



About Pet Butler's CEO

Matt "Red" Boswell is founder and CEO (Chief Excrement Officer) of Pet Butler, America's Pet Waste Cleanup Service, the freshest and most innovative franchise brand in North America. He began Pet Butler in 1998 with a mission to make the lives of pet owners more convenient, enjoyable, and safe, and to benefit animals, the environment and local communities.

Red graduated from Stephen F. Austin State University with a degree in marketing and a strong desire to succeed in his own business. In his first few years in the business world, he launched several companies, from employment and resume services to a utility brokering company and coffee service, before finding his true calling in Pet Butler.



Matt "Red" Boswell

After seven years of building his business in the Dallas-Fort Worth area, Red saw the potential for franchising the Pet Butler concept. Since launching a campaign in late 2005 to add franchises, Pet Butler has grown to a total of nearly 100 franchises from coast to coast. In 2006, Red merged with Pet Butler of Central Ohio, taking the company's roots back to 1988.

His long-term strategy is to create other subscription-based home service business opportunities using the Pet Butler model. These businesses will be for individuals who want to break free of the business rat race and create true financial freedom and a lifestyle to go with it.

Many would-be entrepreneurs want to be their own boss and build security and a comfortable lifestyle, but they are intimidated by the idea of handling the phones, billing, collections, routing, and graphic design work. Red has created an opportunity that allows anyone willing to work hard the option to turn these headaches over to the experts instead of trying to do it all on their own. Like Pet Butler, these lines of business will feature a high level of corporate administrative support, freeing franchisees to concentrate on serving their customers and building their businesses.

Red is a frequent speaker at franchise and business events throughout the country. In his spare time, he is working on a book aimed at ambitious business owners and individuals with a genuine passion for improving their business, regardless of size or category. Red lives in Little Elm, Texas, with wife, Michelle, his two sons Mason and Max, and daughter Bradie Austin.