We Love Pets Insider



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Did you know that we are members of the BFA

A warm welcome from We Love Pets

A bit about us



We Love Pets was founded in 2008 by Jo, who combined her early interests in pet care and law to create what is now the most successful pet care franchise operating in the UK.

This early passion turned into a thriving business that now offers award-winning pet care to thousands of pets every year.

Alongside co-director Ryan, one of the UK's top dog behavioural specialists and animal care university lecturers, their team are

dedicated to supporting individuals in starting their own enterprises.

The business, now sitting at No. 40 in the UK's Elite Franchise Top 100, is committed to building franchises on a strong ethical foundation. Currently, it boasts over 120 franchisees covering nearly 200 territories across the UK.

The focus is not solely on financial success but also on providing franchisees with the opportunity to build sustainable businesses that can be passed on to future generations.

Is it safe?

As members of the BFA (British Franchise Association), we have not only had our business model thoroughly inspected to ensure it is ethical, professional and sustainable, but we also pledge to adhere to their strict code of conduct.

Before you join us, we ensure you talk to at least 10 of our franchisees, to get the story from the 'horse's mouth' so to speak.

We're award-winning

We are proud to have won many accolades and awards over the years, from 'Emerging Franchisor' at the BFA awards in 2018 to 'Best Franchise – B2C' (business to consumer) by the Best Franchise Awards in 2023 and many more in between, including the top 40 franchises.

The greatest reward for us though is the happiness and success of our franchisees. We hope you enjoy reading about a few of them in the coming pages, catching up with their video stories on our website and even chatting with them over the phone if you're considering joining the We Love Pets family.

Our staff

As the biggest full-service pet care franchise in the UK, we're thrilled to have the biggest support team too! Right now, we've got an incredible team of 10 full-time staff working to support our franchisees and keep the business running smoothly. From web and technical to digital marketing, veterinary care and franchisee support, we've got you covered. Our team are important to us, they're at the very heart of the We Love Pets family and we think they're pretty great.

Talk to us, the kettle's on!

Our door is always open! Whether it's a video call, phone chat, or meeting in person, we're here for your questions and chats anytime. Our magazine and social media content are here to give you a glimpse into who we are and what makes us tick. We'd love to chat about you joining the We Love Pets family!





Behind the brand

We're aware that in the business world, staying ahead means constant innovation. So, we're always keeping our sights on the horizon, making upgrades, and leveraging the newest tools to keep our brand as the industry leader. That's why we're the biggest and most successful full-service pet care franchise in the UK by a mile (No. 40 in the UK's Elite Franchise Top 100 Franchises in the UK to be exact).

Investing in technology

We're big believers in using technology to empower our franchise owners to run their businesses more smoothly. Our goal is to keep our website cutting-edge, our booking systems quick and effective, and our communication with clients (and among ourselves) seamless and user-friendly.



Our vision for the brand

We Love Pets has seen consistent growth year after year. Our vision is straightforward: to keep on expanding while upholding the high standards that have made us so renowned. We're committed to providing our customers with the highest level of full-service pet care whilst offering our franchise owners a fantastic investment opportunity with a thriving, award-winning brand.

Want to know more? Book on a Discovery Day today! thea@welovepets.email

Training, training and more training

Training is key across the board in our business. Whether it's getting new franchise owners up to speed on running their business or teaching them the ins and outs of caring for all sorts of pets they might encounter. And while we handle business training at HQ, we're so serious about pet care training that we launched Novabright, a leading education course provider solely dedicated to handling all our pet care training needs (keep reading for more information in this magazine!).

The We Love Pets app

To hit these targets, we've invested hundreds of thousands into our website, CRM, and booking systems over the years, and we're not slowing down. We've even rolled out the We Love Pets app, packed with powerful features such as easy-to-use scheduling and staff management. With just a click, registered customers can book and tweak visits, while franchise owners get a detailed bird's-eye view of their business. Even better, it's been put to the test by the people who use it most - our franchisees! That means we know it's super user-friendly and easy to use on the go.





From dog walker to business owner – how Anna turned her life around after a personal tragedy

Anna is our franchisee in Waveney, Norfolk. She's just hit one year in business and what a year it has been, as she has TRIPLED turnover of her resale territory.

Mum to two boys, 12 and 15, Anna moved to Norfolk in 2018 following the loss of her husband to suicide 12 months before. She wanted to give the family a new start and did anything and everything she could to keep a roof over their heads including working as a dinner lady at a local school and a stint as a dog boarder and dog walker. Anna is the first to admit: "it wasn't easy. My Mum was having to buy the kid's uniforms and things were really tough."

In May 2023 she bought the Waveney branch of We Love Pets as a resale territory, which also happened to be the closest to the company's head office, so hands-on support was in full supply.

Anna says: "The support I received from Ryan, Heather, Laura, Jo, Shannon and the team at head office has been second to none.

I couldn't have done it without them and I'm still pinching myself that I actually own my own business and earn a decent income. I even managed to take us on holiday to Turkey; it's quite incredible."

Describing how she's made such a success of the business Anna says: "To begin with I took on lots of dog boarding jobs, which really helped me financially. I've got a solid base of clients now and am taking on new ones as fast as I can, but I'm mindful that the staff I employ must be as conscientious as me, to maintain the high standards I have set. My favourite part of the day is meeting owners and their pets and I'm learning every day, particularly about managing staff and I'll be honest, some evenings I have to put my phone on silent and let the enquiries go to voicemail because I'm too tired to speak; it's a nice problem to have and I know things will level out soon, but it's also important to have some time with the boys. I count myself as very lucky and am so grateful to be part of the We Love Pets family now."

From corporate career to caring for pets – how Gabby and Dave finally made the big move into franchising

Gabby and Dave's career backgrounds couldn't be further from their pet-caring roles of today. Dave had a 37-year career of shift work in the railway industry and Gabby was in a senior, suited and booted corporate project manager role. The couple's busy life revolved around bringing up two children, Dave's mixture of day and night shifts, and Gabby's busy job. Between the two of them, they decided, life has to be better than this!

As luck would have it, We Love Pets founder Jo White and Gabby were university buddies, so they'd chat about the idea of Gabby jumping into a We Love Pets franchise whenever they caught up over the years. So, when Gabby's children were finally at full-time school, the couple made the leap and say their only regret is that they didn't do it sooner.

Gabby's organisational skills have shone through, while Dave's been having a blast getting out there, walking dogs, and mingling with potential new clients. They both agree that figuring out their roles in the business was crucial, something Jo had stressed from

the get-go. Business has been booming so much that they've had to recruit a supervisor to handle the flood of enquiries from new clients. A pretty great "problem" to have!

Gabby says: "Initially when we launched We Love Pets Cambridge I continued working in my Senior Project Manager role for around six months. We became busy quickly and realised that my time was needed in the business so that Dave could focus on our lovely customers and staff, so I moved to working full-time for We Love Pets. My previous role was very busy and involved working with a variety of people, needing to be organised and always expecting the unexpected! These skills set me up well for the business as no day is ever the same! I do a lot of the behind-the-scenes organising and also get to spend time with some of the lovely animals that we work with. Stepping away from corporate life was a risk for us, but a risk worth taking. For Dave and I, the business has given us so much more flexibility for family life which we just didn't have before. We also love how much the business inspires our children. Our daughter recently had a day at school where she had to dress to express a hobby that she is interested in, and she dressed up as a We Love Pets girl."





At just 22 years old — Sophie is one of our biggest success stories!

At just 22 years old and a We Love Pets franchisee since the age of 19, Sophie is one of our biggest success stories; she simply adores animals and isn't about to let her age, or anything else, get in the way of building an incredibly successful business. She's most definitely 'One to Watch'.

Sophie says: "For me, starting a franchise was a much safer and more supported route into business than starting out completely on my own. For a start-up fee and then a small ongoing fee, I have received more support, training and resources than I ever would have been able to create by myself."

At the core of Sophie's success is her love of animals. She explains: "Currently I own a Golden Retriever and two cats but over the years I've also owned hamsters, guinea pigs and fish. At 14, I got my first job as an assistant in a pet shop where I learned a huge amount about pets including birds and reptiles.

I also volunteered for two animal charities where I helped care for degus, rats, rabbits and guinea pigs. Once I had done a year's worth of dog walking for We Love Pets I felt very confident starting up my own business, with lots of support and a heap of practical experience behind me."

Sophie says: "Running my own pet care business is everything I have ever dreamed of and more. For as long as I can remember, I have wished for a career working with animals, but it always seemed out of reach, with huge startup costs (for becoming a vet for example through university loans etc) I never thought I could achieve it. To be able to become a business owner at just 19 years old was a huge opportunity and I can't wait to see what the future holds." (Neither can we Sophie!)



From nursing to pet care — how this couple chose a better life with We Love Pets

For Tasha and Andy, two of our more mature franchisees, their intense careers as nurses which included working in surgical theatre, emergency theatre, oncology and palliative care were getting the better of them and they knew it was time for a change. Their decision was fast-forwarded when sitting badly during an interview Tash a slipped disc which meant three weeks on her back, followed by four months of pneumonia; at this point, they knew things couldn't continue.

We asked ourselves 'How can we be this unhappy?' says Andy. His next question to Tasha was 'What makes you happy?' to which she replied, 'Walking the dog' and the rest, as they say, is history.

Although their most immediate careers were as nurses, Tasha had experience working in a zoo and with thoroughbred horses as a

young girl, so the move to owning a pet care business wasn't quite as 'out of left field' as it might at first appear.

Two years in and their business is going really well. "It's great getting up in the morning, knowing you are going to be dealing with nice animals. I thought I had seen it all as a nurse, but people put so much love into their animals which is lovely to see," said Tasha.

Andy agrees: "We've learned a lot of lessons in the past two years and have definitely hardened up. It's long hours and you need to be very adaptable to keep your clients happy. We make a great team, each with different skill sets and we've got to know each other as business partners as well as life partners which has been eye-opening, and we are both so glad we made the change."

Joining date: February 2022

Age: Tasha - 52 and Andy - 48

Reason for investing: A change of career

Email: burystedmunds@welovepets.email

Come to a discovery day!

Our Discovery Days are the starting point for exploring franchise opportunities with us. It's your chance to meet our team and some of our successful franchisees to help you gain a better insight into our business.

We hold our discovery days either virtually or in person, at our base in Norfolk, whichever option suits you best.

Bring a friend!

Feel free to invite a friend or family member to join you as a second set of ears. With so much new information, it's easy to miss a detail or two. "Was it six weeks or six months until we break even?" Don't worry, we're always available to clear things up over the phone later but getting the basics right on the day will be helpful.

What happens?

During the event you'll meet us and some of our current franchisees. You'll hear how the business has positively changed their lives and you'll have a chance to ask us questions.

No obligation Discovery Day

Attending a Discovery Day won't cost you a penny. It's just a great chance to explore franchise ownership without any financial obligation!

Next steps

Once you have read all about our franchise opportunity and downloaded our brochure at https://welovepets.care/franchise/ if you'd still like to know more, drop us an email to book yourself onto our next Discovery Day. Email thea@welovepets.email or call us on 07585 549488.

We look forward to hearing from you!



Q&A







As the largest full-service pet care franchise in the UK with over 120 franchisees, we've been asked many questions about our business, and we know you'll have some too. Here are our two most frequently asked questions. If you have any more, please get in touch!

How do I know it will work for me?

We'll let our figures speak for themselves on this one. Have a read of how well it's working for our franchisees, you can find their case studies and testimonials in this magazine, on our website and our YouTube channel. Or better still, pick up the phone and speak to any of them. We are 100% transparent and encourage you to get honest feedback to help you make the right decision.

Will I earn enough to pay my bills and live my life?

Understandably, this is one of our most asked questions! Deciding to transition from your current job to one you are passionate about can be daunting, but it can also be very rewarding. We believe that a career in pet care not only allows individuals to follow their passion for animals but also offers them the opportunity to be their own boss and enjoy financial stability.

Like any new venture, success depends on many things such as personal situation, time dedicated to growing the business, and whether you're acquiring a brand-new territory or one that's already up and running. We're there every step of the way, alongside our family of franchisees, to offer support when you need it most. The good news is most franchise owners make back what they put in within seven months.

Making sure you've got enough cash flow to get by until your business starts making money is key. We chat about this when we go over your business plan.

Stop the press!

We Love Pets is awarded 'Ethical Status' by The Good Shopping Guide



We are delighted to say we have been awarded 'Ethical' status by the Good Shopping Guide!

If you haven't heard of it before, The Good Shopping Guide has been around for over 20 years. It's your go-to source for independently researched ethical comparisons of companies and brands. They make sure businesses operate sustainably and steer clear of things like global warming, human trafficking, animal abuse and more. With 11 book editions and all the info you need on their website, they're here to help you shop with a clear conscience!

Their Ethical Accreditation certifies that 'the Company, Brand or Product in question has reached our benchmark standard in our overall analysis of its corporate social responsibility record - a highly respected mark of independent endorsement which can benefit consumer sales, trade sales, employee relations, public relations as well as company and brand value.'

On completion of our ethical screening, the research team made the following comments/recommendations about us:

"We were pleased to verify We Love Pets as an ethical brand that places respect for the Environment, Animals, and People at the heart of its values. The brand has therefore been approved as one of The Good Shopping Guide's leading ethical companies. We Love Pets' is commended for its rigorous animal welfare standards, such as its 'No Pack Walking' policy, and commitment to minimising its environmental impact."

We could not be more thrilled and will be flying the logo with pride!

Online version: See our listing here!



Novabright

Explore, learn, succeed.

Training is essential across all facets of our business. Whether it's instructing new franchise owners on running their business smoothly or equipping them with the knowledge to properly care for the diverse range of pets they may encounter. While we manage business training centrally at our head office, our commitment to expert pet care training led us to establish another entity, Novabright, dedicated solely to handling all our training needs in this area.

Adam Harper

We teamed up with Adam Harper to launch Novabright. Adam's background is the perfect blend of education and a deep understanding of animals. He holds postgraduate degrees in Animal Sciences and Education from the University of Greenwich and he's a member of both the Royal Society of Biologists and the Society of Education & Training. Adam's wealth of experience ranges from teaching animal management courses at Wiltshire College and University Centre to serving as a guide and lecturer on a thrilling wolf conservation project in Poland. He's truly the heart and soul of Novabright!





Ofqual

Under Adam's direction, our Ofqual registered company offers over 50 level 2 & 3 courses in animal care and a further 30 in other relevant business subjects. Over 1,700 learners have enrolled on courses to date.



New feature!

Excitingly, we've just rolled out a fresh subscription model. Now, franchise owners and their team members can dive into as many courses as they'd like, all for one convenient monthly fee. It's hassle-free learning at its best!

Did you know that we are members of the BFA (British Franchise Association)?



Who are the BFA?

Since its founding in 1977, the British Franchise Association (BFA) has been the heart of franchising in the UK. They shine a spotlight on businesses like ours, providing a welcoming space for learning and accreditation. The BFA is committed to creating a friendly and ethical franchising community by upholding high standards and a strong code of ethics.

As proud members, we've undergone a thorough examination of our business model to ensure it's ethical, professional and sustainable.
Additionally, we've made a commitment to uphold their stringent code of conduct. Other BFA members include McDonalds, Burger King, Green King Pubs, Molly Maid and Anytime Fitness.

Back in 2018, we were thrilled to be named Emerging Franchisor of the Year at the BFA awards. It was a huge honour for us!

We are incredibly proud of being members of the BFA and everything it stands for. To view our listing scan the QR code.





Check out our listing here





welovepetsbusiness



Find out more about our franchising opportunities here

