

It Takes a Good Groomer to Know One

Since 1996, the Aussie Pet Mobile franchise has offered a convenient, affordable, and reliable full-service grooming experience. Julia Krauss, owner of the Davidson, North Carolina, Aussie Pet Mobile location, was drawn to the brand's many strengths, including the convenient mobile model. Four years after opening with one van, she now has six vans and seven groomers, highlighting the scalability of the franchise.

Shortly after launching, Krauss stepped into her first big challenge, causing her to temporarily shutter the business. "I started out with two groomers. Unfortunately, one of them didn't work out, and I didn't have the staff I needed to run the business, so I had no other choice but to close temporarily. Luckily, I met someone that had 50 years of grooming experience that I was not only able to bring on board but could teach me the art of grooming. A lot of Aussie Pet Mobile owners don't groom, but I quite enjoy it," she said.

Krauss explained that she prioritizes finding skilled groomers to ensure the quality service for which Aussie Pet Mobile is known. "Grooming is a skilled trade. In addition, because our business is mobile, our groomers must be good at customer service because they are dealing directly with the pet owner."

Despite the challenge she experienced, Krauss speaks highly about all that the Aussie Pet Mobile franchise has to offer. "Every day is completely different. If I need to groom for the day because someone is out sick or we're shorthanded, then I do. Not only have I learned a lot from grooming, but the groomers also really respect me because I know firsthand what they have to deal with on the road," she shared.

Krauss praised the support provided by the Aussie Pet Mobile corporate team, including monthly webinars, assistance acquiring new vans and insurance for the business, and an owner's Facebook page, where franchisees can share best practices and ask questions.

Celebrating almost three decades of service, Aussie Pet Mobile will host its annual convention in-person on January 9 in Orlando, Florida, after two years of being virtual. The event will recognize the accomplishments of franchisees.

Nancy E. Williams

aussiepetmobile.com

