



# DOG TRAINING ELITE

## Why Dog Training Elite? Why Now?

With a New Franchisee-Turned-CEO, Dog Training Elite Has Created the Pet Industry's Most Scalable, Supportive and Service-Oriented Franchise Opportunity

### Becoming the Leader of the Pack

At Dog Training Elite, we take your success seriously. We provide training both before and after you launch to ensure that you feel comfortable getting your business off the ground. We know that you are entering a new business, but we've been there - our executive team has literally been in the field training dogs ourselves.

Franchisees attend over 100 hours of intensive classroom and on-the-job training at a dedicated training facility in Utah. Additionally, you have direct access to our head trainer and leading trainer in the industry, Casey, to help train your staff. We will show you how to hire a lead trainer and admin to start off strong.

We also provide ongoing support both through video calls and in person regional trainings, along with an annual national conference. We are partnered with you to guide you in operations, dog training, marketing, and more. Franchise owners receive some of the best search engine optimization (SEO) and local marketing experts in the country, cutting-edge digital marketing assistance and guidance on booking the right events to get noticed in your local markets.



### An Investment that Works for You

Whether you're passionate about dogs and want to work in the day-to-day or you are looking for a semi-absentee investment, we have a pathway to your success.

In our system, we have examples of both types of investors and can walk you through what a day in the life looks like as you embark on a new venture as a Dog Training Elite franchise owner, regardless of the path you choose. If choosing to be a semi-absentee owner, we encourage owner involvement, along with hiring a management team to help run your operations. As an owner-operator, you will be more ingrained in the daily activities. Either way, you will receive the training and support you need from our experienced corporate team to make sure that you have the tools to guide you to success.

### Brand Investment

Cost to Open 3 Territories  
**\$173,550 to \$203,250\***

2023 Average Annual Gross Sales  
Top 5 Franchise Units  
**\$973,756\***

\*Refer to 2024 Franchise Disclosure Document  
Item 19 - Table 3





## We're a Leading Brand in a Recession-Resistant Industry with Increasing Demand

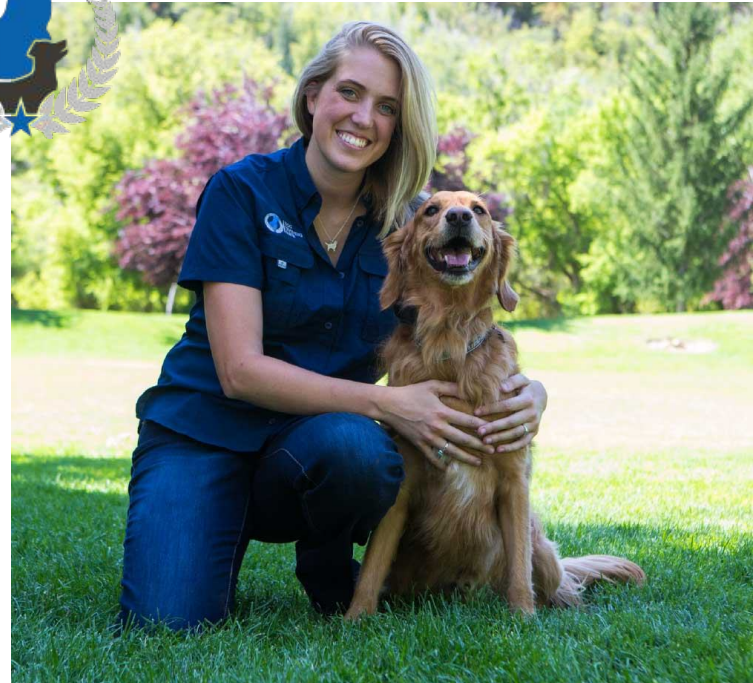
The pet industry has proven to be resilient, even in economic downturns, with a growing trend in pet ownership and heightened awareness of pet health and wellbeing. Dog Training Elite franchisees can capitalize on this stable and expanding market, particularly with the emerging trend of service animals, offering specialized training that meets the rising demand for advanced and specialized pet services.



## A Diverse and Growing Service Portfolio

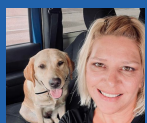
Dog Training Elite stands out by meeting families in their environments and offering a comprehensive range of services, including obedience training, puppy services, service dog training, personal protection and therapy animal training. This diverse portfolio allows franchisees to cater to a wide range of client needs, tapping into multiple revenue streams within the booming pet industry.

We're also innovative and adaptive. Dog Training Elite prides itself on providing a range of services for a variety of dog types, breeds, ages and temperaments. Additionally, our team stays up-to-date on emerging trends in the industry and trains franchisees accordingly. For example, while Dog Training Elite's training tactics have traditionally leveraged e-collar training, as the experts have proven that this tool provides the fastest, most consistent training results, franchisees will also be able to teach owners how to mark and reward behaviors with clicker training or encourage leash manners with the help of a martingale collar since some markets are resistant to e-collar training.



## What Our Franchisees Are Saying

“We had always been around dogs and training dogs, but we really fell in love with the people. We saw that we had a lot to learn about dog training but saw that the leadership team knew their stuff. We were also able to get into Dog Training Elite without taking out a second mortgage on our home or taking on an SBA loan. We started off with three franchises, and we now have eight. Every dime we've made, we've put into new territories.”



**Kim Tullis**  
Eight Territory Franchisee In Florida

“I'm honored that when I signed on, Dog Training Elite stopped taking on new franchisees to make sure the other franchisees and I got the support we needed. They're like a family. I still text the leadership team every week. I don't know of many franchises where you can talk to the CEO on a conversational level. When I started, I had no idea how to run a business, but the corporate team has helped me every step of the way. I've been able to build something bigger than myself, and that has been extremely rewarding.”



**Whitley Cheatham**  
San Antonio Franchisee

Hear more from our franchisees at [1851franchise.com](http://1851franchise.com)

