



MANAGE NOW,
BUY LATER!
YOUR PATH TO
FRANCHISE
OWNERSHIP



Aussie Pooch

EST. **MOBILE DOG WASH** 1991

How you can 'Manage to Own'
with the opportunity to own an
Aussie Pooch Mobile Dog Wash

**In November 2024, Peter Knight from
The Franchise Accountant listed Pet Services Franchises
in his top 10 Profitable Franchises to Buy in Australia
and said:**



**With growing pet ownership across the country,
pet services franchises have become a lucrative
sector of franchising in Australia.**

**Aussie Pooch Mobile, which is a mobile dog-
washing service, offers a very flexible business
system with low franchise fees.**

**Owning this franchise is suitable for people who
would love to deal with pet owners who prefer
convenience as well as good care for their animals.**





Your Path to Business Ownership with Aussie Pooch Mobile

Are you passionate about dogs and dreaming of running your own business?

A 'Representative Position' with Aussie Pooch Mobile – Australia's first and premier dog wash service, established in 1991 – offers you the opportunity to work independently while being backed by a proven system and a supportive team of dog lovers.

What's in it for you?

- Self-employed role: Your income is directly tied to the number of dogs you service. This is not a job – it's an opportunity to run your own business.
- Flexible schedule: Work hours to suit your lifestyle.
- Proven support system: Benefit from the guidance of experienced area managers and a dedicated support team.
- Everything you need to succeed: Operate under the trusted Aussie Pooch Mobile brand, with a fully equipped mobile dog wash unit, comprehensive training and ongoing support.
- No large upfront investment required: This is a fantastic stepping stone for those eager to take control of their career and work towards owning a franchise, without the immediate need for a significant financial commitment.
- Booming industry: With pet ownership on the rise, demand for professional dog grooming services is stronger than ever across Australia.



Are dogs your passion? Do you want to run your own business?

Being a Aussie Pooch Mobile Representative enables you to be self-employed without the upfront investment of a franchise.

And, then you have the option to buy it.



Manage to own program

How does it work?

Perfect for those who dream of owning their own Aussie Pooch Mobile franchise but may not have the upfront capital to get started.

What we offer:

- Financial support: Access trailer leasing and vendor finance (subject to approval) to help you transition to full ownership.
- Hands-on training: Gain valuable experience working alongside successful operators while learning the ropes of the business.
- Ongoing support: From marketing strategies to customer service and operational guidance, we'll support you every step of the way.

If you're driven, love dogs, and are ready to take control of your future, we can help make your dream a reality.



I've always had a love of animals and when I saw Aussie Pooch Mobile I knew this was the career for me. I love the freedom of working my own hours, being outside and having the security of a good support team behind me.

I also love working with dogs and building fantastic relationships with my customers. Best of all, I earn a great income doing something that I love!



Todd H, Now a thriving franchise owner.

CALL TODAY TO LEARN MORE

1300 369 369

opportunity@aussiepm.com.au
AussiePoochMobile.com.au



Is it right for you?

What we're looking for?

- Passion for dogs and working outdoors
- Self-motivation and a positive attitude
- Desire to control your income and work-life balance

Your responsibilities

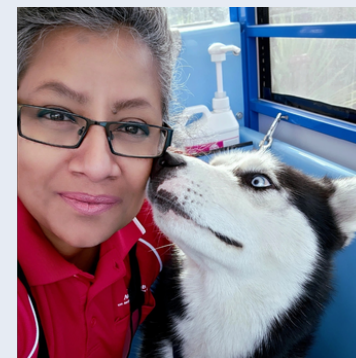
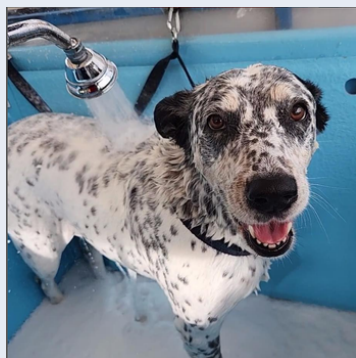
As an Aussie Pooch Mobile representative, you'll be out and about in your local area, driving our fully equipped dog wash trailer to customers' homes. Your job is to give each pooch a top-to-tail pampering experience, including:

- **Washing** – Give dogs a warm, massaging hydrobath to get them squeaky clean
- **Drying** – Use a blow dryer to fluff them up and keep them warm
- **Grooming** – Light grooming, like brushing out knots and removing excess hair
- **Nail Clipping** – Trim nails safely to keep paws in tip-top shape
- **Aromacare Treatments** – Apply relaxing essential oil rinses for that extra spa touch
- **Clipping** – If you're trained and choose to offer this, you can also clip coats
- **Treat Time** – Finish each session with a healthy treat and lots of tail wags

You'll also chat with pet parents, keep records of appointments, and make sure each dog gets personalised care.



Join Aussie Pooch Mobile and turn your passion for dogs into a rewarding career, delivering premium care and pampering pooches while enjoying the freedom to shape your work-life balance!





What You Get as an Aussie Pooch Mobile Representative

Comprehensive Training

- We ensure you're confident in all areas of the business, including:
- Dog handling and hydrobathing techniques
- Customer service and booking clients
- Marketing and growing your customer base
- Using our online diary system
- Retail sales and upselling pet care products
- Exclusive partnership with iGroom School – Australia's top online grooming platform – with 20% off theory blocks to support your on-the-job learning

Fully Equipped Mobile Unit & Equipment

- A professionally fitted mobile dog wash unit is hired to you and stored at your home
- General maintenance, registration, and insurance are covered as part of your hire fee

Marketing & Customer Growth Support

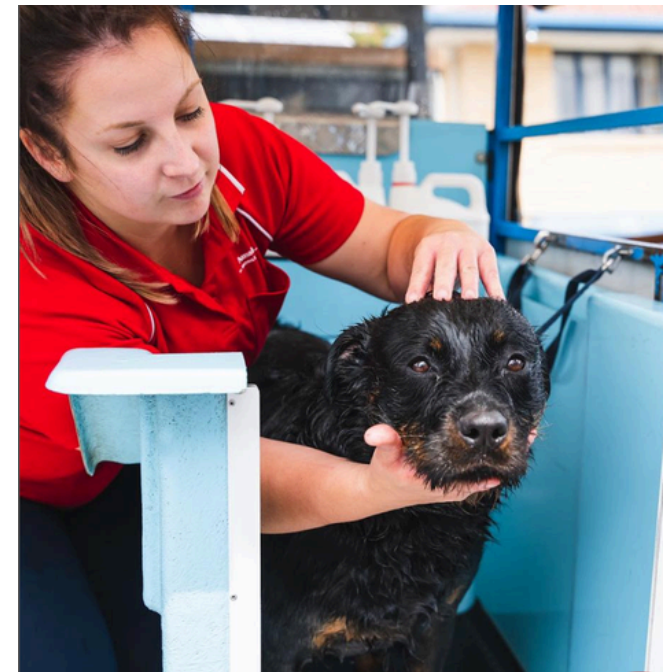
- Advertising launch package to help establish your customer base
- Proven marketing techniques that have helped hundreds of operators succeed
- Ongoing customer referrals from Aussie Pooch's established brand and systems

Ongoing Business Support

- Be part of a national thriving community of franchisees, all working together to ensure your success
- Networking with your peers at regional meetings, the Annual National Conference, and our cloud-based support platform
- Advanced training and business development
- One-on-one support from experienced franchisees and area managers

Solutions and stock

- Solutions for use in your mobile unit and retail items to sell to your customers are ordered through the Aussie Pooch Mobile Support Office and are delivered directly to your door





Covered and Confident: Your Insurance Must-Haves

Insurance Requirements

Mobile Unit Insurance

- When you join as a representative, your mobile unit will be fully comprehensively insured

Worker's Compensation

- As a self-employed person, you are NOT covered by worker's compensation

Insurance Package

- We have partnered with our current insurance brokers to offer an insurance package to cover the required public liability insurance and income protection.

Joining Aussie Pooch Mobile ensures your mobile unit is fully insured, but as a self-employed representative with public liability insurance.

We've partnered with brokers for affordable premiums, and stock is conveniently delivered straight to your door!



Your requirements

Your Requirements

- Self-motivation and a will to succeed
- Reliable, insured vehicle with a tow bar and a license
- The bond and start-up fees (see below)
- Commitment to this position for a minimum of 6 months

Earning potential

- Control your income – the more dogs you wash, the more you earn
- Aim for 30 dogs per week within 10 weeks, growing to 50 plus dogs per week

Additional income/profits

There are opportunities for you to grow your income further and make even more profits by providing:

- Grooming and clipping
- Easy shed service
- Aromacare service
- Dog facials
- Medicated and tick washes
- Retail products sales





Ongoing Support and Resources

Ongoing Support and Resources

As an independent representative with Aussie Pooch Mobile, you'll have access to a comprehensive range of resources and support designed to set you up for success. Below is a breakdown of the investment required to operate your business, which includes everything you need to get started and continue growing with our proven system:

Weekly Payments:

- **Flexible Earnings Contribution:** 25% of your gross weekly income + GST. This is a percentage of your earnings that covers your trailer hire and maintenance, supports the ongoing growth and development of the brand and systems you're leveraging to build your business.
- **Call Centre Support: \$15-\$20:** This gives you direct access to customer enquiries generated through the 1300 number and the website.

Monthly Payments:

- **WOOF eDiary software program: \$36-\$41 inc GST:** Our eDiary is an exclusive tool for Aussie Pooch Mobile operators, designed to help you easily manage your daily bookings, customer details, and schedules all in one place. It streamlines your workflow, keeps you organised, and helps ensure you never miss a pooch!
- **Website/Social Media Fee: \$13-\$18 inc GST:** You'll gain access to ongoing support, training, and management of your online presence through our Aussie Pooch website and social media platforms. This small monthly fee also covers the admin involved in keeping your digital presence strong and up to date—helping you stay visible, connected, and supported as your business grows.
- **Telephone/Network Contribution: \$9-\$14 inc GST:** This is for the access to the 1300 number, calls coming into this, data and the SMS messages coming from the Aussie Pooch website direct to you and associated administrative costs.
- **Solutions to wash dogs: approximately \$2.50 + GST (per dog)** We stock a range of high-quality grooming solutions tailored to suit all coat types and conditions. Proudly Australian-made, our products are biodegradable, pH balanced, and specially formulated to leave every dog looking and feeling their best. For your convenience, all solutions are ordered through our Support Office and delivered straight to your door.



Set up Costs (including GST)

Starter Kit: Approx. \$500 (inc GST): Includes everything you need to get started: solutions, uniform shirts, hat, and money belt – a professional look that will help build your brand.

Refundable Bond on Mobile Unit: A refundable bond on your mobile unit ensures that you're set up with a fully equipped, fully insured vehicle to serve your clients.

Self-Employment Benefits: As an Aussie Pooch Mobile representative, you are your own boss and enjoy tax benefits, including deductions on expenses like:

- Vehicle costs & insurance
- Mobile phone & internet
- Marketing & advertising expenses
- Work-related travel expenses

Consult an accountant to maximise your business tax benefits.

TAKE THE FIRST STEP TODAY

Ready to turn your passion for dogs into a thriving business? Join the Aussie Pooch Mobile family today!

Contact us at opportunity@aussiepm.com.au or call 07 3888 7111 to discuss your next step.

Don't wait—reach out today

AussiePoochMobile.com.au





Contact us

We love to chat, so get in touch for an open conversation.

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