

WORK ON YOUR OWN

PICK UP THE PROFITS!

It's getting harder to manage all different types of waste in our society—and pet waste is no different. Between balancing family, demanding work schedules, and increasingly long commutes, people are too busy to deal with the mess themselves or simply don't want to. DoodyCalls service eliminates one of the most unpleasant and time-consuming aspects of dog ownership by offering weekly, bi-weekly, monthly, and one-time cleanings to "scoop the poop" at reasonable rates.

When nature calls, this franchise answers. DoodyCalls, the first full-service pet waste removal franchise, is now offering its business opportunity nationwide. The concept, developed by young husband and wife team Jacob and Susan D'Aniello in 2000, provides a solution to a long-standing pet problem: picking up what pets "drop off." Franchising since 2004, DoodyCalls currently has two company owned units and four franchised units operating in 16 territories.

"America's love for pets is undeniable," said Jacob. "There are more than 65 million dogs in the U.S. and nearly 40 percent of households own at least one dog. DoodyCalls is answering 'the call' by offering entrepreneurs a unique franchise opportunity in a widely untapped market with a steadily growing client base for years to come."

Equipped with rakes, shovels, and bags, DoodyCalls' professional scoopers let pet owners wash their hands of the whole clean-up business. For homeowners, DoodyCalls offers weekly, bi-weekly, monthly, and one-time cleanings to scoop the poop for about \$14 per visit for an average-sized yard. Rates are based on the number of dogs, size of area to clean, frequency of service, and amount of pet waste.

Employees of DoodyCalls are fully insured and are dressed in professional uniforms. Scooping tools are disinfected between each client to eliminate the possibility of spreading diseases found in dog waste. Best of all, DoodyCalls offers a 100-percent satisfaction guarantee.

"Accumulated pet waste decreases the overall appearance of your home," adds Jacob. "Many people don't realize that worms and viruses such as roundworm, ringworm, and the deadly parvovirus are transmitted through dog poop. Pet waste can also attract rats," he said.

And, even after pet waste is removed from grass, bacteria and viruses from that waste can remain in the soil—and unknowingly be transferred to a human—for up to 10 years. Also, pet waste that is not properly removed can be washed into storm drains and contaminate waterways.



DoodyCalls was started by Jason D'Aniello. Franchisees receive one week of training at the company's headquarters and access to an 800 number call center that schedules appointments and assists with communication. Marketing materials, software and manuals are also provided as tools to build the business.

DoodyCalls can also clean, disinfect, and deodorize decks, patios, dog runs and kennels, provide brown spot treatment to eliminate damaged areas of a

homeowner's lawn caused by pet waste, and can even exchange dirty litter boxes from cat owners' homes.

In addition to residential services, DoodyCalls offers a wide array of neighborhood pet waste removal options. Homeowners' associations, apartment complexes, parks and municipalities don't usually own pets, but often they do own the problem of pet waste. DoodyCalls cleans and disinfects common areas such as playgrounds, pool areas, paths, or any place dogs "do their thing" to help keep communities sanitary and safe. DoodyCalls also provides pet waste stations offering communities a cost-effective solution to managing pet waste on their property, works with property managers to develop pet waste management plans, and can even assist with the planning of a new dog park.

Jacob said, "Our service is also beneficial for elderly and disabled people who are unable to clean up after their pets, helping elder pet owners keep their beloved companions."

DoodyCalls offers an affordable franchise opportunity ideal for pet enthusiasts that have high energy and an entrepreneurial spirit. The cost to open a DoodyCalls franchise ranges from \$42,410 to \$66,670, which includes an initial \$20,000 franchise fee. The low initial investment allows franchise owners to invest additional capital in building a client base and growing their business. Franchisees may develop a single territory or multiple territories over a period of time.

"The majority of DoodyCalls existing franchise owners are husband and wife teams who share a passion for dogs."

THE SCOOP ON THIS BIZ:

DoodyCalls was founded by husband and wife Jacob and Susan D'Aniello in 2000 and began franchising in 2004. The company provides year-round professional pet waste removal service to residential yards, apartment communities, homeowner associations and more. For more information on the DoodyCalls story, contact Jacob D'Aniello at: 1.800.DoodyCalls (366-3922). For a complete press kit that includes images and a company fact sheet, visit www.DoodyCalls.com.

