

# ANDY WILTZ

*Woof's Play and Stay & Pet Butler Franchise Owner  
Shawnee Mission, KS*

**Andy Wiltz is building on his success  
through a diversification strategy**



## An Entrepreneur from the Start

After studying Entrepreneurship in College and then experiencing life in the corporate world, Andy realized it was time to go into business on his own. He was quick to identify the Pet Industry as the industry of choice to feed his entrepreneurial spirit and lifelong love of animals. Andy bought an existing business in the area, Woof's Play & Stay which he has grown into a successful multi-location doggie day care, boarding and grooming business.

With success on his side and a booming pet industry in front of him, he began considering his next move. "I was familiar with Pet Butler and watched a competing day care in a neighboring market successfully diversify with a Pet Butler business, which made me take a closer look," said Wiltz. The support from Pet Butler's Stimulus Plan allowed Andy to invest in 2 territories and hire a manager to run the business to accelerate his growth plan.

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## Support that Matters

Andy appreciates the Full-Service Support Center providing all inbound sales, service calls, outbound calling and billings. "We are constantly dealing with new customers and having a resource in place between me and that customer ensures a solution to the tricky labor issue," he said.

After years in the pet business, Andy understands how important customer service is "It's critical. While the dogs love coming, they do not pay the bills, parents do, and we need to work to keep them happy." The Pet Butler call center and proprietary software allow for real time communication between the call center and the business owner to minimize issues with customer accounts and ensure that there are no delays in service.

In addition to benefiting from the Full-Service Marketing Agency that handles all website, SEM, SEO, social targeting, local listings and direct mail, Andy is very excited about the cross-marketing opportunities, "We are plugged into what is going on in the community and we have lots of ways to integrate Pet Butler," said Andy.

## Growing Faster Together

Knowing first-hand the challenges of starting up and running your own business, Andy appreciates the ongoing support Pet Butler provides "Having a business consultant who understands how to run the business and can share practical things, lessons learned and the ability to bounce ideas back and forth is exceptional." The operational support from Pet Butler gives business owners a clear and well-defined roadmap for building their business.

## About Pet Butler

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

**For more information, please visit [www.petbutlerfranchise.com](http://www.petbutlerfranchise.com) or call 844-777-8608.**

**PetButler**  
Serving Pets & Their People