

# DoodyCalls Press Kit

## Fast Facts

### Company Facts



Founders Jacob and Susan D’Aniello graduated from the University of Virginia. Jacob previously worked as a technology consultant. Susan also holds a nursing degree from Johns Hopkins University.

DoodyCalls began operation in 2000 and began franchising in 2004.

Franchise Fee: \$34,500, Royalty: 9%.

Franchisees may develop a single territory or multiple territories over a period of time.

The initial investment for a new franchise owner is \$44,730-\$71,920. This includes the \$34,500 franchise fee.

In January 2010, DoodyCalls was recognized for the second year in a row as the number 1 pet waste removal franchise in the U.S. by Entrepreneur Magazine, in their annual Franchise 500 list.

### Franchise Owners Benefit From

- Our professional customer care center located at Doo’Ville—our national headquarters in Charlottesville, Virginia.
- A large and growing collection of professionally designed marketing materials.
- Proven marketing and business development plans.
- Access to a state-of-the-art scheduling, route management and invoicing systems.
- Professional in-house public relations campaigns and support.
- Ongoing training and business support.

### Current Territories

DoodyCalls provides service to approximately 40 territories in 21 states across the U.S., including:

California, Colorado, Connecticut, The District of Columbia, Kentucky, Maryland, Massachusetts, Michigan, Minnesota, Missouri, New Jersey, New Mexico, New York, North Carolina, Oregon, Rhode Island, South Carolina, Tennessee, Texas, and Virginia.

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## Rates Are Based On

- Number of dogs
- Size of area to clean
- Frequency of service
- Amount of waste

Rates are as low as \$12.50/service.  
Average weekly service for one  
dog is approximately \$15/wk.

## Dog Ownership Facts

- There are approximately **77 million** dogs owned as pets in the United States.
- Approximately 46 percent of U.S. households own dogs.
- Most owners (65%) own at least one dog.
- Twenty-three percent of owners own two dogs.
- In 2009, Americans spent **\$45.5 billion** dollars on their pets. In 2010, it's estimated that **\$47.7 billion** dollars will be spent on pets in the United States.
- In January 2010, Consumer Reports released a survey listing the top gripes that annoy America most. According to the survey, unscooped dog poop is the 6th most annoying thing we face every day (Incomprehensible bills came in 5th and unreliable internet service in 7th).
- Most dog owners do not enjoy picking up after their dogs. That's why they LOVE DoodyCalls!

## Health Hazards

Pet waste does NOT make for good fertilizer.

In fact, In 1991, the Environmental Protection Agency (EPA) classified dog waste as a "nonpoint source of pollution," placing it in the same health category as oil and toxic chemicals.

Moreover, the EPA estimates that two or three days worth of droppings from a population of about 100 dogs would contribute enough bacteria to temporarily close a bay and all watershed areas within 20 miles to swimming and shell fishing.

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## Company Story



### For DoodyCalls, success is measured by the yard

Commuting home from work one evening in late 1999, Jacob D'Aniello was listening to a popular radio talk show that brings low-brow humor to the masses, when on came an interview with some wack job whose all evangelical about his wonderful career picking up dog poop.

Jacob almost changed the channel, but then realized that the guy actually loved his job; earned a good living (claimed, in fact, to be making more than D'Aniello was earning at the time); worked his own hours; said his clients loved him; and didn't have to commute anymore.

His future wife, Susan, thought he was crazy.. until he gave her the pitch. Then she too became a convert. It wasn't rocket science or brain surgery, granted, but it got them thinking, and the more Jacob and Susan looked into it, the more excited they became. One week later, DoodyCalls was formed, and they started placing classified ads in local papers.

#### Annual revenue growth for company owned franchises points to the incredible growth story of this company:

<b>2003</b>	\$98,000	<b>2007</b>	\$612,000
<b>2004</b>	\$266,000	<b>2008</b>	\$753,000
<b>2005</b>	\$363,000	<b>2009</b>	\$899,000
<b>2006</b>	\$525,000		

\*The figures above were taken from the DoodyCalls Franchising LLC 2010 FDD.

It all started with a housewarming gift. Their first client responded to an ad and wanted to buy the service for six months for a friend who had just purchased a new home and, as one can imagine, needed that special gift. His pet, it seemed, had left far too many "presents" in the yard for him to get off to a good start.

So it was with this humble but thoughtful gift that the company began, but D'Aniello had his sights set on a national clean-up company, with name recognition and franchises across the country run by independent owner-operators.

In 2004, the company began franchising and established Doo'Ville, DoodyCalls' nationwide headquarters in Charlottesville, Virginia. Since then, DoodyCalls has grown to over 40 franchises in 23 states, and has been the subject of news stories in over 100 publications, including coverage in **The Wall Street Journal, The Associated Press, Forbes, BusinessWeek, Inc. Magazine, Entrepreneur Magazine, USA Today, The New York Times, The Washington Post, and a long list of others.**

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With unrelenting growth being seen in the pet-care and home services markets, DoodyCalls continues its national expansion and looks to pick up after every dog in the U.S.

Put plainly – DoodyCalls is cleaning up.

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## Services

### Residential Services

- We offer weekly, every-other week, once a month, and one-time cleanings -- whichever suits you best.
- We disinfect our tools after every job to eliminate the possibility of spreading diseases.
- We can also clean, disinfect, and deodorize decks, patios, dog runs, and kennels.
- We leave a bright yellow door hanger so you will know exactly when your yard was cleaned.
- We stand behind our service with a 100% satisfaction guarantee.
- We are fully insured and our employees are always in uniform.
- We offer electronic billing or paper invoices, whichever you prefer.
- We accept credit card payment.

### Commerical Services

- We clean, disinfect and deodorize areas as requested.
- We sell, install and service pet waste stations and supplies.
- We pick up loose trash from common areas.
- We work with property managers to develop pet waste management plans.
- We assist with the planning of dog parks.

**If you have any questions or would like more information, feel free to contact us anytime!**

DoodyCalls  
Email: [servicerequest@doodycalls.com](mailto:servicerequest@doodycalls.com)  
Phone: 1-800-366-3922  
Fax: 703-995-0601  
Mail: DoodyCalls, 114 4th Street SE, Suite A, Charlottesville, VA 22902



### Got a dog?

Then chances are you've got pet waste (...in our experience, those chances are about 100%).

### How about several dogs?

Apartment complexes, HOA's, parks, and municipalities don't usually own community pets, but often they do own the problem of pet waste within their community.