



PHOTO BY MATHEUS BERTELLI

WHEN STARS COLLIDE:

ANIMAL LOVERS AND FRANCHISE ENTHUSIASTS

There are many great opportunities for an animal lover considering a franchise.

By Christina D. McAmis

What do you get when you cross an animal lover and a franchise enthusiast? It may sound like the start of a terrible dad joke, but the answer could surprise you. As the world slowly returns to normal, some pandemic-related changes are here to stay, such as delivery services for just about everything, telehealth appointments, and all the pets that people adopted during the pandemic. As more and more people return to work or school, they realize that their furry friends still need care. Franchises that offer pet-related services have taken

advantage of the increased demand and are expanding rapidly.

So, what do you get when you combine an animal lover and a franchise enthusiast? A stellar franchisee in the pet industry vertical. As an animal lover myself with four fur babies, two scale babies, and one equine therapist (horse), and a franchise attorney, I think about the exciting time in pet franchising that we are experiencing today. The increase in pet adoptions caused an increase in demand for pet-related products and services, and the pandemic created the perfect environment for pet services and the delivery of pet products to thrive and multiply. Whenever demand increases,

supply seeps in to fill the new space, and we are seeing this trend in the pet-related franchise industry. The growth continues, and the surge in demand for pet services and products persists because those pandemic pets have become part of our families.

If you are an animal lover considering becoming a franchisee, there are many great opportunities out there. Typical top-of-mind brands include retail brands, online supply brands, and grooming, but consider also nutrition brands, pet walking, pet sitting, pet boarding/daycare, pet training, photography, pooper scoopers, bakeries, and many other opportunities in the franchise marketplace. The pet care industry is diverse and offers

something for everyone who loves animals. Find the niche that suits you and dive deeper to explore all the opportunities in that area.

If none of the larger animal franchise verticals appeals to you, consider going deeper into less mainstream pet services such as exotic pet care, veterinary care, holistic pet care, pet taxi services, and even pet funeral home services. Pet funeral homes are a new concept in franchising, and Forever Friends Pet Funeral Home and Crematory is emerging as a franchise brand. Forever Friends caters to families that have lost a pet by offering a pet viewing where the pet is respectfully laid out for families to view in a room that

feels comfortable and inviting. Children can say goodbye to their pet in a non-emergency setting, somewhere comfortable away from the bright lights and white hard counters of a vet clinic, and during waking hours. If a family member is out of town, a viewing can be held upon

their return, allowing everyone to say goodbye, which helps children learn about death and the grieving process in a more constructive safe environment.

For me, learning more about this concept set off a light bulb in my head and recalled a vivid memory. I was away from home doing an educational seminar in Dallas when my husband contacted me to tell me our beloved dog Pig had internal bleeding and needed to be euthanized. He was there in the emergency clinic with my then 5-year-old daughter. My twins were at school and wouldn't get to say goodbye; they wouldn't even know of his passing until they were picked up. The vet hospital would not, in fact, euthanize our Pig, who was in obvious agony, until the bill for their services was paid! So, as my husband frantically asked for a credit card number (he had left his wallet at home in the rush to get help for Pig) so that our Pig could be out of pain, and my daughter wailed in the background, I



was almost 2,000 miles away, trying to hold it together and calm them down over the phone. When I flew home the next night, I walked into the house (everyone was asleep), and I waited for Pig to come flying down the stairs to greet me. Then it hit me; Pig was gone, and I hadn't gotten to say goodbye.

It has been years since that day, but my daughter still has a hard time with Pig's passing, and honestly, so do I. I've lost more pets in my lifetime, but Pig hits hard because I didn't get to say goodbye. We have an urn with his ashes and a picture of him still in our home. So, to me, services like pet funeral homes should be available to every family.

If you're an animal lover and a franchise enthusiast, and the typical pet franchises aren't incredibly exciting to you, I challenge you to step off the road most traveled and look into these alternative pet franchise offerings and find a rewarding and fulfilling opportunity to serve the pet community.

Hopefully, years from now, many of us will look down on our truest of companions and remember the days we spent trying to shoo them away from our computer while trying to look professional during a Zoom staff meeting and chuckle. I give a very big thank you to the many brands who have made pet care their industry so we can baby our pets with services from daycare to vet care, youth to

old age, and beyond. Happy franchise hunting from my pet family to yours.

Now, of course, I am an attorney, and you saw this coming, whether there is a boom in the franchise industry or not, it is always wise to do your due diligence when it comes to putting your money where your heart is. Find trusted advisors in a franchise attorney, a CPA, and a knowledgeable franchise broker who will help you take a step back from the emotion and excitement of finding the right fit and analyze the business deal before you write that check. As always, stay safe, stay sane, and Expand Your Brand®! ▶



Ms. McAmis is a franchise attorney and CFE candidate, proud to be part of the Shelton Law & Associates (SLA) Franchise Team. As an attorney, she works alongside clients, offering guidance and support as they achieve their franchise goals.

SLA attorneys have over 50 years of experience in business consulting, franchising, and trademark law. Their expertise allows them to understand a wide range of businesses, services, and technologies, and to help businesses protect their brands through trademark, copyright, and contractual transactions. These services enable SLA to "Expand their Brand®" through franchising. For franchisors, SLA provides full outsourced in-house counsel.

In addition, SLA works with entrepreneurs buying franchises by assisting with business creation, industry evaluations, franchise disclosure document review, fairness factors, opinion letters, and negotiations.

For more information or to schedule a customized consultation for your business, you can email franchising@SLA.Law or call (866) 99-FRANCHISE.