



Company Background

Pet Butler, founded in 1998 by Matt “Red” Boswell, has grown from a one-person operation into a national company, with operations from coast to coast, and revenue of \$2 million in 2006.

The family-owned company, based in the Dallas suburb of Frisco, Texas, is the nation’s leading pet waste cleanup (poop scooping) service. Proudly calling itself “#1 in the ‘#2’ business,” Pet Butler provides professional pet waste cleanup and removal services for individual yards, parks, HOAs and multi-family communities.

The company’s mission is to make life more convenient, enjoyable, and safe for pets and their owners, and allow them more time to enjoy their pets, families, and yards. Pet Butler accomplishes that mission by charging customers a small per-visit fee for its technicians to collect dog and cat waste, carry it away, and dispose of it properly.

Pet Butler’s primary market includes pet owners in all geographic locations and socio-economic levels. Demand for Pet Butler’s services is constant, prompting most clients to subscribe to ongoing weekly or twice weekly service, usually year-round. Unlike most competitors, who may provide a pet waste cleanup service as a sideline to their pet sitting, walking, or grooming services, Pet Butler specializes in the diligent cleaning and safe disposal of pet wastes. To complement the cleaning and disposal, Pet Butler offers additional services such as odor elimination, lawn repair for yellow dog spots, patio and deck cleaning and devices to keep pets out of specific areas and encourage them to eliminate in others, and more.

In 2005, Pet Butler began an aggressive franchise program across North America, and by early 2007 had more than 53 franchises. Its goal is 100 franchisees by end of year 2007 and 200 franchises across North America by mid-2010, making its service available to a market of 50 million people.

With an affordable franchise investment, Pet Butler offers its franchisees a turnkey system for an immediate, effective business launch in their dedicated region. The company maintains an advanced communications network (ARF) and proprietary web-to-mobile routing software (“Poop Net”) for franchisees, as well as a National Calling, Billing, and Customer Support Center (“Poop Central Command”) to handle the administrative side of franchisees’ businesses, freeing them to serve customers and develop their businesses.