

DAPPERTAILS®

FRANCHISING

Own a Pet Business That's Built to Run
Right From Day One

**BUILT-IN
LEAD GROOMER
RECRUITING +
TRAINING**



BOOK A DISCOVERY CALL

**AND LEARN HOW YOU CAN LAUNCH THIS PROVEN,
SCALABLE BUSINESS MODEL.**

The Pet Services Industry is Booming. The Future is Mobile.

More people than ever are prioritizing their pets as family. With brick-and-mortar grooming salons at capacity and waitlists growing, mobile services are rising fast. DapperTails delivers a trusted grooming experience directly to customers' doors, earning loyalty through quality and ease.

WHY OUR MODEL WORKS



Launch in your own community, with protected territory rights



Grow by adding groomers and vans



We handle the tools, training, and tech



Scalable, repeatable model known for long-term client retention

Pet parents want convenience, consistency, and care they can trust.

That's where you come in.

DAPPERTAILS®
— FRANCHISING —



We Teach the Craft. You Build the Business.

Hands-on training for groomers, guided support for you.

GROOMER RECRUITING AND TRAINING

Your lead groomer isn't just part of the business: they *are* the business. That's why DapperTails helps you recruit your first lead groomer during startup, tapping into our national network of 7,000+ professionals.

Once hired, they attend hands-on training at our headquarters or a DapperTails location near you, led by our dedicated Lead Groomer Trainer. This program covers grooming technique, customer service, pet handling, van operations, and more, so your van launches with someone who's ready to represent your brand with skill and care.



We don't leave groomer hiring and training up to chance. From sourcing candidates to hands-on instruction with our Lead Groomer Trainer, we help you launch with the right person.

FRANCHISEE TRAINING

No grooming experience? No problem. As a DapperTails franchise owner, you'll receive guided, step-by-step training on all the key parts of the business, from tech and booking systems to hiring, marketing, and local customer engagement. We give you the playbook so you can lead with confidence, stay focused on growth, and make decisions with support behind you.

Built-in systems. Built around you.



SMARTER TERRITORIES, SMARTER GROWTH

Your franchise fee secures a protected territory strategically mapped for long-term opportunity. No overlap, no guesswork. Just a defined market with the ability to add vans within your protected territory if and when you choose.

INTELLIGENT BOOKING PLATFORM

Our booking platform helps manage scheduling, routing, reminders, CRM, and client communication, giving you a streamlined system built for mobile grooming.

LAUNCH-READY VANS

Your DapperTails van is built to deliver the premium experience our brand is known for. We guide the purchase, wrap, and setup process so your van arrives ready to stock and roll.

YOUR FRANCHISEE APP + COMMUNITY APP

Your Franchisee App is your central hub for training, tools, marketing resources, and support. You'll also have access to our community app, connecting owners across locations and giving groomers a dedicated space to share knowledge and support one another.

CLIENT CARE CENTER

For franchisees who want added front-desk help, our elective Client Care Center offers live, U.S.-based support for booking, follow-up, and client communication.

Investment Snapshot



SINGLE UNIT INITIAL INVESTMENT

- Total Initial Investment Range: \$103,500 – \$242,000 for a single unit
- Franchise Fee: One-time \$50,000 fee included in the initial investment

OPERATIONAL EXPENSES

While costs may vary based on location and individual business strategies, franchisees should anticipate expenses related to:

- Payroll
- Fuel and vehicle maintenance
- Insurance
- Supply restocking
- Local marketing initiatives

ONGOING FINANCIAL COMMITMENT

This covers ongoing support training, marketing guidance, operational coaching, and access to our ever-evolving systems and tech.

- Royalty Fee: 7% of gross annual revenue
- Optional Call Center Service: Available for additional support

BRAND FUND CONTRIBUTION

2% of gross revenue goes toward a national brand fund that powers advertising, promotions, and brand-building to help drive customers your way.

TECHNOLOGY FEE

\$400/month (for the first van; \$200/month for each additional van) covers CRM access, online booking, webpage, scheduling, and system updates.

Meet the Co-Founders



What began with a single mobile grooming van quickly grew into a playbook for something much bigger. Today, DapperTails is a fast-growing franchise brand grounded in quality training, operational support, and a people-first mindset.

Chris Elias brings decades of experience in business. Emily Elias, powerhouse groomer, leads with heart and attention to detail. Together, they've built a business that's redefining pet grooming and making it easier for others to do the same.

WATCH OUR STORY

Chris and Emily Elias didn't just build a franchise: they built a mission. In this short video, hear how DapperTails began, what makes it different, and why it's about more than grooming dogs. Click play to meet the people behind the van and the vision.



Let's Talk About What's Possible

*Curious? Great.
That's exactly where it starts.*

A DapperTails discovery call isn't a pitch, it's a conversation. We'll walk you through the model, answer your questions, and help you understand whether it's the right fit for your goals, your timeline, and your life. No pressure. Just real talk, real answers, and a clear next step if you want it.

When it comes to building a business you can be proud of, the most important move is the first one.



**Book Your
Discovery Call**



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