



**B**ubbly Paws is revolutionizing the dog grooming industry! Founders and owners Keith and Patricia Miller have implemented customer-facing technology, top-tier customer service, and an upscale design, to create

a luxury spa-like atmosphere where bathing your pooch is a great experience. “Dog grooming is nothing new. The traditional dog groomer, however, is usually a dark or mysterious place where you can’t see what goes on,” Keith says. “Our goal was

to change that and create a great setting and use technology to become the industry leader.” Not only does Bubbly Paws provide full-servicedog grooming, but each store features four self-service tubs where customers can bathe their own pups— plus, they’re fully stocked with supplies, including their own proprietary, plant-based shampoos and conditioners.

The Millers launched the Bubbly Paws franchise in September 2021, but their stores have been open since April 2011. Currently, there are four corporate locations in the Minneapolis area and one location just outside of Boise, Idaho. The Boise store opened in November 2021, and it was created to show that Bubbly Paws can support stores that are outside of Minnesota. “We purchased an existing dog wash, freshened it up,





re-trained staff and hired new groomers all over Zoom in under 3 weeks,” Miller says. “If we can do all this so quickly, there is no doubt that we can support franchise owners all across the U.S.”

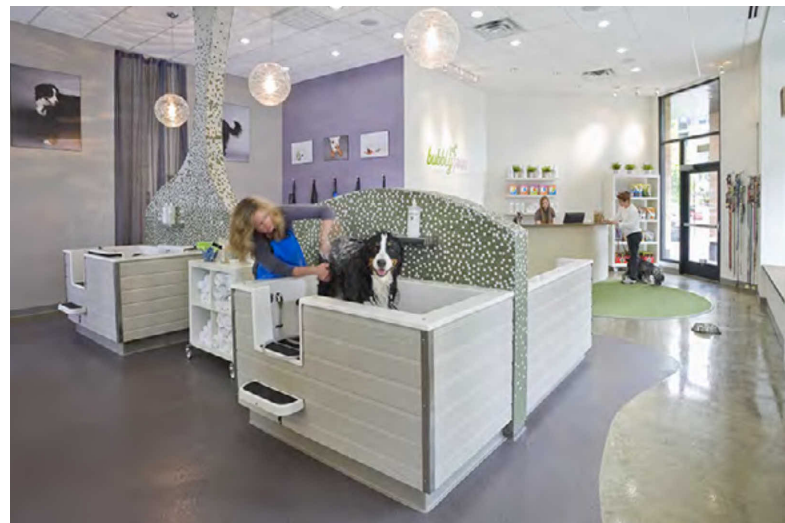
The backbone of the stores is their own custom booking software and management system, Pawtastic.app. Customers can log on, book grooming appointments, jump on the self-service waiting list, and manage their Scrub Club accounts all on one website. Additionally, the stores are all equipped to handle SMS messages to make communication even more seamless. “The most popular feature on our software is the grooming tracker, where you can track your pooch from start to finish, just like you would track a DoorDash or favorite pizza order,” Keith says.

Another popular feature at Bubbly Paws is the Scrub Club, which is their monthly

membership for self-service washes. For one low price, customers enjoy unlimited self-service baths, and discounts on retail items and grooming services. The Scrub Club was launched in September 2021 and has proven to be a great monthly revenue stream.

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.”

The Millers' motto for Bubbly Paws is “pets, people and profit.” They want to partner with investors who are pet enthusiasts, love to be 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 their location(s),” Keith says.

Bubbly Paws just announced their first franchised location in Charlotte, NC which should be opening in mid-summer. There are also franchises in the works in California, Texas, Wisconsin, New Jersey, and Florida.