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HAPPY WORKERS
ProAssurance's Clay Shaw shares morale secrets. **Page 9**

LAP OF LUXURY
Our section profiles some of the finer things in life. **Page 11**



REALTOR RANKS
David Emory's RE/MAX is among the top brokers. **Page 20**



Pet care franchises planning to mark territory in Birmingham

BY RYAN POE | STAFF

Two pet care franchises are grooming the Birmingham area for franchise owners, anticipating expansion into the market.

K-9 Resorts, Daycare and Luxury Hotel and Fetch! Pet Care are looking to open locations in Homewood, Vestavia Hills and Mountain Brook.

Fetch!, which offers services such as pet sitting at owners' homes or having sitters temporarily take pets into their own residences, is looking to open a home-based or office-based franchise or two as soon as a deal is made, said company CEO Paul Mann.

K-9, which will employ 10 to 15 people per location to care for pets, will open two or three 5,000- to 7,000-square-foot locations in the Birmingham area within the next two years, said K-9 CEO Steven Parker.

To own a K-9 franchise, investors need \$150,000 in capital and about half a million dollars for construction, legal and franchise fees, among other expenses.

"We're looking for an animal lover first," Parker said.

To open a Fetch! Pet Care, investors pay a \$15,000 franchise fee to secure a 50,000-household area and about \$10,000 in other startup costs. Owners also pay annual

royalties of 5 percent on adjusted gross revenue and 1.5 percent for national brand-name marketing.

Fetch! Pet Care already has one home-based franchise in Birmingham owned by Jay Barrett, who also owns company franchises in New York, Philadelphia and Washington, D.C.



Parker

\$58.8 billion.

"There's just tremendous demand out there," Fetch's Mann said.

People, especially those from the baby boomer generation, are getting pets in the absence of children and are increasingly turning to pets to relieve stress.

"In these days, as life becomes more stressful, people are looking to their pets to meet their needs," Mann.

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