Build a business. Change your life.

The We Love Pets Franchise Guide

YOUR BUSINESS. YOUR TERRITORY. OUR EXPERIENCE BEHIND YOU.



What if work fitted around your life...

...not the other way round.

Maybe you're tired of the commute, the Sunday-night dread, asking permission to make a school assembly, or working incredibly hard to build somebody else's dreams rather than your own.

Different people arrive here for different reasons. The important bit is recognising what you want your next chapter to give you.

Maybe your next job shouldn't be another job.

Owning a We Love Pets franchise means building a business of your own with an established model, training and support behind you.



Britain is a nation of pet people.

Our pets aren't really just pets anymore, are they? They're family members, sofa stealers and the reason we're standing in a muddy field at 6am throwing tennis balls.

62% of UK households own a pet - around 18 million homes. The UK is home to approximately 15.5 million dogs and 13 million cats.

Their owners still have jobs, commutes, holidays, families and commitments yet the dogs still need walking and the cats still need feeding. We're not trying to create a need. The demand is already there.

18 million

PET-OWNING HOMES IN THE UK

So... what does a We Love Pets business actually do?

We Love Pets is a full-service pet-care business. Customers need dog walks while they're at work, home boarding when they're away, house sitting, puppy care, cat visits and support with smaller animals too. Multiple services mean multiple ways to help the same customer and more opportunities to build repeat local revenue.



Dog walking

Regular, repeat bookings and a brilliant way to build long-term customer relationships.



Home boarding

Trusted holiday care in a home environment, with strong repeat-booking potential.



House sitting

Care for pets in their own home while their owners are away.



Small pet visits

Cats, rabbits, reptiles and everything in between. Pet care doesn't begin and end with dogs.

You're building a proper local pet-care business, not simply a dog-walking job.



One person. One territory. A business that can grow.

You can begin hands-on, learning the customers and services yourself but the model is designed to grow beyond the hours you personally have available.

As demand builds, you can recruit walkers, sitters and boarders, add capacity and move towards managing the team and growing the business.

YOU → | CUSTOMERS → | TEAM → | GROWTH

A DAY IN THE LIFE

No two days are the same. Here's what one might look like.

8:00am



Check in

Checking Connect to optimise the day.

10:00am



Small pet visits

Feeding and checking in on cats, rabbits and guinea pigs.

1:00pm



Team check-in

Rotas, bookings and messages sorted in WLP Connect.

3:30pm



New customers

Meeting a new family and their dog for a first consultation.

7:00pm



Boarding guests

Settling in the dogs staying overnight with your team.

Your day, planned around the business you choose to build.

11:47pm.

A dog you're boarding is unwell.

You don't Google it and hope for the best. You have a designated person to call.

This is the moment 'support' stops being a word you read in the brochure. When somebody has trusted you with a member of their family, knowing you can access professional veterinary advice around the clock is a huge reassurance. We Love Pets franchisees have 24/7 veterinary support - alongside employment-law and health & safety guidance.

Peace of mind matters.

24/7

VETERINARY SUPPORT

+ EMPLOYMENT LAW

+ HEALTH & SAFETY

So, where does my £12,995 + VAT actually go?

Not into one shiny logo and a fancy dog lead. Your investment gives you the foundations, systems and support to launch a professional local business which has been refined over the last 19 years.

01

Exclusive territory

A protected local market mapped around demographics and opportunity.

02

Training

Business training, Level 2 Canine Care and ongoing learning through Animal Ed.

03

Launch & marketing

Online presence, launch campaigns, brand assets and lead-generation support.

04

Systems & infrastructure

Technology, handbook, policies, processes and the framework for running the business.

05

Ongoing support

Success Manager, specialist helplines and a network that stays with you after launch.

06

Community

Franchisees who've already faced the questions you're about to ask.

You are buying time, infrastructure, experience and a head start.

Don't have £12,995 sitting in a drawer?

You may not need to.

Eligible applicants may be able to use a government-backed Start Up Loan to fund the franchise fee and potentially additional working capital. Approval is subject to eligibility, credit and affordability checks.

The sensible conversation isn't only 'how do I pay the fee?' It's also 'what working capital do I need while I build my customer base?' We can talk through the investment and help you plan the launch realistically.

£12,995

+ VAT

OR FROM

£313

PER MONTH*

*Subject to funding eligibility, credit and affordability based on a 7.5% loan over 5 years on £15,594 (£12,995 + VAT). Eligible applicants can borrow up to £25,000 to cover working capital.

Be your own boss. Don't do it on your own.

We don't get you launched and wave goodbye. Every franchisee has ongoing support designed for the tiny “am I doing this right?” questions as well as the bigger operational decisions that arrive as the business grows.

Your Buddies & Mentors can help with reviews, growth planning and day-to-day business support, while the wider team and our designated hello@ support inbox give you somewhere to turn when you need an answer rather than another Google search.

SUPPORT THAT STAYS

- **Buddies & Mentors**
- **Business reviews & growth planning**
- **hello@ support**
- **Webinars & ongoing development**
- **Franchise handbook & resources**

We love doing something together that we enjoy and can personally invest in - and the fact that We Love Pets' number one priority is the welfare of the animals.

KIRSTY & MATT · WE LOVE PETS FRANCHISEES









More support? Of course!

Running your own business can feel lonely. This bit shouldn't.

When you join We Love Pets, you join people at every stage of the same journey from brand-new owners asking their first questions to experienced franchisees running established teams.

Ideas, recommendations and the occasional 'has anyone else dealt with this before?' can be shared through the franchisee WhatsApp community, PawTal News & Community Portal, social channels, webinars, meetings, events and our annual conference where successes will be celebrated and up-to-date training will be provided to all. That sense of belonging matters when you've left employment and suddenly become the person everyone else asks.

TRAINING	PAWTAL	WEBINARS	EVENTS	FRANCHISEES
Tailored training programmes	News & Community Portal	Keep learning	Meet the family	Get inspiration & support

Your business. Your decisions. A whole network behind you.

Why wouldn't I just do it myself?

It's a fair question, and the answer isn't that you couldn't.

You could choose a name, build a website, work out your pricing, create policies, understand licensing and compliance, find software, learn how to recruit, create marketing, win every customer and discover which parts of your plan don't work through trial and error.

What you're paying for with We Love Pets is the head start: years of experience, established systems, professional training, a recognised brand, launch support and people to call when something goes wrong. You still own and run the local business. You simply don't have to invent the entire machine before you can start growing it.

Why start at zero when you can start with a blueprint?

TRAINING

Love animals? Brilliant. We'll help with the professional bit.

You don't need to arrive as an animal-care expert or seasoned business owner. Training is designed to build both sides of the role: confidence caring for pets professionally and confidence running a growing local business.

ANIMAL CARE

Level 2 Canine Care Award

Pet first aid & welfare

Behaviour, handling & safety

Ongoing CPD

Animal Ed learning platform

BUSINESS BUILDING

Marketing & customer growth

Recruitment and team management

Systems, scheduling & finances

Policies, processes & compliance

Hundreds of learning modules available

The aim is simple: to help you feel credible with customers and capable caring for their pets.



The infrastructure behind the cuddly stuff.

There are rotas, customer records, staffing, recruitment, paperwork, GDPR, policies, licences, compliance, finances and a hundred tiny operational jobs that need to work properly. Running a pet-care business is not just lovely walks and puppy cuddles (unfortunately)!

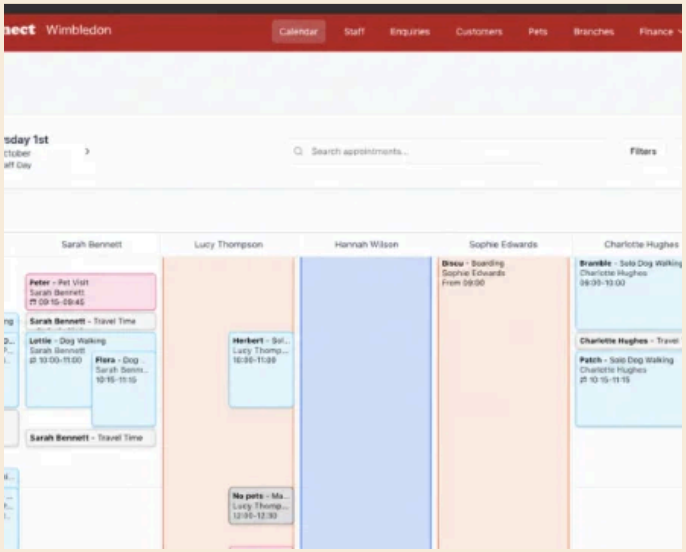
We Love Pets has already built the framework for much of that. WLP Connect helps manage scheduling, staff and financial information; the franchise handbook and resource library provide templates, policies and operational guidance; and specialist support is there when the issue becomes legal, HR or health & safety. Our 24/7 vet support is there to give you the reassurance and peace of mind when things don't quite go to plan.

The less time you spend reinventing admin, the more time you can spend building the business.

WLP CONNECT

Run Your Business On The Go

Connect is the We Love Pets platform that keeps your whole business in your pocket, from the first enquiry to the final invoice.



Staff rotas
Build and share rotas in minutes.

Auto invoicing
Invoices raised and sent automatically.

Paying staff
Hours and pay worked out for you.

Check in & check out
Every visit logged with time and place.

AI day optimiser
Smarter schedules and routes, every day.

Reduced admin
Bookings, records and paperwork in one place.

Staff tracking
See where your team is during the day.

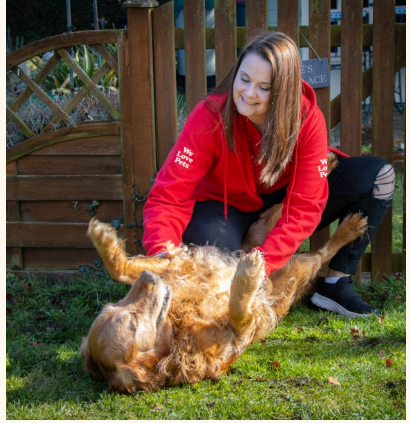
Booking convenience
Customers book and manage visits easily.

Profitability planner
Plan pricing and margins with confidence.

CRM enquiry pipeline
Follow each new enquiry through to booking.

Pawtal
Friendly internal communications, so your team can chat, share updates and stay connected.




I knew that to make a big success of We Love Pets, I'd need to build a team from day one – so I started recruiting as soon as I opened, and I haven't stopped since.

TINA · NORTH SOMERSET · £70,000 TURNOVER IN YEAR ONE

19 YEARS OF EXPERIENCE

120+ FRANCHISEES

24/7 VET SUPPORT



MEET THE FOUNDERS

We've come a long way since our first walk.

We Love Pets was founded by husband and wife Jo and Ryan White. They still own it, and it remains a close-knit, family-run business. The standards they set around franchising, training and animal welfare continue to shape the model, and both stay closely involved in the network.

Jo White

CO-FOUNDER & DIRECTOR

Animal-welfare advocate and an established voice within UK franchising.

Ryan White

CO-FOUNDER & DIRECTOR

Dog-behaviour specialist and regular media contributor across national press, TV and podcasts.

Award-winning franchising. Welfare-led pet care. Experience behind every new owner.

They weren't pet-care providers either...

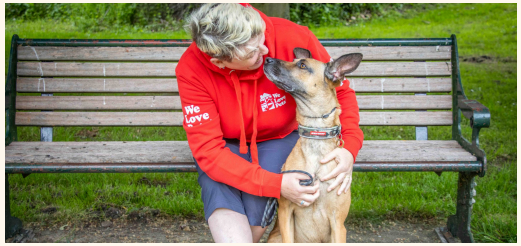


Deb

CORPORATE LIFE TO FRANCHISE LIFE

After 28 years in business banking with Lloyds – much of it working with franchises – Deb turned a lifelong passion for animals into her own We Love Pets branch in Hereford, mapping out the city's most enjoyable walking routes and hand-picking a team who share her love of animals.

£8,136 monthly turnover



Tina

BUILT A TEAM FROM DAY ONE

Tina started recruiting as soon as she opened her North Somerset branch, with daughter Jennifer as her first member of staff. The business turned over £70,000 in its first 12 months.

£70,000 turnover in year one



Kirsty & Matt

FROM EMPLOYMENT TO FREEDOM

Kirsty dreamt of a job she'd wake up excited to do. Now she and Matt run their own We Love Pets business together, built around a shared love of animals and their welfare.

£9,150 monthly turnover

BY THE NUMBERS

Numbers aren't everything. But these ones are rather nice.

120+
FRANCHISEES

96%
FRANCHISEE SATISFACTION

7 years
ELITE FRANCHISE TOP 100

£6.5k
AVERAGE MONTHLY TURNOVER

£21.5k+
TOP MONTHLY TURNOVER

50k+
BOARDING ENQUIRIES A YEAR

Turnover is business revenue, not salary or profit. Individual results vary by territory, services, demand, staffing and the work put into growing the business. 96% satisfaction: Workbuzz franchisee survey. Figures correct at time of publication, September 2026.

WHAT HAPPENS NEXT?

From “I'm just having a look…” to business owner.

01	**Get curious**	Read the guide. Ask the awkward questions.
02	**Discovery session**	A relaxed, no-pressure conversation about you, the business and your territory.
03	**Meet the family**	Talk to franchisees, meet the support team and explore the culture.
04	**Find your patch**	Look at territory availability, demographics and local potential.
05	**Make it official**	Agreement, finance, setup and a clear launch plan.
06	**Get ready**	Training, systems, marketing and practical launch preparation.
07	**Open**	Your local business begins.

Small first step. Much bigger possibility.

The questions everyone asks.

Even the ones people pretend they aren't worried about.

DO I NEED PET-CARE EXPERIENCE?

No. Training and professional development are built into the model.

WILL I BE WALKING DOGS ALL DAY?

Only if that's the business you choose to build. A team creates capacity.

WHAT DOES MY 10% MANAGEMENT FEE PAY FOR?

Ongoing coaching, systems, training, marketing resources, community and specialist support.

CAN I EMPLOY STAFF?

Yes. Recruitment, onboarding, HR support and scaling are part of the growth model.

HOW ARE TERRITORIES CHOSEN?

Using local demographics, household density and market potential.

WHAT IF IT ISN'T FOR ME?

Then finding that out during discovery is a good result. The right fit matters.



A lot can happen between your first question and your first customer.

You don't need to decide today whether you want to buy a franchise. You only need to decide whether the idea is interesting enough to explore properly.

BOOK A DISCOVERY SESSION

NOT READY? JUST SAY HELLO

Call or WhatsApp Ryan on 07511 452386

We Love Pets®