



**FRANCHISING**

# INFORMATION GUIDE

FOR PILOTING YOUR NEXT LIFE MISSION.

# WHO ARE WE

## AND WHAT IS OUR MISSION?



★ WE TAKE THE ★  
**STINK**  
OUT OF  
*Pet Ownership*



## FRANCHISING

**TO EMPOWER**  
★ FRANCHISE PARTNERS WITH ★  
**WORLD CLASS SUPPORT**  
AND A CULTURE OF  
**INNOVATION**

Scoop Soldiers was established in 2010 to handle the dirty work of pet ownership allowing pet owners to focus on enjoying their four-legged friends. Clients quickly discovered that, not only does professional pet waste removal help preserve their time, but it also keeps all the hazardous and potentially dangerous substances found in dog waste away from your home or business. Scoop Soldiers has built a strong reputation among the local communities we serve thanks to its high quality, consistent customer service, pet safety practices, and reasonable pricing structure.

Scoop Soldiers services both residential and pet-friendly commercial clients, including apartment complexes, doggy day-cares, hotels, and more. We provide a variety of service packages to cover all needs – from three visits per week to a one-time cleanup for a special event. Careful and consistent pet waste removal will help eliminate the odor, germs and unsightly piles of waste that accompany dog-friendly homes or properties.

## OUR VALUES

### ANTICIPATE

The needs of our Franchise Partners, taking every opportunity to help them grow their business into a world class organization.

### SHOW

Passion in everything we do.

### CELEBRATE & RECOGNIZE

Look for moments to celebrate accomplishments.



## OUR BELIEFS

### EXPECT EXCELLENCE

Bring an attitude of excellence to all we do.

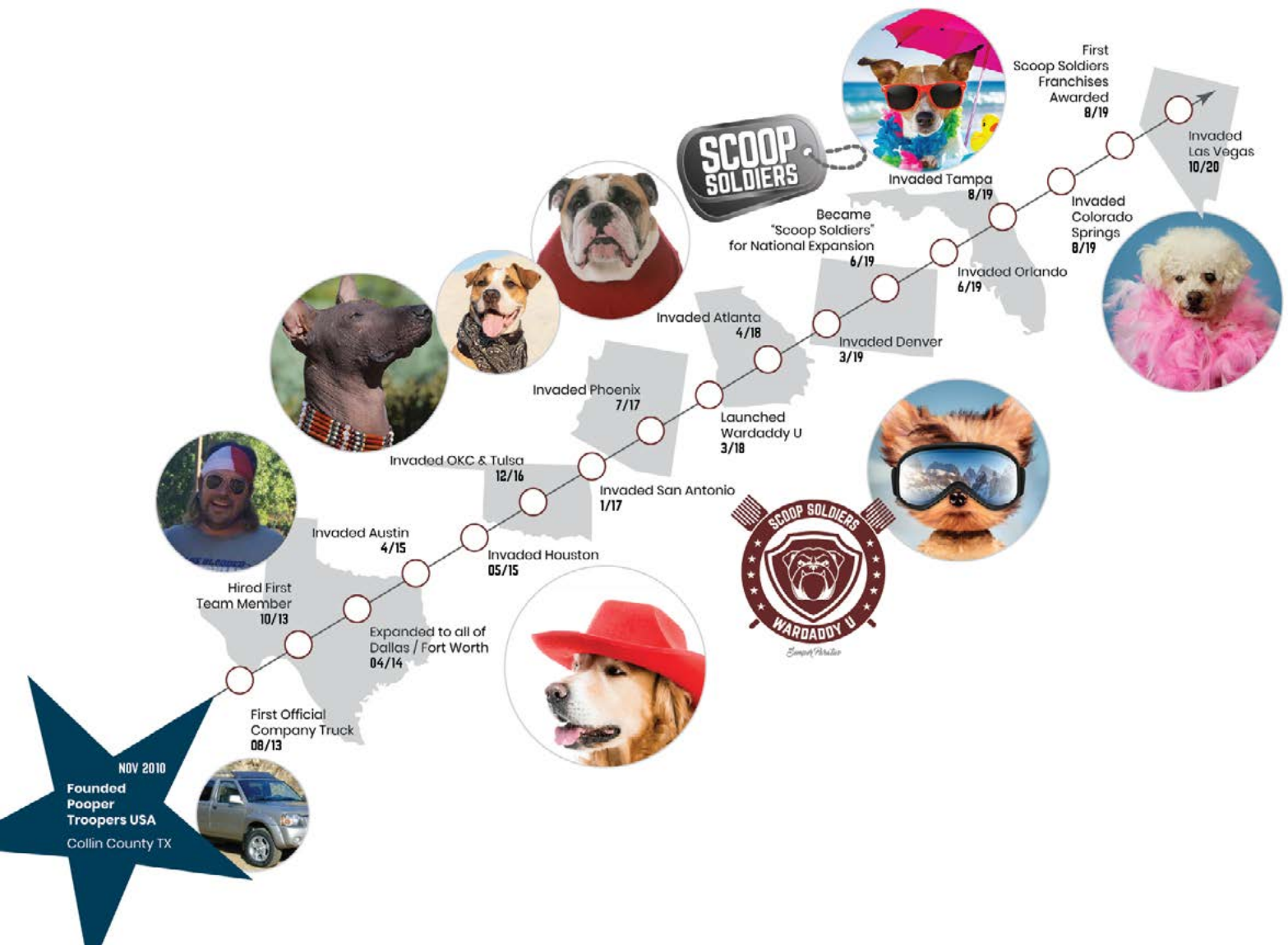
### DO WHAT IS RIGHT, NOT EASY

Respond to situations with courage and make long term decisions.

### CARE

Treat our Customers, Associates, Franchise Partners, and Community as family.

# OUR HISTORY



Believing we have the right strategy and approach to a successful service business. We began franchising in 2019. By starting and operating corporate locations in numerous markets, we are building out customer bases that will allow new franchisees an additional “dog leg” up. You have the option of the traditional franchise start up from scratch with our proven systems, training, and support. But, in certain markets, we have Enhanced Territories available where you can purchase existing customer bases so that you have recurring revenue from the start!



# INITIAL INVESTMENT

## TYPE OF EXPENDITURE

## EXPECTED AMOUNT

|  |                    |
|--|--------------------|
| Initial Franchise Fee                        | \$37,500           |
| Construction and Leasehold Improvements      | \$0                |
| Lease  | \$0 – \$3,000      |
| Equipment                                    | \$150 – \$300      |
| Initial Inventory                            | \$500 – \$1,000    |
| Computer, Software and Point of Sales System | \$1,500 – \$4,500  |
| Service Vehicle (including Vehicle Wrap)     | \$850 – \$31,500   |
| Grand Opening Marketing                      | \$10,000           |
| Insurance Deposits – 3 Months                | \$1,500 – \$5,000  |
| Travel for Initial Training                  | \$2,000 – \$4,000  |
| Professional Fees                            | \$2,000 – \$4,000  |
| Licenses and Permits                         | \$300 – \$500      |
| Additional Funds – 3 months                  | \$5,000 – \$10,000 |

**TOTAL: \$61,300 - \$111,300**



\*See Our Full FDD for Notes

# TARGET GROWTH MARKETS



**AVERAGE ANNUAL  
FRANCHISE LOCATION REVENUES:**

➔ **\$252,419.92**

**FRANCHISEE GROSS  
PROFIT MARGIN RANGES:**

➔ **64.87%-85.85%**

**AVERAGE ANNUAL COMPANY-OWNED  
LOCATION REVENUES:**

➔ **\$425,934.50**

## ENHANCED TERRITORIES AVAILABLE



\*\* Figures can be found in Item 19 of  
Scoop Soldiers 2022 Franchise Disclosure Document



# TRAINING & SUPPORT

## **PRIOR TO OPENING:**

Online  
Classroom  
In-field training

## **POST OPENING**

On-going training available.

## **MARKETING:**

local, digital, social media  
marketing resources

## **OPERATIONAL:**

Handling of all incoming inquiries  
via web/phone, estimating,  
scheduling, customer service  
issues, billing, invoicing, collections

We allow you to focus on your team and your business, while we take the stink out of franchise ownership.

**TO EMPOWER**  
★ FRANCHISE PARTNERS WITH ★  
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# FRANCHISING RECRUITING PROCESS

1

**INITIAL INTRODUCTION CALL**

2

**IN-DEPTH FRANCHISE REVIEW CALL**

3

**APPLICATION/TERRITORY REVIEW, & FDD OVERVIEW CALL**

4

**FDD & FRANCHISEE CALLS REVIEW CALL**

5

**MEET THE TROOPS DAYS**

6

**POST MTTD/FINAL APPROVAL CALL**

7

**NEW RECRUIT CALL**