

# TODD FIGGINS & RJ MCKAY

*Pet Butler Franchise Owners*

*SW Ohio, Greater Dayton and Greater Cincinnati areas*

**Acquiring a multi-territory franchise operation in the Pet Butler system.**

## Hitting the Ground Running

Instead of going the traditional startup route, Todd Figgins and RJ McKay invested in a large, multi-territory Pet Butler franchise in the Greater Dayton and Cincinnati areas. The couple didn't miss a beat when they purchased the business because the Beavercreek residents already knew a thing or two about small business ownership.

Having grown up in a family business, Figgins is a CPA by trade who left his accounting career to focus his attention on managing their Pet Butler locations. McKay is a financial analyst who has maintained his career but lends his strong human resources background into hiring for Pet Butler.

*“We felt the need to consolidate all of our business skills into owning a business that benefits both of us.”*

## The Right Fit

Todd and RJ have always had an entrepreneurial spirit. Discussion of owning their own business started many years ago when they stayed at a bed and breakfast and discovered that it was for sale. Todd and RJ's financial minds start working through numbers and they formulated a plan. “I think we saved that business,” Todd expressed. After inserting themselves into all elements of the business, they were able to implement processes and systems. Once established, they transitioned the day-to-day operations to a full-time manager. The success of the “turn-around” identified three key ingredients for whatever the next venture would be: they wanted something that was already operational (a resale), they wanted something that allowed for a fun, active lifestyle, and they wanted something that already had systems and processes in place. This is where the idea of exploring a franchise came in.

## 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.**



After looking at several local businesses for sale, Figgins and McKay found Pet Butler. At the time, they liked that it was established with a fleet of seven vehicles, mostly providing services with weekly routes. Although a well-known brand in the industry, the vision of Pet Butler to expand into additional services also allowed for future diversification.

Being a numbers guy, Todd had recently seen the Morgan Stanley study showing the \$100 billion pet industry is poised to nearly triple to \$275 billion by 2030, thanks to favorable demographics and surging increases in new pet owners' spending. What's more, 65% of 18–34-year-olds say they plan to acquire or add a pet in the next five years, helping drive what's expected to be a 14% increase in pet ownership by 2030. McKay shared, “with the continued growth of pet ownership and the trends in pet-parenting, Pet Butler is well positioned to be the go-to service providers for all pets' needs. We love dogs. We have three rescues ourselves. Our decision to invest in a Pet Butler resale allowed us a quicker work-life balance because the foundation was already in place.”

## Passion for Pets

Todd and RJ's pet family started many years ago when they found two puppies abandoned together on the side of the road. Once those dogs grew older, they ended up getting a third dog so that no pet would have to live without a companion. They kept that tradition going and will now never be without a pet! They currently have three rescue dogs that are very excited about their business. They're connected with many rescue facilities in the area because of their passion and dedication to rescuing pets, which is in direct alignment with the Pet Butler Social Mission supporting local rescues and pet adoption.

Todd left his job as a CPA to focus his attention on Pet Butler. RJ will keep his current job as a financial analyst but will be very involved in the Pet Butler business. “We love dogs and Pet Butler allows us a great work/life balance,” Todd noted.

**PetButler**  
 Serving Pets & Their People