



Senior Dogs Get a New Leash on Life

When Ana Allison started her Aussie Pet Mobile franchise more than 10 years ago, one of her top priorities was to give back. With a soft spot in her heart for older dogs, she discovered the ideal charitable opportunity in Old Dog Haven.

Old Dog Haven (ODH), a nonprofit group serving western Washington, gives senior dogs and those with medical conditions a second chance. The group finds

“final refuge” in permanent foster homes for these abandoned senior dogs and tries to re-home those with longer life expectancies.

Allison and her team provide free grooming for all of the ODH dogs in their service area. But when the pandemic halted ODH fundraising activities last year, the mobile-grooming experts realized they needed to do more for the rescue group. They decided to host a winter give-back event to raise donations from clients.

The campaign turned out to be a huge success that the company plans to repeat every year. “People who use our service really love their pets and they want to help other pets as well,” said Cynthia Compton, the Puget Sound location’s general manager. “Our clients appreciated having a connection and a place to give back.”

To further support ODH, Allison’s staff chose to forgo its annual holiday party, in order to use that money to match client contributions. This came as no surprise to Leon Feuerberg, president of Aussie Pet Mobile, Inc., who recognizes Allison as one of the top five franchise owners in the U.S.

“Ana is one of the very best franchise operators we have in the APM system and she has an amazing work ethic and a wonderful team of associates working with her,” Feuerberg said.

In 2020, the pet industry experienced an unprecedented growth of \$1.5 billion. With that growth projected to continue, it’s a great time to launch an Aussie Pet Mobile franchise.

For more information, visit aussiepetmobile.com/franchise-opportunities today.

– Lizzy Yeserski

