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PUPPY LOVE

Meet the team
behind Bubbly Paws

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EMERGING BRANDS

COVER STORY | BUBBLY PAWS



PUPPY LOVE



Bubbly Paws proves that you can teach an old dog new tricks

They say you can't teach an old dog new tricks, but Bubbly Paws proves that you can take an old concept and make it better. Husband-and-wife team Keith and Patrycia Miller did just that with their bright, friendly self-service dog wash and grooming franchise. "Grooming services have been around forever," Keith says. "But they are notoriously dark and dismal, with cold metal tubs and an uninviting environment. Our goal was to change that."

As entrepreneurs and pet lovers, the Millers understand the industry well. In fact, Bubbly Paws is not their only pet business. The brand was born from their doggy day care business that they have been running since 2008. "Customers would frequently ask if they could use our tubs to wash their pets," Keith says. Recognizing the opportunity, the Millers opened the

first Bubbly Paws in 2011 with a slow and steady approach to growth.

With four corporate locations in Minnesota and one in Boise, Idaho, the Millers have replicated the concept over and over and have proved that there's an overwhelming demand for Bubbly Paw's services. "Our grooming services are booked for eight to 12 weeks in advance," Keith says.

The pandemic gave the Millers inspiration and the time to focus on franchising the brand. "Pet adoptions soared starting March 2020. It was the perfect time to launch the franchise opportunity."

PETS, PEOPLE AND PROFIT

The Millers' motto for Bubbly Paws is "pets, people and profit." They want to partner with investors who are pet enthusiasts, are involved in their communities and are growth-driven. They welcome owner/operators as



well as multi-unit franchisees who want to be active in the business. "Our ideal franchisee will have a presence in his location(s)," Keith says.

In addition to a friendly atmosphere, Bubbly Paws created a loyal membership base through exceptional customer service. The company's proprietary software, for example, alerts customers throughout the progress of their pet's grooming sessions. "When customers drop their pets here, they know their furry friends are in good hands. Our customers trust us with what's arguably their most beloved family members."

To make sure they entered the franchise market with their best foot forward, Bubbly Paws has partnered with the franchise consulting firm Franchise Beacon to both launch their franchise offering and now to handle their franchise sales process.

—Jill Abrahamsen

For more information, visit www.bubblypawsfranchising.com, or www.FranchiseConsultantMag.com, Company Code: 17822.