

COBY HOUGH

*Pet Butler Franchise Owner
Silver Springs, Maryland*

Enjoying Steady Growth

Pet Butler franchise has a very steady cash flow that you can count on.



Coby Hough wanted to start a new business in his market and in 2005 he did just that. The service was brand new, “No one was doing it,” Hough said. “It was an untapped market and had unlimited growth potential.”

The drawback was the amount of time it took. “I was spending too much time on the phone, and too much time sending out bills and collecting money,” Hough said. “It took up way more time than I thought it was going to.”

Independent Business to a Franchise

While attending a convention in Florida, he met several people who had just started a Pet Butler franchise. “They were very excited about the brand,” he said. “After talking to them, I immediately looked into the opportunity.”

He made the decision to convert his independent scooping business to a Pet Butler franchise because of the National Call Center, which provides him a tremendous amount of support on a daily basis.

“They could do things much bigger and better than I could on my own,” Hough said. “They answer my calls and do my billing. If a customer calls with a question, they can answer it. If not, they contact me immediately and I can respond back to them.”

“The reason to switch to Pet Butler is the National Call Center, the billing, and the technology. They could do things much bigger than I could on my own.”

The National Call Center gives him the opportunity to focus on the day-to-day activities of his business without having to worry about constantly answering the phone. “I don’t have to take the time away from the operations to process a credit card payment or answer a scheduling question,” says Hough.

Marketing Made Easy

Hough also has access to a group with digital marketing experience. I’m excited to have them guide me through that process,” he said. “As an independent company, I had to teach myself digital marketing and I don’t have the time to learn the ins and outs.”

Sending direct mail using a data based marketing mentality is cost effective and easier for him as well. “One of the biggest challenges in this industry is density,” Hough said. “The direct mail program helps me drill down to the neighborhoods I want to be in and make me more efficient and effective.”

In Business For Yourself, Not By Yourself

Hough says, “I am very excited about the culture of the Pet Butler franchise system. We are very excited about where we are going and Pet Butler has a vision about how to get there.”

Hough feels the Pet Butler franchisor is invested in helping him succeed in his business. “They have the right answers to the questions I have been asking about for years,” he said.

“I do like the planning aspect, however sometimes I get involved in other things and I lose focus. I’m glad to have someone help me focus on what is important.”

Collective Knowledge - Solving Problems Together

Getting to know other Pet Butler franchise owners has been a tremendous asset for Hough. “I have known many of the other Pet Butler franchise owners for years,” he said. “We share the same problems, so we can talk about them and figure out the solutions together.”

Pet Butler offers several opportunities for franchise owners to connect and learn from others in the business, such as peer groups and the biennial National Training Conference.

For more information, please visit www.petbutler.com/franchise-opportunity or call 844-777-8608

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