



THE FRANCHISE OPPORTUNITY

The PawSpa Resort franchise is an excellent opportunity for you to own your own business in a growing industry with high upside potential.

Paw Spa Resort is a luxury, full-service, resort-style boarding business for household pets. To support our current growth plans, we seek qualified individuals with passion, energy and drive, who are capable of using our systems and support to develop their own successful business.

We work with entrepreneurs to build strong and successful full-service, resort style domestic pet boarding businesses. Our experience and leading edge systems provides each pet resort franchise with the direction that helps them achieve the goals they have for their business.

Please see the information on the following pages, and submit our Prospective Franchisee Information Form to see if you are qualified to become one of our franchisees.

Franchises are available in selected areas. Nothing in this website is intended nor shall it be construed as an offer to sell, or the solicitation of an offer to buy, a franchise. An offer or solicitation can only be made after applicable disclosure documents have been provided to a candidate. No PawSpa Resort franchise will be sold to any resident of any State requiring registration until such registration has been approved by that State and an approved disclosure document has been delivered to the prospective franchisee in compliance with applicable law.

THE BENEFITS OF BUYING A FRANCHISE

Franchising is a proven type of business arrangement that allows the franchise buyer to learn and benefit from a successful business that has specific experience, an established name, and a proven way of doing business.

Franchising allows you to eliminate the amount of time that might be required to “learn the business.” You can come “up to speed” quickly because of the franchisor’s experience, which will be shared with you. This is one reason why franchised businesses are more successful than non-franchised businesses.

Research by NatWest and the British Franchising Association found that while in the first five years of trading 80% of independent start-ups fail, over the same period more than 90% of franchises succeed.

PawSpa Resort has an established business name and this can help bring customers to the new business. The PawSpa Resort training program, operating systems, purchasing power and sources, advertising programs, experience in site selection, and staffing guidelines will be very helpful to you as a franchisee.

All PawSpa Resort franchised businesses participate in a system advertising program which provides a greater reach and draw than is possible with just one location.

BENEFITS OF THE PAWSPA RESORT FRANCHISE PROGRAM

As a PawSpa Resort franchisee you will enjoy these benefits:

- A complete, proven pet resort program
- A Exclusive Territory for your franchised business
- Exclusive Use of Trademarks and Logos
- Comprehensive Business, Marketing, and Management Training
- Access to our Confidential Operations Manual for day-to-day operation
- On-Going Personalized Corporate Support
- Guidelines for Pricing your products/services
- Hiring, Recruiting and Retention Programs
- Customer Retention Training Tools
- An Ongoing Advertising Campaign
- Local Marketing and Promotional Materials
- Continuing Research and Development
- Ongoing support from a leading pet resort company
- Association with other franchisees
- An approved list of quality suppliers

Be Part of the PawSpa Resort system

When you become one of our franchisees you can manage your business as part of the PawSpa Resort system. You will not be alone. Not only will you receive initial training, information and assistance from us, but also will benefit from associating with your fellow franchisees. You will find synergy between our franchisees and a willingness to help each other be successful.

We have proven and established procedures, methods, sources, and programs. This means that you can focus on the operation of your franchised business, without having to establish the structure, or try to “reinvent the wheel.”

And, when you own a franchised PawSpa Resort, you have the right to use the PawSpa Resort concept and methods in your Exclusive Territory. This can be a competitive advantage that others will not have.

MISSION STATEMENT

PawSpa Resort is dedicated to providing a caring, nurturing environment for customers' pets. Each guest receives focused attention and opportunities for daily interaction with the resort staff. The guests quickly learn that PawSpa Resort is about play and loving interaction.

PawSpa Resort takes pride in providing our guests with the highest quality care and maintaining open communication with their owners. The program and policy we pursue is geared toward total guest and owner satisfaction making PawSpa Resort ... "*Where They Want to Stay While You're Away!*"

MARKETS WE SERVE

Franchising law is determined by federal regulations in most states. For this reason, we are currently offering franchise opportunities in most states throughout the country. Please contact us to determine whether a PawSpa Resort franchised business is available in your area.

MEET THE MANAGEMENT TEAM

Chief Executive Officer: Sharron S. Feese

Sharron has been a Member in PawSpa Global, LLC, since the Limited Liability Company was formed in 2000, and is now the Chief Executive Officer of PawSpa Global, LLC, the franchising vehicle. She also has been President of SRW Properties, Inc. since 1992, President of SSA Enterprises Inc. since 1995, and President of Legacy, Inc., since 1985, each business located in Duluth, Georgia. Sharron has over 20 years of property and retail development, and management experience.

Over the past 20 years, Sharron has built and successfully operated three retail businesses in Georgia, and one recently sold in Colorado. With an academic background including degrees in business and education, her ability to plan and implement strategies has aided in the success of each of her business ventures. Since 2005, her primary focus has been to bring PawSpa Resort from vision to a successful and profitable reality. This success has been manifested in the completion of the current facility located in Cumming, Georgia.

Sharron holds several relevant degrees that are a tremendous asset to any franchise. Those degrees include, Bachelor of Business Administration, Master of Science, and Doctor of Philosophy.

Chief Operations Manager: Kerri D. Feese

Kerri Feese has been the Chief Operations Manager at PawSpa Resort, and has been involved with the development and operation of the PawSpa Resort since October, 2004. From June, 2003, through October, 2004, Kerri was a Receptionist with Crabapple Knoll Vet Clinic, in Alpharetta, Georgia, and from November, 2000, through May, 2003, she was a Receptionist and Veterinary Assistant at Island Veterinary Clinic, in Savannah, Georgia.

Ms. Feese has earned the position of Operations Manager through her extensive experience relating to pets and pet care. Since the age of 14, Kerri has been involved in the care of animals through employment with several veterinary offices. After 14 years in various aspects of the pet industry her focus has settled on boarding. She has strived to offer and provide an environment where the pets feel a genuine interest in their well-being and a place where they want to come and play.

PawSpa Resort in Cumming, Georgia, was Kerri's "vision". She has turned that vision into the reality of a well-organized and successful business providing support and care for the family pets where the negativity of a veterinary office is non-existent. The PawSpa Resort in Cumming took over 2 years to blueprint and another year to reach completion. Upon completion

her job has been to implement processes, to select and train employees, and supervise the entire operation of the facility. The knowledge gained through that process over the past 2 years of operation has proven to be invaluable in building a personal, experience-based manual of operation.

PawSpa Resort customers have reinforced her belief that pets are members of the family and are expected to be treated that way. This is the reason she expects all pets staying at a PawSpa Resort be treated as guests. All employees and franchisees are trained in that belief and expected to perform accordingly.

Project Manager: Brensen D. Feese

Brensen Feese has been the Project Manager for PawSpa Resort since March of 2004. From 1995 until 2004, Mr. Feese was a construction student with employment at World Beverage in Cumming, Georgia, from January, 1995 to February, 2004.

Mr. Feese brings experience and qualifications to PawSpa Resort through his Associate Degrees in both Business Sciences and Commercial Construction. He served as the Assistant Superintendent on the construction of the first PawSpa Resort. Mr. Feese has an extensive knowledge of the workings of the Resort, the facility construction, along with build-out needs including construction/project safety associated with pet care applications. He has developed an invaluable customer service mentality through his experience as a restaurant server and restaurant manager.

By working closely with Kerri Feese, who has been in the veterinary and pet boarding business for over 10 years, Mr. Feese has accumulated an extensive first hand knowledge of pet care and kennel applications directly relative to the development of quality PawSpa Resorts.

Marketing Manager: Shawn R. Cooper

Shawn Cooper has been involved in the PawSpa Resort as Marketing Manager since July, 2007. In addition to his position with PawSpa Resort, Mr. Cooper has worked with World Beverage in Loveland, Colorado. Since January of 2005, he has worked at World Beverage in the capacity of Wine Consultant and Sales Manager. During the past 3 years, he has helped World Beverage double its sales over the previous years by promoting the business to the community, selling wine, and teaching wine courses. From 2002 until 2005 he was a student at The Art Institute, in Denver, Colorado, where he received a degree in Culinary Arts. From July, 1996, through July, 2002, he owned and operated Salon 34 Day Spa, in Kennebunk, Maine.

Mr. Cooper has spent the last 30 years of his life marketing or selling commercial products and services. He successfully built a corporate clientele as an Account Manager for a nationwide office products dealer. His primary talents are found in sales and marketing.

Early in his career, he was instrumental in helping create the Northern Colorado Branch of Eastman, Inc., a Long Beach, California, based office products corporation. As an account manager, his duties included managing the branch, creating and managing corporate accounts, selling office products, computer products and designing and sale of open space office furniture systems. His sales exceeded 1 million dollars each year. After 15 years, Eastman, Inc., was purchased by Office Depot, Inc. He continued in the same capacity with Office Depot Business Services Division for another 5 years.

In July of 1996, Mr. Cooper created Salon 34 Day Spa, a successful Day Spa in Kennebunk, Maine. He owned, operated, and managed the business, handling the business accounting, payroll, marketing and advertising for this business for 5 years.

Mr. Cooper has earned an Associate of Applied Science degree from The School of Culinary Arts at The Art Institute of Colorado, along with a Sommelier Degree and the titles of both Certified Culinarian and Certified Cellar Manager.

QUESTIONS AND ANSWERS ABOUT OUR FRANCHISE PROGRAM

How is the size of the Exclusive Territory determined?

You will be granted an exclusive territory consisting of a 3-mile radius from your approved location, in a specific city and state, and will be licensed to operate one PawSpa Resort at the approved location and within your Exclusive Territory

Does PawSpa Resort operate company-owned businesses?

SSA Enterprises, Inc. an affiliated company, currently operates a business similar to the franchised PawSpa Resort, in Cumming, Georgia, near Atlanta. This business has been very successful, and we have received several awards: PawSpa Resort voted Atlanta Magazine's "Best Kennel/Doggie Daycare" and "Best Groomer of 2007." Also, we received "Four Paws Up," as seen in Jezebel, Atlanta's #1 luxury living magazine!

We will not open company-owned resorts in the territory of any of our franchisees.

How long has PawSpa Resort been in business?

The first PawSpa Resort was originally opened on January 31, 2005. We have several years of experience in the pet resort industry.

What does a PawSpa Resort franchised business offer instead of doing this on my own?

With our support and training you will have a head start in getting your business up and running, and in becoming successful. The benefits of our franchise program include: Existing name awareness, established business practices, proven advertising program, operational procedures, technical support, buying power and sources, and industry recognition and support.

How much is the franchise fee?

The franchise fee is \$30,000. The total estimated initial investment ranges from \$381,800 to \$634,800, including the first three month's expenses. We will provide additional information when you contact us.

What kind of training is available?

Training will be available at our company headquarters, or at another designated location, and will last for 1 week. Training will be conducted by members of our management team. Training will be provided for 2 persons per franchised business. Ongoing training is also available.

What if I don't have any business ownership experience?

PawSpa Resort offers business coaching and training in all aspects of owning and operating a PawSpa Resort business, including sales, sourcing inventory, advertising, personnel, and more.

May I sell my business?

Yes, but there are some qualifications the prospective buyer must satisfy, including approval from PawSpa Resort, the payment of a transfer fee, and completion of new franchisee training.

How long does it take to open a PawSpa Resort franchised business?

A PawSpa Resort lodging facility for domestic household pets business is normally operated from a leased facility, although you may also build your own building, or purchase a building. PawSpa Resort will assist you with site selection and with lease negotiation. After the keys to the premises of a leased location are received it takes about 3 to 4 months to open the business, based on our experience.

What territories are open?

We have territories open in selected areas at this time. We will be happy to discuss the specifics with you when we meet or speak on the telephone.

What is the next step?

Merely complete our Prospective Franchisee Information Form on the Request More Information Page and send it to us. Then we will contact you to discuss everything in more detail.

LOCATIONS

PawSpa Resort is currently located at:

PAWSPA RESORT
6196 GA Hwy 400
Cumming, Georgia
30028-3454

CONTACT INFORMATION

PawSpa Global, LLC
105 B Wildercrest Court – Box 1735
Silverthorne, Colorado 80498
970-262-9373

If you need directions to our office, please click on the www.mapquest.com link.

CUSTOMER TESTIMONIALS

INSERT INFORMATION FROM CLIENT

REQUEST ADDITIONAL INFORMATION ABOUT A PAWSPA RESORT BUSINESS FRANCHISE

To obtain more information about owning your own franchised PawSpa Resort business, just complete the form below. We will contact you shortly after receiving the information for an initial discuss to answer your questions.

(Note: If you request personal information on your input form, use these two first paragraphs.)

Below is our Prospective Franchisee Information form. The form asks you to provide your Social Security number, Driver's License and Date of Birth. These three pieces of information will assist us in your background check, and will not be used for any other purpose. This is your next step in becoming a PawSpa Resort franchisee. This form is not an application.

By completing this form, is understood that I am under no obligation and that this information is provided to assist in evaluating my personal, professional and financial qualifications as a prospective franchisee. I understand that you may check my credit history and do a background check as a part of this process and hereby give my permission to do so.

(Note: If you do not request personal information, jump to this paragraph.)

For additional information regarding startup costs, earnings claims, and lists of existing franchisees in your area, the Federal Trade Commission has set up guidelines for the delivery of that information, which all franchise companies must provide to their prospects. These Franchise Disclosure Documents, or FDDs, also provide other important information that you can use to evaluate this franchise opportunity.

The documents are normally delivered in a printed form. You may wish to receive your disclosure document in a format that is more convenient for you. To discuss the availability of disclosures in different formats, contact Sharron Feese at 105 B Wilderndest Court – Box 1735, Silverthorne, Colorado 80498 and 970-262-9373.

(Webmaster will create the input form)