



*Proactive* HEALTHCARE FOR PETS<sup>SM</sup>



# 2018 VETERINARY RETAIL HYBRID INFORMATION

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For more information please reach out to us at:

[roman@petdepot.net](mailto:roman@petdepot.net)

PROACTIVE HEALTHCARE  
FOR PETS<sup>SM</sup>

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We believe PET DEPOT is a great balance between independence and entrepreneurship with your patient's health at the center. The goal is exceptional veterinary medicine with client value and industry power that comes with a group approach.

ROMAN VERSCH  
-CEO

## Dearest Inquirer,

*In early 1991 the first PET DEPOT opened in Santa Monica, CA.*

Named Katie's PET DEPOT after the founder's daughter, the store specialized in premium pet foods, pet grooming and quality supplies for all kinds of companion animals. Customers loved the expert pet advice and personal caring service, so the store grew quickly to one of the best places to shop. In fact in 1992, Katie's was crowned "L.A.'s Best Pet Shop" by Los Angeles Magazine, and was bestowed several more recognition over the years by local news channels as the "in" place for pets and their owners to shop.

In 1992 Katie's added a second location in Westwood, then acquired the Mar Vista location in 1994 and grew again by opening the large format store in West Los Angeles in 1997.

The PET DEPOT format was proof that a quality independent pet retailer could compete and grow in a big box world. In fact, most of our customers preferred the personal service at Katie's PET DEPOT over the impersonal clerks at the larger stores in the area.

To ensure that each PET DEPOT location maintains the personal touch for every customer, we decided to franchise. This allows us to maintain the best relationships with you, while providing the competitive pricing of a larger chain.

At PET DEPOT we believe in pride of ownership, so we incorporate the name of individual franchise owners into our logo. Each of these individual owners receives extensive training and has pets of their own, so they can provide the same expert advice and service of our original PET DEPOT stores. We know that you will appreciate shopping at a locally owned business for your pets needs and the expert pet advice each owner will give you.

PET DEPOT Veterinary Group was founded in 2009 in the Los Angeles area as a full-service veterinary hospital. The community had been shopping at PET DEPOT stores for quality pet food and supplies since 1991. Providing quality healthcare to pets was the next step in our dedication to the well-being of animals. Our company has grown to over 30 locations throughout the U.S. and Canada (and counting), with hybrid retail/hospital locations across eight U.S. states.

*We invite you to stop in one of our many stores and hospitals!*

### **Roman Versch**

*President,  
Labrador Franchises, Inc.*

1941 Foothill Blvd.  
La Verne, CA  
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626-335-0469

## Why Build a PET DEPOT Retail/Hospital Hybrid?

### *The Retail Advantage*

As a doctor, you may not have considered operating a joint retail/hospital location, but the benefits to client retention and your bottom line are enormous. Your clients trust your recommendations for food, supplements, and lifestyle products. With a pet retailer attached to your practice, you will be able to point them to your products! This not only increases your revenue; it also improves the experience of your clients, who don't have to make another stop to get their pet's essentials.

PET DEPOT is dedicated to being the Natural Pet Food Headquarters™. We will stock your store with a variety of specialty pet food brands customers won't find at their local grocery store, and independent brands they won't find at big box pet stores. Our aim is for you to have a collection of high-quality foods that you can be proud to recommend as a doctor.

The retail side of PET DEPOT is manager-run. It is essential to find a qualified store manager who will help operate your store, so you can focus most of your energy on treating your patients while expanding your revenue streams.

For More Information  
Contact Us At  
626-335-0469  
[roman@petdepot.net](mailto:roman@petdepot.net)



# FLEXIBILITY & FREEDOM

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Our veterinary owners are free to practice medicine as they please. With manager-run retail stores, you will have the freedom to oversee operations of the retail store, while continuing to do what you do best --practice veterinary medicine. We'll train you how to communicate with management, and what to look for when working with your retail managers.

# INDUSTRY GUIDANCE

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From helping with financing, location search, demographic analysis, and hospital design, PET DEPOT franchises will help you build your dream business every step of the way. Once operating, we will, along with our extensive list of product vendors, help ensure you receive the best product pricing possible. Our proven business procedures help you run your retail store and your hospital efficiently, so you can maintain control and enjoy owning it.

# A WIDER MARKET

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Enjoy providing quality healthcare and services beyond the hospital. With a PET DEPOT Retail alongside your practice, you can tap into a \$70 billion industry. From natural and premium pet food, to expert pet grooming services, your clientele will expand tenfold from that of a typical veterinary hospital.

# BUYING POWER

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We have relationships and cost-saving initiatives with manufacturers and vendors across the country to help you compete on pricing and promotions, which helps drive sales, increase profitability and customer-retention.

# AN EXPERIENCED TEAM

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While you continue to practice medicine and provide quality pet supplies to your clients, PET DEPOT Veterinary Group will help take care of the rest. From media marketing to pricing schedules and continued consulting, the PET DEPOT franchise team works tirelessly to drive as many clients and customers to your business as possible.



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## Some Services We Provide

### *REAL ESTATE SELECTION*

It's hard to think of a bigger determinant of your success than location. PET DEPOT harnesses powerful data analytics to find you a high-traffic location. We consider the number of pet owners in the area, average income, spending habits, daily commutes, and much more. We work with developers and landlords to make sure you have a highly visible storefront that will catch the eye of local residents. Combined with our targeted marketing, we aim to make switching to PET DEPOT for veterinary and pet food needs the obvious choice for consumers in your market.

### *DESIGN*

We understand that you have an image in mind of your dream hospital. The goal of our design team is take your vision, combined with our years of experience, and make it a reality. We will work with you to build the most effective, economical, and visually pleasing designs, all while keeping building standards, consumer experience, and staff efficiency in mind. Whether your focus is on surgery, exams and vaccinations, or a balance of everything, your hospital will be designed with the infrastructure and equipment you need.

### *BUILD OUT*

Once we've helped you settle on the ideal location, it's time to build out your practice and retail store. We have the expertise and man-power to execute all improvements in a couple weeks, while you focus on training your staff in preparation for opening. PET DEPOT has registered contractors in-house to ensure you get peace of mind when working with your third party contractor.

### *OPERATIONS CONSULTING*

Once your hospital/retail store is up and running, our operations consultants will work with you as often as needed. This means that with our manager-operator design, we will form a strengthened communication between owners, managers, and consultants.



# MARKETING & DIGITAL OUTREACH

As owners of PET DEPOT retail stores and veterinary hospitals ourselves, we understand what successful marketing means to a business.

Working to optimize your presence in your community is what PET DEPOT's marketing department does best. We help facilitate In-store graphics, team uniforms, business cards, social media, SEO optimization, radio spotlights, and much more -- we've done it all.

Managers and owners work frequently with marketing to produce new product spotlights, promotional materials, and general advertisements.

In conjunction with operational coaches, PET DEPOT marketing helps owners earn the loyalty of their community's pet parents. If you ever need help with ideas for ads, we maintain an online marketing gallery full of all the work we produce. This gallery of tried and true ad templates allows for a quick turnaround.

# MOVING FORWARD

## Steps To Ownership

### 1. SUBMIT YOUR INQUIRY FORM

After sending an inquiry, we'll send off a very brief overview of who we are.

### 2. MAKE SURE IT'S A RIGHT FIT

After getting to know you a little, we'll make sure that each party is a perfect fit for each other. Often a quick call, a general application, and some supporting documentation is all it takes!

### 3. SUPPORTING DOCUMENTATION

Once we've moved through some preliminary steps together, we will help you gather some supporting materials such as banking and social documents that will be needed later on in the process.

### 4. SECURE REAL ESTATE & FINANCING

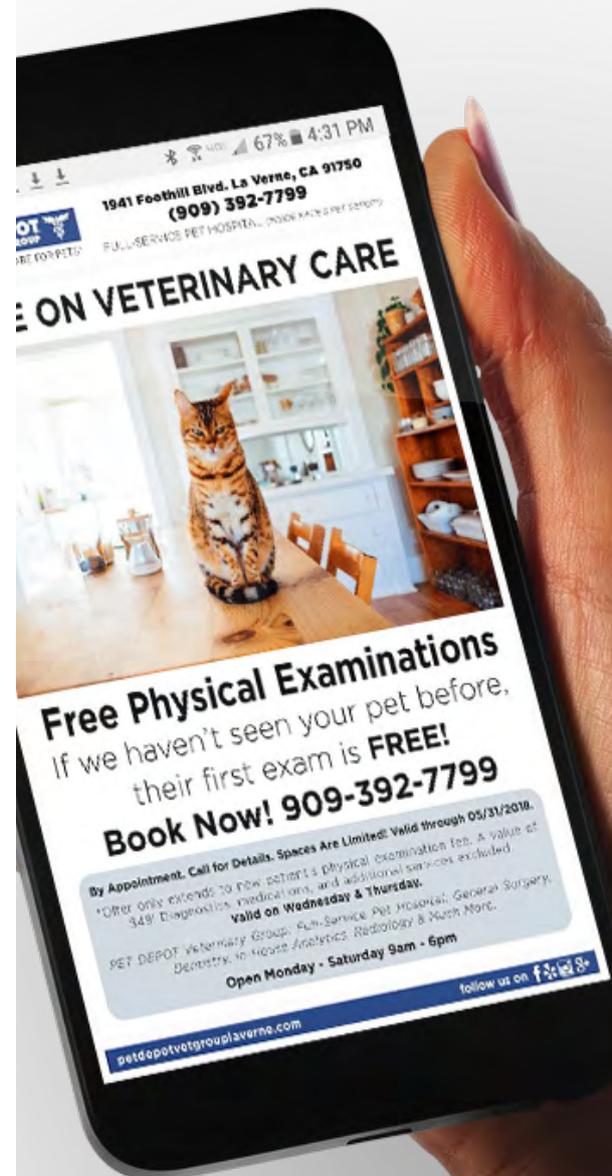
Perhaps one of the most beneficial services we provide to our owners is help with independent financing. With decades of experience, we will work to guide you in obtaining the best deals in both financing and real estate.

### 5. COME OUT FOR DISCOVERY DAY

Once we have everything else taken care of, it's time to come see what it's like to run your own PET DEPOT Hospital/Retail Hybrid. You'll fly out to California to our flagship store & hospital!

### 6. FINAL TOUCHES

With all other steps completed, you will continue to work closely with leadership to secure an FDD, and complete the final steps of preparation before becoming a PET DEPOT & PET DEPOT Veterinary Group Owner.



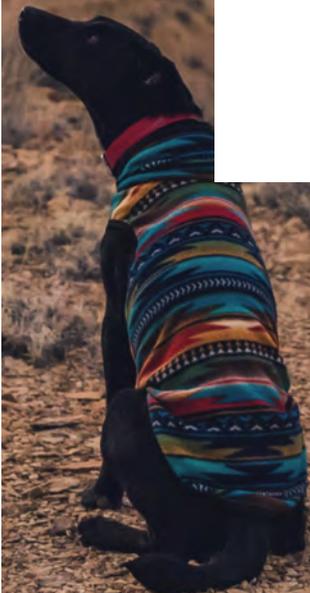
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# OUR MISSION

We provide independent-minded veterinarians a bolstered platform to become more competitive in today's aggressive veterinary and pet supplies markets. PET DEPOT Veterinary Group offers opportunities for honest, ethical, and enthusiastic veterinarians to thrive as not only medical professionals but as business entrepreneurs as well.





## PHILOSOPHY

“ WE OPERATE ON THE GOLDEN RULE PRINCIPLES OF WHAT IS RIGHT AND WRONG. WE TREAT PEOPLE LIKE WE EXPECT TO BE TREATED AND HELP THEM TO BE SUCCESSFUL -- THIS PHILOSOPHY HAS COME BACK TO US IN OUR SUCCESS. - ROMAN VERSCH  
CEO

We know it's your money and it's your asset, so that's why we put your name on it. Animals make life better. We strive to educate pet owners in how to better care for their pets, enhancing the well-being of animal companions and making life better for their pet parents.

## A COMMITMENT TO ANIMAL WELFARE

Some Pet Franchise operations exploit animal sales. At PET DEPOT<sup>®</sup>, we promote responsible pet care such as spaying and neutering, as well as pet adoption. Pets waiting for their forever home that we have on premises are kept with the highest regard to their lives and comfort; along with proper living essentials of their natural environments. Looking to our veterinary hospitals, our doctors/owners practice with the highest of veterinary ethical standards.

# Hospital Formats

**Out-Patients Clinics | 400 – 2,000 sq. ft**

**Full Service Free Standing Hospitals | 2,000 – 7,000 sq. ft**

**Custom Specialty Practice Operations | 1,000 – 5,000 sq. ft**

**Combination Hospital / Retail Hybrid | 2,500 – 8,000 sq. ft**

## How Much Does It Cost?

The cost will depend upon what type of hospital you want, how large it is, and what kind of veterinary care equipment you want to outfit your hospital with. As you determine the location and size, the cost becomes clearer. The location may be ready to move into or it may require a total renovation. As a basic guideline, the costs below indicate a low/high variable. Remember, just because you raise the funds, does not mean you will spend it all. Your funds are spent on tangible assets. Our goal is to keep your costs down and maximize the function and client experience.

**Outpatient Clinics | \$200,000 – \$285,000**

**Full Service Hospitals | \$200,000 – \$755,000**

**Specialty Practice Hospitals | \$200,000 – \$805,000**

**Blended Veterinarian | \$361,000 – \$986,000**

Dependent upon size, building condition, and equipment you want your clinic outfitted with.

## How Much Does It Cost to Become Part of the Franchise?

**Single Hospital Franchise Fee | \$35,000**

**Combination Hospital / Retail Operation Fee | \$45,000**

There is an ongoing royalty of 5% and a 2% advertising fee on gross sales. We know you will agree it's important to promote your business to cultivate new clients. Your advertising is focused on you in your local market. Your franchise fee supports a background team that is working to save you money and to help you when and as you need advice. You are not alone in the business, but you have your independence. We believe our controlled cost negotiations and our pricing policies that you implement will offset these fees and increase your chances of profitability.

# A Team Approach

At PET DEPOT, we truly work as a team. This means that you will receive the support you need during the cultivation of your business. As a team, we rely on our owners to help support PET DEPOT's operational standards. This means that along with operating within our set of values, you also grant us the trust to give you data-driven feedback and guidance when assistance is needed. We work to ensure that your dollars are being spent as efficiently and successfully as possible.

We work to keep uniformity and brand recognition in our store/hospitals while allowing you the design freedom you need to make your PET DEPOT Franchise the store/hospital of your dreams.

From retail training and purchasing assistance, to veterinary staff protocols and pricing schedules, we have an internal team ready to make sure your business is performing as efficiently as possible. Media marketing, graphic design and public outreach team members work to make sure we drive as many customers and clients into your business as possible.

## Take the Next Step!

For more information about anything in this brief look at PET DEPOT, please contact us at 626-335-0469 or email us at [roman@petdepot.net](mailto:roman@petdepot.net)

