

DON STONE

*Pet Love Mobile Grooming and Pet Butler Franchise Owner
Dallas, Texas*

A Family Affair

Don Stone is happy to have the second generation involved in his business.



Don Stone's entrepreneurial spirit began when he learned to fly while serving in the Air Force, whether he realized it at the time or not. After leaving the service, he received all of his civilian ratings to fly. With all his knowledge about planes, Stone chose to open his first business as a fixed-based operation, which is basically in gas station for planes, at a small airport in Colorado. While it was a fun business overall, it was challenging dealing with city and county government. This experience taught him lessons he'd use throughout his life.

Becoming an Entrepreneur

Stone's first franchise was in the hair industry. After selling the business in 2000, he was interested in purchasing another business. "I had an opportunity to talk to someone in Dallas, Texas about a mobile pet grooming business that wanted to expand and start franchising," Stone said. Instead of getting involved in an expansion, he wound up buying the business. The mobile grooming business has grown significantly and operates over 50 mobile grooming salons in the Dallas/Fort Worth area.

As time went on, Stone continued to search for a complementary business to purchase. "I knew one of the founders of Pet Butler," he said. "I watched the business as it grew and franchised." Once the Dallas/Fort Worth market opened, he jumped at the chance to diversify by adding a Pet Butler franchise to his current business model. "It was easy for me to add on because they had processes in place," he said. "It was a great way to enter another phase of the pet specialty services group." Stone was able to keep his focus the same; delivering services to people's homes or offices for their pets. He has a full-time manager and six scoopers, four having been a part of his organization for more than 10 years.

Providing Franchise Owners What They Need

"It's a big plus to have a longstanding company with a franchising background own the franchise operations," Stone said. "They have the systems in place and their marketing expertise has grown over the years. They understand what they need to do as a franchisor." One of the best aspects of being a Pet Butler franchise owner is the marketing and the difference it has made for me and the system.

"With digital marketing becoming a bigger part of a business's budget, having a digital team who lives it all day, every day is extremely important," said Stone. "They're up to speed with the latest and greatest changes."

The back office support is also a huge advantage. The National Call Center answers all calls from initial prospects to customers, as well as customer concerns for all franchise owners. "Within minutes we are on the phone with the customer understanding the problem and getting it resolved," Stone said. "We can take care of issues immediately." The back-office support team also handles customer billing and processes payments.

Family Involvement

Although Stone has a dedicated full-time manager for the Pet Butler franchise, his son is also taking on manager responsibilities. "He will learn the business by doing it, not by taking it over."

The entire family is involved in both the Pet Butler and mobile grooming businesses. They migrated toward the businesses on their own, which was very important to Stone. "It's interesting to get a different perspective from my kids," he said. Having a different generational outlook through his kids provides new insights and Stone is very proud of the businesses the family is building together.

Words of Wisdom

"If you are thinking about becoming a Pet Butler franchise owner, you must have an entrepreneurial spirit, but you need to follow the program," Stone said. "The franchisor spends a lot of time and money on what works and what does not. A good franchise owner will learn from that so they don't repeat mistakes, because they are costly. Follow the system, but be open-minded. It's a great business. Ninety percent of the things you need to know and do are already figured out for you."

“*Ninety percent of the things you need to know and do are already figured out for you.*”

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

PetButler.