their superior customer service. For many people, their dogs are part of the family. If you're a Ruff Doodie customer, you can be sure that the staff will treat both you and your pet with that same warmth and consideration.

Earning consistent 5 star reviews from clients, Ruff Doodie's well-established brand represents the best of the pet waste removal services industry.



**SCOOP UP THE OPPORTUNITY TO BE YOUR OWN BOSS WITH A RUFF DOODIE FRANCHISE!**








# WHEN DOODIE CALLS.

**Cleaning up pet waste may be an unconventional job, although the perks and possibilities more than make up for the “Ruff” stuff.**

If you're both an animal lover and a people person, this is the perfect franchise opportunity for you.

Thanks to the simple business model, Ruff Doodie's operating procedures can be taught to almost anyone. However, our ideal candidate will have some previous experience working with pets, as well as the following qualities:

-  ***Strong Sales and Customer Service Abilities.***
-  ***Good with Timing and Schedule Management.***
-  ***High Personal Standards***



# WE'LL TEACH YOU NEW TRICKS.

## ***You don't have to be a dog to benefit from training.***

Our operational model might be simple, but the Ruff Doodie management staff will provide every possible tool to help our franchise partners achieve their business goals.



### **COMPREHENSIVE TRAINING**

We designed our dual-phase initial training program to answer all your questions and give our franchise partners a strong foundation for operational success.



### **OPERATIONAL SUPPORT**

Ruff Doodie will provide ongoing training and support in many areas, including customer-service techniques, operational procedures, accounting and administration.



### **MARKETING SUPPORT**

We'll coordinate the development of marketing plans, advertising materials, and SEO/SEM strategies to help franchisees leverage our established brand.



### **TECHNOLOGY SUPPORT**

Because technology is essential to successful operations, we'll cover email and phone training, route mapping, and payment collection systems.



# HIGH MARGIN POTENTIAL. REASONABLE INVESTMENT.

## FRANCHISE FEE

\$30,000

## MINIMUM INITIAL INVESTMENT

\$56,700

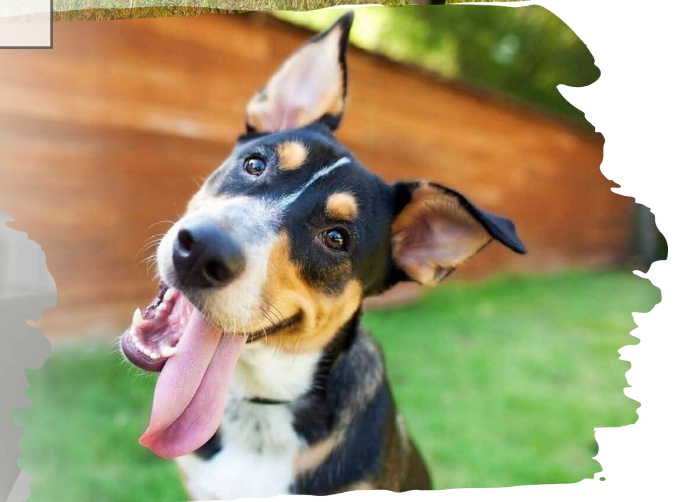
*(Includes Franchise Fee & Training)*

## ROYALTY FEE

8% of Gross Sales

## REQUIRED LOCAL MARKETING SPEND

5% of Gross Sales







**POOP, SCOOP, AND PROFIT WITH A PET  
WASTE MANAGEMENT FRANCHISE!**



Visit **[RUFFDOODIEFRANCHISE.COM](https://RUFFDOODIEFRANCHISE.COM)**  
for more information about this opportunity.



## **Ready to Get Started? Let's Connect!**

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*This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either effecting or attempting to effect the sale of a franchise will be made only if we are first in compliance with state registration requirements, or are covered by an applicable state exclusion or exemption.*