



**We  
Love  
Pets®**



# **We Love Pets Information Pack**

# We Love Pets

## UK Award-Winning Franchise Since 2007

We Love Pets provide trusted, high-quality pet care that prioritises the wellbeing, happiness, and safety of pets. Founded on principles of compassionate care and expert knowledge, we offer premium dog walking, boarding, and pet sitting services that give pet owners peace of mind.

*With over 187 branches, we've become the UK's leading full-service pet care franchise.*

Through our management franchise model, we empower passionate pet lovers to build scalable and robust businesses supported by comprehensive training, ethical standards, and responsible practices. Our commitment to quality has fuelled our incredible growth and earned us prestigious, industry-leading awards, establishing We Love Pets as a leader in both the franchising and pet care sectors.

*We focus on pet lovers seeking high-quality, professional-backed services.*



## Our Directors are forward-thinking leaders

### Jo White - Founder

- Contributor for EWIB
- Chairs meetings with the British Franchise Association (BFA)
- Founder of the Pet Care Franchise Association (PCFA)
- Advocate for animal welfare

### Ryan White - Director

- Regular contributor to the BBC
- Frequent speaker on national podcasts
- Featured in Channel 4, Sky News, The Telegraph, The Sun, Daily Mail, and iNews
- International specialist in dog behaviour

# Inside the Brand: Inspiring Stories from Our Franchisees



## Kirsty and Matt's Story

Kirsty always imagined a career that would ignite her passion, and now, alongside her partner Matt, she's making that dream a reality at We Love Pets. She shares, "We love doing something together that we're passionate about and can personally invest in." Working for themselves has given them freedom and empowerment, and they love the values We Love Pets stands for. "The training for franchisees is exceptional, and animal welfare is always the top priority." With this shared commitment, Kirsty and Matt have found their purpose and are thriving together.



## Louise's Story

After trying to start her own photography business and finding it wasn't the right fit due to a lack of support, Louise looked for something that offered the structure she needed. Her time as a dog walker with the We Love Pets Wimbledon branch showed her how much she loved working with animals and the flexibility of working outdoors. That's when joining the franchise felt like the perfect step. With a proven business model and ongoing support, Louise is now thriving with We Love Pets and is a valued member of the WLP family.

# Franchisee Testimonials



*"Running my own pet care business is everything I have ever dreamed of and more!"*

Sophie Dell – Eastbourne



*"I love the mission of the business, the unparalleled training it offers, and the caring attitude of the whole team."*

Charlotte Claydon – Stevenage



*"The We Love Pets model represents not only a business in a box but an education in a box!"*

Andrea Smart – Sutton

# Why go it alone when you can invest in a proven franchise and fast-track your success?

According to the latest BFA survey, 99.5% of franchises succeed, while a staggering 50% of new independent businesses fail within their first three years.

## We Love Pets

VS

## Going Alone

**Nationally known brand:** We're an award-winning brand with 17 years of industry leadership, a strong customer base, great reputation, and strong online presence.

**Launch straight away:** With pre-approved funding, immediate online presence, marketing materials, uniforms, and leaflets, launching your business has never been easier.

**Unlimited financial potential:** Business training to help you get ahead, data insights into financial potential and supported growth goals and targets.

**Part of a network:** You'll never face any challenges alone with our amazing network of franchisees there to support you.

**Full training:** You'll have unlimited training in all aspects of pet care and running a business, to set you up for success.

**Completely unknown:** You'll have to work hard to build up a reputation, spending time and money on a website and spreading the word.

**Launch when you can:** Whether utilising a personal loan or tapping into savings, you have to strive to distinguish yourself from competitors without the advantages of a national brand.

**Unknown financial potential:** Take risks that could yield rewards. However, without guidance, you'll need to self-educate, investing your time researching and making your own projections.

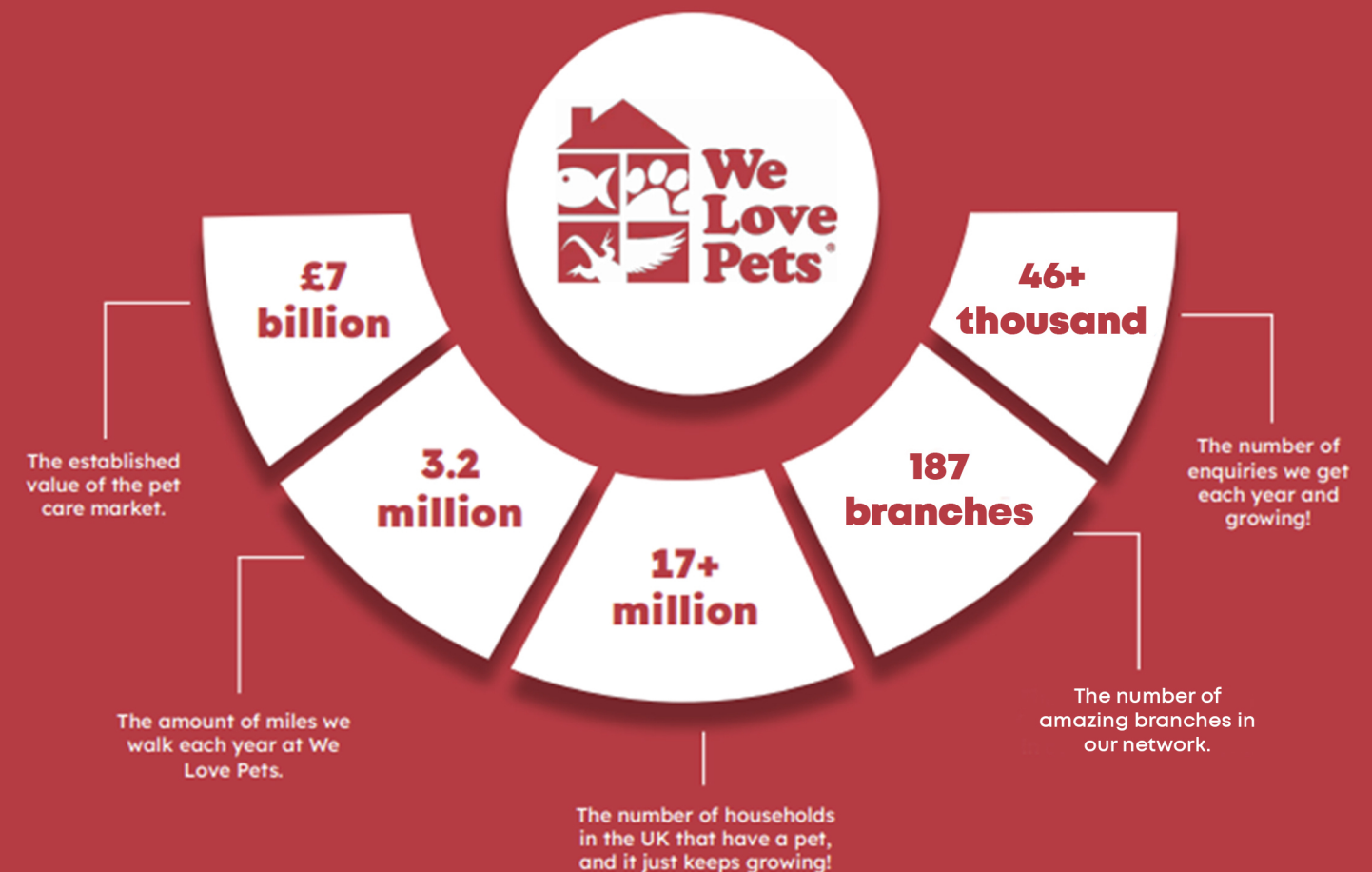
**On your own:** No support network there to help you, which might make you feel lost and overwhelmed.

**Teach yourself:** To succeed, you must become a self-taught expert. From gaining qualifications to ensuring legal compliance, the responsibility is on you to obtain the necessary skills.

# Tina achieved an incredible £70K in her first year of business

North Somerset-based business owner Tina Byatt has recently celebrated the 1st anniversary of owning a We Love Pets pet care franchise and has turned over an incredible £70,000 in her first 12 months.

Tina explained how she has achieved such impressive growth in such a short time: "I knew that to make a big success of a business like We Love Pets, I would need to build a team from day one, so I started recruiting as soon as I opened, and I haven't stopped since. My daughter Jennifer was my first member of staff and should take much of the credit for helping me to get the business to where it is today."



## Franchisee Support

Here at We Love Pets, we're dedicated to providing hands-on support that makes running your business easier and sets you apart from independent competitors.

Sure, you could go solo as a dog walker or cat sitter, but why not enjoy uncapped earnings, be your own boss, and have the support of a nationally recognised, award-winning brand? We're here to back you every step of the way.

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## The Power of Team Support

The best part of being a management franchise is that you're never on your own. You'll recruit a dedicated team to keep things running smoothly, even if you need time out of the business. They'll help you tackle challenges and make sure financial worries don't add extra stress during tough times. Plus, with a supportive head office team, that dedicated help only becomes stronger.

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## Wellbeing

Supporting our franchisees' mental health is a top priority here at We Love Pets. We encourage everyone to connect through buddy systems, and regional meetups, building a strong support network across the franchise. Our Handbook also includes a dedicated wellbeing section with links to helpful apps, charities, and resources - all aimed at promoting mental wellness. And with quarterly reviews and a dedicated success manager, we're here to support you every step of the way.

## Training designed for success

At We Love Pets, we're dedicated to setting you up for success as a franchisee, providing a comprehensive training agenda designed to cover all aspects of running your business.

Over the course of four days, you'll dive into key elements that will prepare you for everything from managing pets to navigating business operations. Our sessions include an in-depth look at the pet industry, strategies for effective marketing, staff recruitment and management, financials, and developing a digital presence to grow your customer base.

Through hands-on learning sessions, leadership insights, and a close look at our media resources, we're here to ensure that by the end of the four days, you'll feel confident and equipped to lead your We Love Pets business with confidence.

## Training designed for success

- Introduction into WLP + Franchising
- Pet Care Industry Info
- Offline Marketing
- Digital Marketing
- Customer Service
- Recruitment of Staff
- Staff Management
- Business Management
- Finance
- Leadership Training
- Practical Training



# Novabright

## Lifetime access to courses for you and your team

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Led by our Director of Education, Novabright is an OFQUAL-accredited organisation and a part of the We Love Pets family, designed to train external industry professionals and franchisees within our network.

When you join the We Love Pets family, you'll receive full access to Novabright's online training program, offering you and your team over 50 Level 2+3 animal care courses, along with 30 additional courses in other key business areas.

More than 3,000 learners have enrolled to date, including our new franchisees, their team members, and other pet care professionals within the pet care industry.

## Unlock Growth and Efficiency with Our App



### Time-saving Scheduling:

Stop missing appointments! Our app ensures you never miss a walk, ensuring animal welfare and happy clients.



### Efficient Data Access:

All your data in one place, making you more efficient and aligned with the current pet care industry.



### Expand Your Business:

Gives you the capacity to grow your business by freeing up time and organising your operations.

## What You Get with Our App

### Unlimited Team Access:

No extra charges for adding team members - enjoy unlimited access for an unlimited number of users.

### Compliance:

Say goodbye to paper and stay legally compliant with our digital app.

### Reporting:

Insightful reports that let you track performance and make data-driven decisions based on your team and business.



# Investment and Return

Impressive net profit margin from 30% (double the service industry national average)



Our franchisees report an impressive 96% satisfaction rate, against the national average of 82%

Earn your franchise fee back by month 7



\*Figures current as of 2024

## Our Franchise Model

**Initial Investment Fee : £12,995 + VAT for an exclusive territory**

**Management Service Fee: 12% of monthly turnover + VAT**

**Average set up costs: £500 - £2000**

## What's included:

- Optimised page on our website for lead generation in your area
- Ongoing support from head office and internal network of franchisees
- Lifetime access to our suite of Novabright online training courses for you and your team.
- WLP Connect App for scheduling and full business overview
- Year 1 insurance included
- Paid advertising including a free Google Ads campaign upon launch
- Library of printable and digital assets from our in-house design team
- Enjoy the benefits of our national marketing campaigns
- Branded uniform
- Printed marketing assets including flyers and business cards.
- Franchise Handbook/Operations Manual offering practical guidance for the daily management of the business.



# Government - backed Funding from £300pm

**Need help funding your franchise?**

**We've got you covered!**

We've partnered with a government-backed loan provider to make it easier than ever to invest in your future. With start-up loans fully funded up to £25K, starting from just £300 per month, you can take the leap into owning your own We Love Pets franchise with minimal financial strain.

Our business model is pre-approved, giving you a higher-than-average chance of approval, even if your credit isn't perfect. It's a quick and simple process, designed to help you get started without hassle.

- Government-backed, secure funding
- Competitive APR
- Fast, straightforward application with a high approval rate
- Ongoing support from the We Love Pets Head Office every step of the way

It's never been easier or more exciting to invest in your future with We Love Pets!

\*All applications subject to credit checks

## FAQ's

**Do I need industry experience?**

Not at all, though being a pet-lover certainly helps!

**Can I run the business with a friend/partner?**

Yes, we have couples, friends, siblings, mother and son, as well as many individuals.

**How long is the initial contract?**

5 years

**How much time do I need to dedicate to the business?**

Running a business, even within a franchise, requires full-time dedication. The more time and effort you invest in your business, the faster you will see the rewards.

**Can I expand my territory in the future?**

This would be performance-based, depending on whether your current territory meets targets and is available.

**Do I need a website?**

No! Our established, high-ranking website generates strong traffic and leads, with a dedicated page for your territory.



As featured on



The Telegraph



**Most of We Love Pets franchisees are newcomers to the sector, but they all share the same key traits for success....**



**Entrepreneurial mindset**



**Strong work ethic**



**Desire to improve their lives**



**Ambition for financial freedom**



**Passion for being their own boss**



# Take the leap and become part of the We Love Pets family!

With the UK pet care market soaring to an all-time high of £7 billion, there's never been a more exciting time to be part of this thriving industry.



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**Find out more about our franchising opportunities**

