



FRANCHISE OPPORTUNITY

Turn your love of animals into a business **you'll love running.**

Owning a We Love Pets franchise lets you build a fulfilling career around your passion for animals – with the freedom of being your own boss and the security of an award-winning, proven model behind you.

THE UK'S LARGEST PET CARE FRANCHISE



A business built around your life – not the other way round.



Empower your entrepreneurial spirit

Starting your own We Love Pets franchise gives you the freedom to create the perfect work-life balance. Build your own team of passionate people and enjoy a flexible schedule that fits your lifestyle – instead of being stuck in a nine-to-five. Combined with our award-winning, proven business model and ongoing expert training and support, you'll have everything you need to make your business thrive.

16 years

OF EXPERIENCE BEHIND YOU

120+

FRANCHISEES IN OUR NETWORK



Join a community of people who love pets

We Love Pets is dedicated to enhancing the lives of pets and their owners by providing love and expert care to every household. Joining us goes beyond starting a business – you become part of an internationally recognised brand celebrated for its high standards, with dedicated support, regular workshops and training, and a network of like-minded owners committed to your long-term success.

MEET THE FOUNDERS

Family-founded, and still family-run.

We Love Pets was founded by Jo White in 2007 and is still run by the White family today. The standards Jo and Ryan set – in franchising, training and animal welfare – shape everything we do, and they remain hands-on with every new franchisee who joins.

Jo White FOUNDER & DIRECTOR

Founder of the Pet Care Franchise Association, chairs meetings with the British Franchise Association, contributor for EWIB and a lifelong advocate for animal welfare.

Ryan White DIRECTOR

Regular BBC contributor and national podcast speaker, featured on Channel 4, Sky News, The Telegraph, The Sun, Daily Mail and iNews, and an international specialist in dog behaviour.



bfa

Franchisor of the Year – Established Award: finalist at the British Franchise Association awards.

THE OPPORTUNITY

10 reasons to invest in a We Love Pets franchise



Proven business model with quicker earnings and profit



Ongoing support from an experienced franchisor



Comprehensive training programme



Pre-approved funding available



Established brand recognition



Effective marketing and national campaigns



Reduced risk of failure



Faster business start-up



A network of 120+ franchisees for support and advice



Financial stability and independence

£12,995

+ VAT • OR FROM £300/MONTH

Monthly franchise fees are 10% of turnover and include a lifetime of support – your website, handbook, training, systems and advice.

A brand you can trust



LARGEST PET CARE FRANCHISE IN THE UK

sky



BBC
BREAKFAST



DogsToday

iNews

NATIONALLY RECOGNISED



MULTI AWARD WINNING & ETHICAL

THE NUMBERS

The numbers speak for themselves

£6.5bn

The established value of the UK pet care market

8 months

Typical time to earn back your investment

35-45%

The profit you could make

120+

Franchisees in our network

50k+

Enquiries we receive each year

16 years

Of experience behind the brand

Meet some of our family...

In our franchise family, diversity is celebrated. Our franchisees are men, women, partners, sisters and friends, spanning ages 19 to 70 – nurses, teachers, retirees, corporate professionals, dog walkers and graduates. What brings us together is a shared love for pets and a commitment to the highest standards of animal welfare.



Meet our franchisees



Deb

FROM CORPORATE LIFE TO FRANCHISE LIFE

After 28 years in business banking with Lloyds – much of it working with franchises – Deborah 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.

Earns £8,136 a month



Tina

£70K TURNOVER IN HER FIRST YEAR

"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's North Somerset branch turned over £70,000 in its first 12 months – with daughter Jennifer as her first member of staff.

£70,000 in year one



Kirsty & Matt

FROM EMPLOYMENT TO FREEDOM

"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 dreamt of a job she'd wake up excited to do – and now she's found it.

Earns £9,150 a month

What's included?

When you start, we provide you with everything you need to launch:



We work with you to map out an ideal territory



Social media and webpages set up for you



Online marketing campaign to launch your branch



Starter pack of uniform and marketing supplies



3 days of in-person training



Ongoing online training through Animal Ed



Business insurance and boarding arranger's licence for year one



An account manager to look after you



Buddy scheme with an experienced franchisee

Our lifetime support



- WLP Connect - our custom app that manages scheduling, finances and your whole business in one place
- Brand hub with an extensive library of print and digital marketing materials and merchandise
- Handbook, resources and webpage management
- In-person training sessions, workshops and weekly webinars run by experts
- A network of 120+ franchisees to help and support you

Animal Ed – our learning platform

Included for every franchisee and team member, with pet care certifications that keep you among the highest qualified in the sector.



Ethical accreditation

We hold Good Shopping Guide Ethical status, recognising standards like our strict no pack walking policy.



— TAKE THE FIRST STEP

Ready to turn your passion into a business?

Book a friendly, no-pressure discovery call and we'll talk through the opportunity, your territory and whether We Love Pets is the right fit for you.

— welovepets.care/franchise

— thea@welovepets.email



SCAN TO BOOK A **DISCOVERY CALL**