



# Bark Busters

## Frequently Asked Questions

### Business Model

#### Do I have employees in this business?

You may hire employees to assist in non-training functions of the business, such as marketing, bookkeeping, or answering the phones. However, only the owner(s) of the business are qualified to attend the training class and provide services to customers.

#### Can I have a partner?

Absolutely. We have many partnerships of Bark Busters across the country. Each partnership is a little different, so it is best to discuss this option further with a Franchise Development Specialist.

#### Is Bark Busters a home-based business?

Yes, you will operate from your home office to minimize operating costs. While your office may be based in your home, you will spend most of your time out and about in your market – providing training, building relationships, distributing marketing materials, working with media and more.

### Industry Overview

#### What trends exist in the pet service industry?

Americans' love affair with their animals is alive and well! In 2007, Americans spent over \$41 billion on their pets, a spending trend that has increased each year. As the largest dog training business in the world, Bark Busters is uniquely positioned as an industry leader in the field of dog behavior modification.

#### Why is Bark Busters training unique?

Bark Busters offers a unique Life of the Dog Guarantee, providing customers with unsurpassed value for their money. Additionally, our methods are effective in far less time than traditional trainers, yielding results in a matter of hours. Finally, we work with customers in the convenience of their own home, making it easy for customers to meet with us.

### Training

#### Do I need experience in dog training to be a Bark Buster?

No, Bark Busters offers comprehensive training at the launch of your business with all the education you need to succeed. Our training course provides hands-on work with dogs, as well as practical knowledge about how to successfully market and operate the business.

#### How long does it take to become a trained Bark Buster?

Our unique training system is designed to put you on the fast track to building a business right away. Once you've completed the three-week training program, you will be fully prepared to launch your business immediately. You will be able to publicize your business and book new customers from your very first day of operations.

## Support

### What support does Bark Busters provide to franchisees ongoing?

Bark Busters Home Office is committed to the ongoing support of your business. Below are just a few of the initiatives in place to help you succeed:

- Regular marketing conference calls
- Monthly press releases
- Library of best practices and innovative ideas
- Annual advanced training and professional development
- On-call training and support center
- Mentoring programs
- Brainstorming groups
- Discussion boards
- Quarterly newsletters
- Annual conferences

## Location

### Where will I operate my Bark Busters business?

Bark Busters is a home-based business, so you will not need an expensive separate location for your business. You will also receive rights to an exclusive territory to ensure you are never competing with any other Bark Busters.