

FranchiseConnect®

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WHY ARE FRANCHISE SALES EXPLODING?

INVESTING IN PET FRANCHISES: AN EXCITING OPPORTUNITY FOR SAVVY INVESTORS

HOW TO STAY MOTIVATED AS A SMALL BUSINESS OWNER?

2023 FRANCHISE TRENDS

THE PET FRANCHISE MARKET IS BOOMING

SPECIAL SECTION: PET FRANCHISES

WHY THE PETCONOMY IS WHERE YOU SHOULD BE

EXCLUSIVE INTERVIEW WITH SCENTHOUND FOUNDERS TIM AND JESSICA VOGEL



scenthound®





Technology-Based
Wellness Tracking

A NEW PARADIGM IN PET CARE

Leading an industry transformation with a revolutionary model and blue ocean strategy in one of today's hottest markets.

Scenthound is a membership-based dog wellness concept based on data-driven, personalized solutions for basic hygiene and preventive care. Services focus on the five core areas of routine maintenance: Skin, Coat, Ears, Nails, and Teeth.

18 YEARS

Industry Experience & Model Refinement

225% GROWTH

In System-Wide Revenue in 2022

220+ UNITS SOLD

Across 23 States

U.S. Pet Spending in 2022

\$136 BILLION



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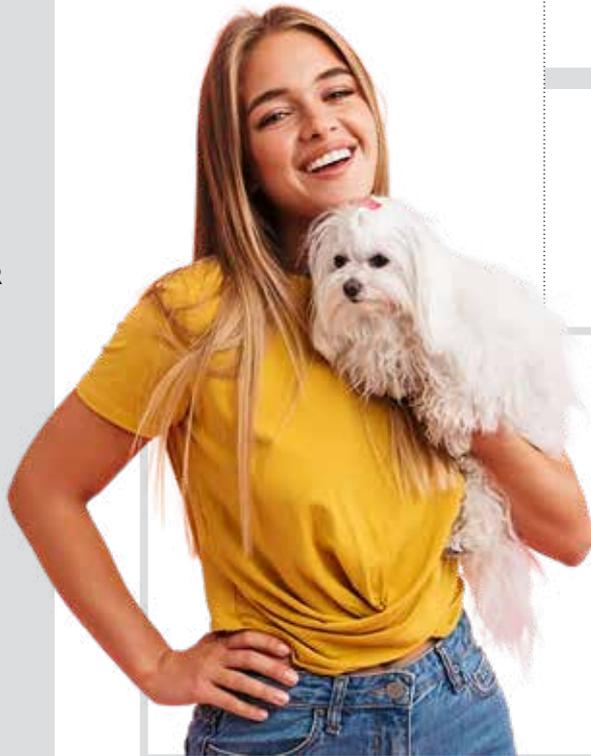
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MEET THE PEOPLE BEHIND THE BRANDS



Love a clean, healthy dog

Dogs require basic hygiene and routine care to stay clean, comfortable, and healthy.

By Sara Jensen

Tim and Jessica Vogel founded Scenthound in 2015, the first membership-based dog care franchise concept focused on wellness. The company offers affordable and convenient services for routine dog care, including a Basic Hygiene package with a bath, nail clip, ear cleaning, and teeth brushing. They also provide other services such as haircuts, blow-drying, gland expression, flea/tick treatments, plaque reduction, and shedding. According to the Vogels,

regular maintenance is crucial for a dog's overall health and comfort.

Here is our interview with the Vogels:

What inspired you to create Scenthound, and what does the concept entail?

We're dog lovers and always have been. Many moons ago, we decided to turn our dog passion into a business. We started as mobile dog grooming in 2005, then expanded with grooming salons in 2010. We met thousands

of dogs and their parents, and after many years of caring for all sorts of dogs, we discovered that most dogs out there were not getting the routine care they needed to stay clean, comfortable, and healthy. Not all dogs need traditional grooming. Nine of the 10 most popular breeds don't require haircuts, but every dog needs essential care like bathing, ear cleaning, nail trimming, and dental care. Too many dogs out there are not getting the care they need because dog parents either don't know they need it or don't know an easy and affordable way to get it. Thus, Scenthound was born.

Scenthound provides the routine care and essential hygiene services that all dogs need. Our unique approach focuses on preventive maintenance in five core areas: skin, coat, ears, nails, and teeth (SCENT).

We desire to remove barriers so people can love and connect with their dogs daily. Our goal is to help all dogs stay clean, healthy, and happy by educating dog parents and providing an accessible place for them to get the primary care their dogs need.

Given your backgrounds, can you share your degrees and how you started the franchise business as a husband-and-wife couple?

Tim: As is often the case, people are at the core of our business. My degree in





Tim Vogel
Co-Founder and
Chief Executive Officer

Jessica Vogel
Co-Founder and
Chief Brand Officer



my career who have been invaluable to my development as an entrepreneur. There have been many points where I've felt stuck and needed help breaking through to the next level, where an outside perspective was needed to expose my blind spots and empower me to make necessary changes. I have also been heavily influenced by several organizations with which I've been involved. I am constantly learning, and my involvement in various business communities like the Entrepreneurs' Organization, the Titus Center for Franchising at Palm Beach Atlantic University, and the International Franchise Association has been an essential part of my growth.

What significant challenges did you face while building Scenthound, and how did you overcome them?

Being a first-of-its-kind business means there is no roadmap for us to follow. We are pioneering a new space in the pet industry, focusing on dogs' overall health and wellness through basic hygiene and routine care services. Our mission is to educate pet owners on the importance of regular, preventive care and its benefits to a dog's overall health. Scenthound is redefining an outdated industry, and we spent 10 years figuring out a scalable model in a highly fractured space so we could impact dogs and their families on a big scale.

A significant challenge for any expanding business is managing growth and scaling operations. As Scenthound continues to grow, we face new challenges and opportunities. We evaluate each location to ensure they

psychology taught me an understanding of how people think, which has been essential to understanding the needs and motivations of our team members and customers. It has allowed us to create a culture of empathy, purpose, and accountability that sets us apart from other businesses. Psychology is all about mindset and behaviors, so it has been incredibly valuable to have this perspective when making decisions for our business.

Jessica: I bring a completely different viewpoint from Tim to the business. Fortunately, our skillsets complement each other's very well. My design degree and the early part of my career in the creative industry were instrumental in creating a powerful brand platform for Scenthound. I have a strong understanding of what makes a brand stand out. That, along with an eye for design and a fierce commitment to standards and consistency, has helped us create a strong visual identity, the brand, and an attractive environment that keeps our members coming back.

Who are your role models and most prominent influences, and how have they impacted your career?

Jessica: I have been fortunate to have many guiding influences throughout my life who have helped shape my path and guide me toward success. The most powerful was probably educators. I was a dancer growing up, and my dance school's director was uncompromising in her pursuit to uphold the highest standards for her students and taught me always to push myself harder. My teacher at an arts magnet program in high school taught me to think critically and creatively and inspired me to continue my education in design. In graduate school, I had the privilege of learning under a passionate educator whose dedication to excellence in design was contagious. He challenged me constantly to think outside the box and never settle for mediocrity.

Tim: I have used business coaches throughout



operate safely, consistently, and in alignment with the brand. We also put a great deal of effort toward a strong company culture, and we prioritize a sense of community among franchise owners and corporate employees, which helps to ensure everyone is aligned with the company's values and goals.

As the co-founders of Scenthound, can you describe a typical day and what you enjoy most about your job?

A typical day for each of us involves coaching and inspiring our teams and driving alignment with the overall vision in our respective areas of expertise. We ensure daily centering with the company vision and our brand standards and that everyone is aligned on what's best for our franchise partners and their customers. Our work is highly collaborative, and we work with a purpose and a goal to make the world a slightly better place.

Given the stage of the business we're in, our teams need to stay nimble to keep up with the fast-paced nature of an emerging brand that's set its sights on transforming an industry. It keeps things exciting and energy levels high. We are mission-driven and focused on building a strong culture which means pushing ourselves collectively daily.

We both agree that the most enjoyable aspect of our job is seeing our vision come to



life and the positive impact we are having on dogs and their parents across the nation. It's incredibly rewarding to work toward something bigger than us and amplify our impact as a team.

Why should aspiring entrepreneurs consider a pet-related franchise, and what are the advantages of owning a Scenthound franchise?

The pet space is booming, and with a unique model, Scenthound is perfectly positioned to lead a transformation in the \$136.8 billion

industry. With pet spending trends through the roof and an increased focus on people's relationships with their dogs, we are emerging at the right time for rapid growth. Scenthound has doubled in size in the last year, with 50 locations currently open and over 170 more across 23 states in development.

Our "Scenters" are conveniently located in errand-intensive mixed-use retail areas, so our customers can check to-dos off their lists while their dogs are in Scenthound's care. The average service time is 30–60 minutes, which keeps customers shopping nearby while they wait. Franchisees benefit from high-traffic visibility, which results in significant business growth potential.

We've also invested a lot in technology, with a proprietary app, to both enhance our customer's experience and to be able to provide personalized and curated solutions to dog parents in the most effective way.

What kind of training and support do you provide to your franchisees?

Scenthound has invested significantly in developing a robust infrastructure, building a support team, and establishing the systems, processes, and technology needed to support our aggressive growth plans. From day one, our franchise partners are provided with field-tested and proven systems for success. They are coached regularly on how to deliver the





outstanding service that is synonymous with the Scenthound brand.

Once a franchise partner joins the Scenthound Pack, they undergo an intensive onboarding program to help familiarize them with our culture and demonstrate how to live out the vision, mission, and values. This brand immersion includes Scenter visits and 30+ hours of hands-on training to help master each step in the basic hygiene and routine care process so that every dog gets the consistent and excellent care they deserve.

Beyond the initial training, our franchise partners receive ongoing support and a

dedicated corporate team to ensure the day-to-day success of their business. Through expert guidance on employee relations, hitting benchmarks, managing vendor relationships, and daily operations, franchisees have all the tools needed to drive maximum business value for their Scenter. This includes live webinars, recorded training through our learning management system, and one-on-one weekly calls with their franchise business coaches. Scenthound is committed to the success of their franchise partners and works side-by-side with them each step of the way.

Our franchisees also benefit from the

experience and knowledge of the other owners in the system with countless opportunities for interaction, from Scenthound's annual conference to regular peer group meetings. The partners within the Scenthound franchise system support and encourage each other as a family.

What advice would you give prospective franchisees who want to know about the profit potential of a Scenthound franchise?

The Scenthound model has been proven, and the profit potential is unlimited due to tremendous demand in a growing \$136 billion industry.

We provide the recipe for a proven model, detailed tools and training, and ongoing support with a revolutionary concept in an exploding industry, so the profit potential is very high. But ultimately, it is up to our franchise partners to make their businesses profitable. Tapping into a vast white space in a widely underserved market means there is ample opportunity to set themselves up for long-term success. Overall, the sky is the limit with Scenthound, but it will depend on each franchisee's ability to execute the business model effectively.

What are some of the most important lessons you've learned while growing Scenthound?

We have learned a lot! Over 18 years, the lessons are endless. One of the biggest lessons is to expect the unexpected and be open to change. When we look back on the early days, we laugh at our naivety about what it takes to build a business. But that's just part of the deal. Perseverance is critical as is the ability to recognize when pivoting might be the best move. We also learned the importance of culture and the power of a values-aligned team. Above all else, a strong culture—what your team believes and how they behave—is the surest route to organizational success. ▸

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