



Bark Busters

Frequently Asked Questions

Business Model

Do I have employees in this business?

You may hire employees to assist in non-training functions of the business, such as marketing, bookkeeping, or answering the phones. However, only the owner(s) of the business is qualified to attend the training class and provide services to clients.

Can I have a partner?

Absolutely. We have many partnerships of Bark Busters across the country. Each partnership is a little different, so a Franchise Development Specialist will discuss this option further with you.

Is Bark Busters a home-based business?

Yes, you will operate from your home office to minimize operating costs. While your office may be based in your home, you will spend most of your time out and about in your market – providing training, building relationships, distributing marketing materials, working with media and more.

Industry Overview

What trends exist in the pet service industry?

Americans' love affair with their animals is alive and well! In 2009, Americans spent over \$45.4 billion, with annual spending expected to exceed \$50+ billion in the next two years. As the largest dog training business in the world, Bark Busters is uniquely positioned as an industry leader in the field of dog behavior modification.

Why is Bark Busters training unique?

Bark Busters offers guaranteed lifetime support, providing clients with unsurpassed value for their money. Additionally, our methods are effective in far less time than traditional trainers, yielding results in a matter of hours. Finally, we work with clients in the convenience of their own home, making it easy for clients to meet with us.

Training

Do I need experience in dog training to be a Bark Buster?

No, Bark Busters offers comprehensive training at the launch of your business with all the education you need to succeed. Our training course provides hands-on work with dogs as well as practical knowledge about how to successfully market and operate the business.

How long does it take to become a trained Bark Buster?

Our unique training system is designed to put you on the fast track to building a business right away. Once you've completed our four-week training program (which includes two weeks online coursework at home and two weeks hands-on training at our Home Office in Colorado) you will be fully prepared to launch your business immediately. In conjunction with the Bark Busters Marketing Launch, you will have the skills to publicize your business and drive clients to you from your very first day of operations.

Support

What ongoing support does Bark Busters provide to franchise owners?

Bark Busters Home Office is committed to the ongoing support of your business. Below are just a few of the initiatives in place to help you succeed:

- Regular marketing webinars
- Marketing launch program
- Monthly press releases/articles/handouts
- Library of best practices and proven marketing programs
- Annual advanced training and professional development
- On-call training and support center
- Mentoring programs
- Discussion forums
- Printed quarterly newsletters
- Google™ adword campaigns and local websites
- Annual conferences
- Monthly e-newsletter campaigns

Location

Where will I operate my Bark Busters business?

Bark Busters is a home-based business, so you will not need an expensive other location for your business. You will also receive rights to an exclusive territory to ensure you are never competing with any other Bark Busters.