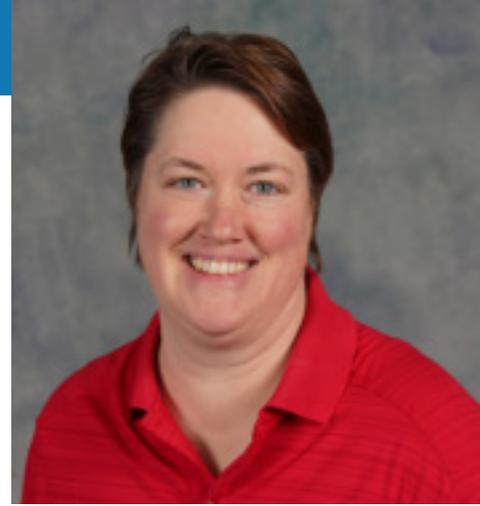


AIMEE BRAATZ

*Pet Butler Franchise Owner
Waukesha, Wisconsin*



Turning her Passion for Pets into a Business Strategy

Aimee Braatz came to Pet Butler with a successful background in corporate America as well as a proven track record as an entrepreneur. She worked her way up the ladder in the insurance industry to become a Senior Underwriter for one of the largest publicly traded insurers.

As an entrepreneur, Aimee has built a real estate portfolio including rental properties, home renovations and residential flips.

Choosing Pet Butler

Aimee is a lifetime pet fanatic and community contributor, volunteering at her local humane society for many years. Being hands-on is something Aimee loves, so when she read a Pet Butler advertisement online, she was immediately intrigued by the idea of combining her passion for pets with her love of being active in her community. Her family includes her wife Agnes and their six children, all boys ranging in ages 12 to 26, plus their five dogs.

Aimee used a similar pet waste removal service and thought to herself, “this is something I could do.” Once she learned of the Pet Butler franchising opportunity, Aimee was hooked. The chance to bring those services to her community with the support of the franchise system behind her, along with being involved in Pet Butler’s social mission to support and partner with local animal rescues, made it a clear choice as her next career step.

Risk Adverse Start-Up

With a large family, and bills to be paid, Aimee utilized the marketing and support resources for a custom roll-out strategy that was based on data driven decisions. As an underwriter, she appreciated the approach. “Given the nature of the Pet Butler business, I was able to work with Pet Butler’s team to create a business plan that allowed me to hire a part-time employee to supplement the hours I would need scooping

in the community while maintaining the income and benefits of my existing job.” This type of risk-adverse approach allows owners to build a business while maintaining a steady source of income for the family.

Benefits of Joining a Franchise

The Pet Butler National Call Center supports franchise owners with answering all sales and customer service calls and provides back office support with scheduling and payment processing.

“Without the back-office support, I would have either had to retire from my job or hire an expensive general manager to execute the many roles of their team.”

This allows the Franchise Owner to focus on building the business locally and developing their operations team to meet the demand for our services. This team works on your behalf making sure accounts stay updated, processing and collecting payments, updating credit cards, and being the conduit to customers when issues arise. “Without the back-office support, I would have either had to retire from my job or hire an expensive general manager to execute the many roles of their team,” said Aimee.

About Pet Butler

Pet Butler delivers pet waste removal services to residential and commercial clients nationwide. A family-owned and operated franchising company, Pet Butler is a recognized leader in the professional pet waste removal industry.

For more information, please visit www.petbutlerfranchise.com or call 844-777-8608.

