

Business Plan

Prepared for: Stephanie Putnam, Owner

Prepared by: Mary Puryear, CPA

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EXECUTIVE SUMMARY

ABV Training LLC / dba Sit Means Sit Fort Worth franchise (SMS) was established in 2008 and assumed by the current owner, Stephanie Putnam in 2017. SMS offers dog training through a researched and proven method under the care of trainers on staff. The training is customized to each animal and it's owner. Our aim is to produce good behavior around multiple distractions, while maintaining the dog's focus on the handler.

COMPANY DESCRIPTION

Mission Statement: Revolutionizing the quality of life with happy, obedient, and confident dogs.

With this mission in-mind, we customize our training approach to meet with our customer's personality as well as what will result in the best possible training experience for both dog and owner. As you view our portfolio of dog training videos, we hope that you will pay close attention to the attitude of all the dogs trained by Sit Means Sit. We pride ourselves on being able to maintain a happy and relaxed attitude in our dogs. Simply stated, we want our clients to have more fun with their dog as a result of our system.

PRODUCTS AND SERVICES

- Day Training

Maintaining stability in a learning dog's life is very important. With the day training option, the trainers spend the day with the dog working on obedience and behavioral issues. At the end of the session, the owner is instructed on how to continue the training at home.

- Private Lessons

Private lessons offer a more hands-on approach with the dog's training. One of the experienced trainers will meet with the owner and their dog once a week to teach techniques and strategies that can be implemented on their own time at home.

- Group Classes

Once the above recommended training is completed, there is the opportunity for group classes. Group class is the perfect setting for the dog to practice their new skills in the midst of their greatest distraction: other dogs.

MARKET ANALYSIS

SMS currently operates as a mobile dog trainer meeting in community parks, such as Bear Creek Park in Keller. The area veterinarian offices recognize the quality dog training offered and are referral partners.

Currently in Keller, there are no other dog training store front facilities in operation. SMS will be unique in that it offers a day training program or private lessons along with group classes in this new facility.

STRATEGY AND IMPLEMENTATION

SMS has also enlisted a Marketing Strategist, who specializes in dog training businesses, to ensure that the marketing and advertising dollars allocated are directed correctly to produce quality leads. We will be implementing a marketing budget of ten percent of our gross sales toward this targeted demographic surrounding the facility in order to attract potential clients. When these potential clients receive an evaluation of their dog in the facility our historical rate of signed contracts is seventy percent of our total leads. Training begins shortly thereafter.

LEADERSHIP AND TEAM MEMBERS

STEPHANIE PUTNAM - OWNER

Stephanie took ownership of the Fort Worth territory of Sit Means Sit in 2017. She enjoys serving the community by making quality dog training achievable for every dog owner. Stephanie is passionate about enabling every member of the team to support their families well and create lives they enjoy. Building this franchise location from one fantastic trainer to now many talented trainers and support staff has been a pleasure. This facility opening is the next step forward in growing this business. She will oversee the process and procedures throughout the journey forward.

MELINDA YATES - HEAD TRAINER & EVALUATOR

In 2013, Mindy brought home a blue heeler mix rescue pup. He was super sweet, but his endless energy and behavior challenges soon became a problem. She reached out to Sit Means Sit for help and after seeing the results from the program, decided she wanted to share that experience with other dog owners. Now, Mindy is one of our most experienced trainers and her dog, Naria, has learned from our system since she was a 9 week old puppy. Mindy and Naria enjoy each other's company and often spend time hiking and going to farmers markets and puppy playdates.

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JACLYN BERG - TRAINER & EVALUATOR

Jaclyn lives in Arlington with her husband, children and three fur kids. She's always known that she wanted a career working with dogs, and has been a trainer with Sit Means Sit since 2018. Her favorite part of dog training is watching pups transform into well-behaved, happy animals, and she loves being able to give owners the tools they need to have more fun with their dogs. Jaclyn says the best gift she ever received was her sweet four-legged assistant, Bentley, whose good behavior demonstrates her passion and talent as a trainer.

MORGAN PAYNE - TRAINER AND EVALUATOR

Morgan became a trainer with Sit Means Sit in 2018 after deciding to follow her passion for helping people and animals. She rescued her German shepherd, Serena Joy, as a puppy, and gains inspiration from seeing first hand that every dog can not only overcome adversity, but thrive and live a wonderful, happy life. Morgan's favorite part of training a dog is learning about their unique personality, and helping their owner transform them into the best dog they can be.

TAMMY CRADDOCK - TRAINER

Tammy has loved and owned dogs all of her life. Her first experience with training happened when her aging grandfather asked her to train a lab puppy to become his service dog, and she reached out to Sit Means Sit for help. Through that experience she learned that she had a passion for helping dogs and owners live their best lives together. Tammy has a degree in child development which she finds to be very helpful while working with dogs. She has worked with kids for most of her life and her son loves to help her with dog training.

PENNY DUAIME - TRAINER

Penny has been an animal lover all her life. She became passionate about dogs when she rescued a Border Collie puppy 25 years ago realizing what an important member of her family he quickly became and how special he was to her girls growing up. Knowing that she wanted to help other families have the same great experience, made it an easy decision to work with dogs as a career. She earned certification through Animal Behavior College in 2018 and started her career with Sit Means Sit in 2020. She shares her home with three dogs and three cats. Her goal is to help dogs reach their potential so they may have a forever home and the joy that having a well behaved dog brings to a family.

KELSEY HALLFORD - TRAINER

Ever since she can remember, Kelsey has been known amongst her family and friends as "the crazy dog girl." She loves dogs, and, therefore, it was only fitting that she would find her path and passion in dog training. Kelsey became a trainer with Sit Means Sit in 2021, and absolutely adores the company, the team, and every dog she gets to meet, guide, train, and love. There is nothing more rewarding than being able to pour into a family through dog training; seeing the before and after, being their biggest cheerleader, and support dog owners throughout their whole training journey. Kelsey hopes to make a difference for all dogs and their owners because both deserve all the love, respect, and very best life together through the freedom training can bring.

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REBECCA SHEPPERD - TRAINER

Rebecca was first introduced to Sit Means Sit through Tammy Craddock. Since 2020, she has been by her side, assisting and learning to train dogs. What sparked Rebecca's interest was seeing that "lightbulb" moment when the dog engages and she experiences the quick difference in their behavior. The first to make a real impression was a pup named Cubby. He was a client with Sit Means Sit through Tammy, and Rebecca assisted through each of his training lessons. Cubby was the first dog she took pride in training alongside her mentor, Tammy. Ever since then, she's been fully engaged and passionate about the program.

MICKIE COOLES - OFFICE MANAGER

Mickie lives in Fort Worth with her Chihuahua, Izzy, and Terrier mix, Stanley. She joined the Sit Means Sit team in 2018 and is a lifelong dog lover. She enjoys spending time with her children and grandchildren, and loves being a part of Sit Means Sit's mission to improve humans' relationships with their pets. If you've ever reached out to us by phone, you know firsthand what a caring, knowledgeable addition Mickie is to our team.

MEGAN MONTGOMERY- OFFICE MANAGER

Megan lives in Rowlett, Texas with her husband and 4 year old daughter. Her first child, Moxy, is a 10 year old fur baby, a rescue Pitbull mix, and beloved part of the family. When Megan is not working she enjoys spending time with her family and traveling. Megan is passionate about dogs and finds joy in connecting clients and their fur babies to our experienced trainers. She has been part of the Sit Means Sit Fort Worth family for nearly two years. She brings an energetic and positive attitude to our team.

HANNAH MIDDLETON- SOCIAL MEDIA DIRECTOR

Hannah is a Fort Worth brand photographer and the social media manager for Sit Means Sit. She was raised in a dog loving family, but truly fell in love with the dog-to-owner relationship after adopting her sweet lab mix, Luna, in 2019. Experiencing the way Luna has enriched her family's life has given Hannah a passion for deepening the impact of Sit Means Sit and helping as many people as possible enjoy great relationships with their dogs.

FINANCIAL PLANS AND PROJECTIONS

Building and Renovations

SMS executed a 7 year lease for the 2090 square foot suite at 363 Keller Parkway, Keller, Texas. The storefront faces the most traveled roadway running east to west from Southlake to I-35W.

In conjunction with the lease, the landlord will reimburse leasehold improvements up to \$41,800. The expected cost of improvements is \$48,000.

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Financial Projections

The mobile training model will remain unchanged and continue to support the operational costs of the new facility until it is able to generate revenues to support its standalone costs.

Upon the completion of the building improvements, SMS will open for day training upon receipt of the Certificate of Occupancy from the City of Keller. The monthly fixed costs for operations in the new facility are as follows:

Monthly Cost Center	Amount
Lease & Related Fees	\$4,963
Insurance	300
Utilities	500
Property Tax	567
People Cost for the Facility	2,880
Total	\$9,210

Additional costs to ready the facility for occupancy are estimated as follows:

Description	Cost
Furnishings & Equipment	\$7,000
Signage	1,500
Grand Opening Event	2,000
Projected Costs	\$10,500

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Gross Profits are projected as follows:

Description	Month 1	Month 3	Month 6	Month 9
Day Training Fees	\$22,800	\$34,200	\$45,600	\$57,000
Less: Trainer Pay	(9,120)	(13,680)	(15,960)	(19,950)
Less: Collars & Supplies	(4,800)	(7,200)	(9,000)	(9,000)
Less: Advertising & Marketing	(2,280)	(3,420)	(4,560)	(5,700)
Gross Profit - Monthly Average	\$6,600	\$9,900	\$16,080	\$22,350
Less: Advertising & Marketing	(2,280)	(3,420)	(4,560)	(5,700)
Less: Building Operating Costs	(6,330)	(6,330)	(6,330)	(6,330)
Estimated Net Profit	(2,010)	150	5,190	10,320

The SMS facility expects to be a profitable business unit within the first year of operations by executing the marketing strategy as outlined above while continuing to maintain the high quality of dog training services offered by the trainers.

Preparer's Signature: Mary Puryear CPA PLLC

Date: September 30, 2022

Preparer's Statement:

All projections are based on current costs and market analysis and can change without notice. The above projections are prepared as an estimate only, and the prospective results may not be achieved. The financial projections contained in this report is limited in scope and as such, no opinion or other form of assurance on the prospective financial data or the assumptions is issued. Reliance on these estimates is at the user's discretion and risk. Preparer assumes no liability for the risk of reliance on these estimates. Preparer assumes no responsibility to update the prospective financial data or information contained after the date of the report.
