

JESSICA & JAMES FRILEY

Pet Butler Franchise Owners
Overland Park, Kansas & Belton, Missouri

A Passion For Pets & a Booming Pet Resort Leads to a Great Diversification Strategy in The Kansas City Area.

After working in the pet industry for 17 years, including owning Man's Best Friend Pet Resort (Belton, MO), Jessica Friley and her husband James, began looking for a way to further diversify. Understanding the needs of their customers and seeing the growth of the pet waste removal industry led them to Pet Butler.

Like any new business owners, the Frileys had concerns about the initial investment and the long-term support available. Jessica was impressed by the company's transparency when answering all her questions and concerns. This helped lead Jessica & James to the decision to add Pet Butler to their already successful family business.

"I could see how it could fit in with my existing business and really benefit my clients. Essentially it brought Man's Best Friend Pet Resort closer to being a full care facility," said Jessica.

Top-Notch Training is Key

Launching a new business venture and making sure it is set up for success while maintaining an existing business is a lot of work. Having Pet Butler's team of experts to help lay out a business plan and supplying data to help make decisions is one of the benefits of franchising. Through a blended approach of online, in-person and hands-on training, a new owner will get what they need to set up their business. "Pet Butler training was a whirlwind of activity and information but they made sure we knew that they were there to support us with any questions and even had our business consultant visit us a couple weeks later to ensure all was running smoothly," says Jessica.

Marketing for Growth

"Pet Butler puts us on equal ground to compete for the consumers' dollar in maintaining their homes and lifestyles. Pet Butler understands homeowners have limited discretionary income. Their marketing team is fantastic! I know for a fact that I would not be where I am without it. Their digital marketing team is helpful and really made a difference getting me started. My growth has continued as well because of all their support," said Jessica.

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.



Working as a Team

"Starting your own business is about making your life better, creating employment opportunities for others, and making your customers' lives easier and more enjoyable. Pet Butler's support center is set up to help franchise owners achieve their goals and grow their businesses. The Support Center works really hard for us but they expect us to return the favor. This is a partnership; we work together. We are all wearing the same colors, work hard, and depend on one another. By operating a Pet Butler in conjunction with our existing business, we've had great success in keeping operational costs at a minimum, improving efficiencies and cross-selling services between businesses," concludes Jessica.

“One of the benefits of being a Pet Butler franchise owner is being in business for yourself but not by yourself. When times are stressful, it’s nice to have the support of a larger organization.”

Opening & Operating a Business During a Global Pandemic

According to Jessica "One of the benefits of being a Pet Butler franchise owner is being in business for yourself, but not by yourself. When times are stressful, it's nice to have the support of a larger organization. We didn't anticipate a worldwide pandemic 3 months after we launched our location. Whether it's the Pet Butler support center providing us real-time updates on critical information, our business consultant reviewing our business plan, or the national call center taking calls from concerned customers; everything is covered and everybody has been so helpful. And we are still making sales and having fun!"

PetButler[®]
 Serving Pets & Their People