

DoodyCalls Press Kit

Fast Facts

Company Facts



Founders Jacob and Susan D’Aniello graduated from the University of Virginia. Jacob previously worked as a technology consultant. Susan also holds a nursing degree from Johns Hopkins University.

DoodyCalls began operation in 2000 and began franchising in 2004.

Franchise Fee: \$24,500, Royalty: 9%.

Franchisees may develop a single territory or multiple territories over a period of time.

DoodyCalls was named to the *Franchise Time’s* 2008 Fast 55. The Fast 55 lists the fastest growing concepts that have been franchising less than five years.

The initial investment for a new franchise owner is \$47,230-\$69,920. This includes the \$24,500 franchise fee. All franchises benefit from a professional call center, a routing, scheduling and invoicing system, access to the DoodyCalls intranet and customer feedback system, GPS tracking capabilities, professional public relations support, a proven marketing program, and ongoing training and coaching.

Current Territories

DoodyCalls provides service to 35 territories in 18 states across the U.S. including:

California, Colorado, Connecticut, Florida, Maryland, Massachusetts, Michigan, Minnesota, Missouri, New Jersey, New Mexico, New York, North Carolina, Oregon, Rhode Island, Tennessee, Texas, and Virginia.

Rates are Based on:

- Number of dogs
- Size of area to clean
- Frequency of service
- Amount of waste

Rates are as low as \$12.50/service. Weekly service for one dog is approximately \$15/wk.

Dog Ownership Facts

- There are approximately 65 million owned dogs in the United States.

- Approximately 40% percent of U.S. households (or 40.6 million) own at least one dog.
- Most owners (65%) own one dog.
- Twenty-three percent of owners own two dogs.
- Most dog owners do not enjoy picking up after their dogs. That's why they LOVE DoodyCalls!
- Currently, Americans spend approximately \$34 billion dollars on their pets. This represents a growth rate of 100% during the past decade.

Health Hazards

Dog waste pollutes our waterways and is harmful to pets and people. Dog waste may contain roundworm, hookworm, tapeworm, whipworm, and giardia. Dog waste DOES NOT make good fertilizer.

Company Story

Jacob D'Aniello was sitting in his cubicle looking for a change. Jacob sought financial and professional independence, but his life in information technology seemed limited, not limitless. He and his future wife, Susan, talked about their love of animals, love for the outdoors, their desire for freedom, and a new business idea for a pet waste removal service.

Research revealed dramatic growth in the pet-care market, and the two took the leap, starting DoodyCalls in the Northern Virginia suburbs of Washington, D.C. In the beginning, Susan and Jacob kept their full-time jobs and worked on their new business during evenings and weekends.

Demand for DoodyCalls grew steadily, and as they planned their wedding, the pair decided to turn DoodyCalls into a professional service positioned for national growth. They hired employees, purchased trucks, and focused on increasing service awareness and brand recognition. Soon, business was so strong Jacob and Susan left their jobs to run DoodyCalls full-time.

Annual revenue growth for the company owned franchises point to the incredible growth story of this tremendous company.

2003	\$98,000
2004	\$266,000
2005	\$362,000
2006	\$524,000
2007	\$612,000

**The figures above were taken from the DoodyCalls Franchising LLC 2008 FDD.

With the pet-care and home services markets growing, DoodyCalls continues its national expansion and looks to pick up after every dog in the U.S.

Services

Residential Services

Got a dog?

Then chances are you've got pet waste (in our experience, the chances are about 100%).

- We offer weekly, every-other week, once a month, and one-time cleanings, whichever suits you best.
- We are fully insured and our employees are always in uniform.
- We disinfect our tools to eliminate the possibility of spreading diseases.
- We leave a bright yellow door hanger so you will know exactly when your yard was cleaned.
- We offer electronic billing or paper invoices, whichever you prefer.
- We accept credit card payment.
- We can also clean, disinfect, and deodorize decks, patios, dog runs, and kennels.

Community Service

Got Dogs?

Homeowners associations, apartment complexes, parks, and municipalities don't usually own pets, but often they do own the problem of pet waste.

- We clean and disinfect special areas as needed.
- We provide pet waste station and supply sales, installation, and service.
- We provide trash can service.
- We pick up general trash from common areas.
- We work with property managers to develop pet waste management plans.
- We assist with the planning of dog parks.

Please contact Jacob D'Aniello using the information below if you have any questions or would like further information.

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