

# BOB & JANET DAILEY

*Pet Butler Franchise Owner  
Pheonix, Arizona*

## First Time Business Owners

Bob and Janet Dailey take their years of business experience and become Pet Butler franchise owners.

Bob and Janet Dailey had never owned a business before, but with years of business and management experience they decided it was time to become business owners. They were looking for a business that had recurring revenue and customers. “We looked at a couple other businesses when we found Pet Butler,” Bob Dailey said. “I was looking for a business that already existed. We found this Pet Butler location for sale, and it happened to be in Gilbert, Arizona, which is where our two daughters were living. It was meant to be.”

When the Dailey's purchased the franchise in January 2016, they knew that they were not on their own. Being in business for themselves, but not by themselves, was exactly what they were looking for. “We knew that Pet Butler handled the software, customer administration, and call center, which freed up time for us as owners,” he noted. “We are working within a larger structure.”

### Support that Matters

According to Janet Dailey, “The National Call Center is key to what we're doing because they field the calls for us. I find them to be very professional.” Along with answering calls from customers, the National Call Center also handles invoicing and payment processing, allowing the Daileys to work on their business, not just in it. Bob also finds them to be a good source of advice. “If we have an issue, they probably have already dealt with it with another franchise,” he said.

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*Having the National Call Center available to us is a key factor to the success of our business.*

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In addition to having the National Call Center, the Daileys work with the marketing team at Pet Butler. “We had a marketing plan, but we weren't sure that we were executing it correctly,” Bob Dailey said. “Having them come in from a more sophisticated, comprehensive and data driven process is terrific.”



Janet Dailey also noted, “They bring their expertise to you. As a business owner, we don't have to learn all the digital marketing nuances, especially since it is constantly changing.”

Having a dedicated Business Consultant is another big benefit for them. “When you are running a company, you can get caught up in your own sense of what is right and wrong,” Bob said. “When you have someone from the outside asking strategic questions, it's like having a coach helping you see the forest for the trees.” They also feel that the Business Consultant has been able to help them identify different duties involved in the business so the family can run their business together and divide responsibilities without creating conflict.

### It's a Family Business

While Janet drives the day-to-day activity of the business, Bob is more involved in the accounting, business support and recruiting. Having their duties established helps them to be efficient so they don't duplicate efforts. Both of the Dailey's daughters are also involved, although just peripherally since they are busy with their young families right now. Janet Dailey noted, “They handle things that they can do on their schedule a couple times during the day.” They will take a bigger role as the business grows. “They are involved with the strategy and discussions about what we should be doing,” said Bob Dailey. “They can determine in time how involved they want to be. It is a fun to be working with your family.” Working as a team, the entire family is able to draw on each other's strengths to grow their business.

### Collective Knowledge

Being part of a larger organization allows the franchise owners and franchisor to learn from each other. Attending peer group meetings, the Pet Butler national conference, and having access to other franchise owners has been very beneficial for the Daileys. “By meeting the other franchise owners, we are able to talk about different experiences we each have had,” Janet Dailey said. “We gain a lot of the knowledge and experience from the other franchises.”

### Advice for Others

If you are already in the pet world, Bob Dailey advises, “A Pet Butler franchise is a good diversification strategy. It is a good way to diversify and get more deeply rooted in the pet industry with your customers.” However, he also notes, “You have to understand that this is a business, not a hobby. It operates every day and the buck stops with you.”

For more information, please visit [www.petbutler.com/franchise-opportunity](http://www.petbutler.com/franchise-opportunity) or call 844-777-8608

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