



whole dog care

The **Original** Doggy Day Care Franchise System

Franchising Opportunity

Barkley Ventures Franchising, LLC ©2023
Commercial Confidence

This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. Currently, the following states in the United States regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of one of these states, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your jurisdiction. Minnesota File No. F-10340. This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.



Welcome to Central Bark!

We would like to congratulate you on taking the first step toward making your dream of being a business owner and operator a reality. Since 1997 and with millions of total dog visits to our system, we have learned more about dogs, dog socialization and dog behavior than any other company in the industry. It is that knowledge and understanding that sets us apart as the leader of the pack. Furthermore, a cornerstone business model - a simple one-day per week customer commitment - is the result of our unparalleled experience managing dogs in a social setting.

We know that maintaining consistency and continuity of care creates not only a home-away-from-home for the dogs in our care, but the safest possible social environment. To us, any other way is a risk that we are not willing to take with a dog. For us, the “dog” is really the bottom-line and not just a tag line. From the business side, it is about consistent and predictable cash flow and revenue, rather than the spikes and valleys of a traditional kennel operation.

As a Central Bark owner, you benefit from multiple revenue streams that range from grooming to training to retail. Your business is not limited to only day care and sleepovers. As a one-stop-shop, we are a destination location for anything that a dog owner desires, all under one roof.

So, how did it all get started...where are we today...where are we going in the future...and how might Central Bark be the perfect franchise opportunity for you? We invite you to learn more about Central Bark and to see what makes us the leader of the pack in the doggy day care industry and a franchise family that you can be proud to be a part of.

– Jackie and Chris



Jackie Jordan and Chris Gaba

Founders of Central Bark and
Barkley Ventures Franchising, LLC

About Central Bark



The Beginning

In 1997, Jackie Jordan opened the first Central Bark when the idea of a “day care for dogs” was still consistently met with skepticism. Years ahead of her time, Jackie set out to give parents a place their “4-legged children” could play, socialize and, most importantly, be safe and happy. Jackie understood that for many, dogs were moving from the back porch and into the house – as true members of the family.

She also recognized that dog owners were struggling with caring for their “family members.” Life was becoming increasingly complicated, dual-working families were the norm and extended commutes were more the rule, rather than the exception. The idea for doggy day care was created for those families and their dogs.

Seven years later, with three successful locations and aspirations of franchising the concept, Jackie received a phone call from Chris Gaba, also a successful doggy day care owner in Ft. Lauderdale, FL. Having read about Jackie in a feature article in Newsweek magazine, Chris suspected she may be the kindred spirit he had been hoping to partner with for years. As it turns out, she was!

Now, more than dozens of facilities later, with many more in the works, Central Bark is seeking to grow with the right franchise operator who shares the same passion for dogs and serving their local community.



“The biggest thing that makes Central Bark different is our incredibly strong brand identity, our commitment to whole dog care above anything else, and the deep ties to the local communities in which we operate. It makes all the difference in the world.”

Anthony, Central Bark Franchisee
West Columbia, SC



Booming Pet Care Industry



\$123 BILLION+

industry **AND** growing...

68%

of U.S. households have
AT LEAST one pet

40%

of U.S. households
own **DOGS**

95%

of Americans consider
their pet to be a member
of the **FAMILY**

\$358

BILLION DOLLAR
pet industry projection
by 2027



Recession **AND** Pandemic
RESISTANT

21%

of pet owners **SPENT MORE** money on pets during the pandemic

10%

of pet industry customers are **MILLENNIALS**



Who **We Are**



We Didn't Reinvent the Wheel, We Invented it

Our Vision, Brand Purpose and Core Values have remained the same since the company was incorporated in 2003. Why? Our founders kept their promise to not measure success by the number of stores, but by the number of happy dogs, owners, and franchisees.

Our Core Values

Passion. Compassion. Respect. Integrity.

Our Purpose

At Central Bark, it is our mission to nurture, enrich, and inspire lives by bringing whole health, happiness, and unconditional love to each dog, family, and community we serve.

Our Vision

We're fully committed to providing an environment where all people and dogs feel safe, valued, respected, accepted, and loved. We will never waiver from this commitment. We embrace every person and every dog that comes through our door, regardless of race, religion, country of origin, sexual orientation, gender, or breed. We will always stand behind our promise to "forever nurture, enrich, and inspire lives."



"It's true. It's fun to work with dogs, but there's a deeper meaning. For me, Central Bark is about transforming lives – for both our dogs and their owners. Our unique approach to Whole Dog Care coupled with the tremendous support that Central Bark provides, accounted for 90 percent of my decision to become a franchisee."

Marcia, Central Bark Franchisee
Milwaukee Eastside, WI



The Franchise



Become a Part of the Central Bark Family

Combining their years of collective expertise, Central Bark Co-Founders Jackie Jordan and Chris Gaba created a completely original, cutting-edge doggy day care concept by pulling the best practices from their respective individual organizations. The result was Barkley Ventures, Inc, parent company of Barkley Ventures Franchising, LLC, a franchise concept and proven business model that began to define the idea of doggy day care and gave new franchise owners a platform for measurable, replicable results.

For the next several years, with customers and employees clamoring to run their own Central Bark, Jackie and Chris grew the franchise organically.

Now, after more than 25 years in business, Central Bark is proud to be the original doggy day care franchise built on a passion for dogs combined with the latest in behavioral science, positive training, mental and physical exercise, play, socialization, rest and love they need to be healthy, happy, and well-rounded. With facilities spread across the country, Central Bark's second-to-none enrichment doggy day care services and a deep commitment to the communities in which we operate is daily affirmation that the business of taking care of dogs and doing good belong together.

With franchise opportunities in new and existing markets across the U.S., Central Bark is looking to grow with the right franchise operator that shares the same passion for dogs and enjoys serving their local community.



“It has been 15 years since we made the decision to invest in our Central Bark franchise. Central Bark’s unique business model paired with true passion and commitment for providing extraordinary care has created a loyalty among both clients and staff, allowing us to make a real impact in our community. Building these relationships and remaining innovative to meet the growing needs of our day care families allows us to continually meet and exceed our business goals.”

**Nicole, Central Bark Franchisee
Mequon, WI**



The Central Bark Franchise Difference

Brand Differentiators

At Central Bark, we reimagined doggy day care to focus on Whole Dog Care and Enrichment backed by the latest in canine behavioral science and technology. Our personalized Whole Dog Care approach relies on the latest science-based methods to meet a dog's physical, mental and emotional well-being. This allows our franchisees to provide a higher level of care for our dogs while simultaneously creating better opportunities for growth and profitability.

Backed by Science

Central Bark relies on the latest in canine behavioral science to develop activities that enrich dog's whole health while promoting comfort and relieving stress. We feature flexible play groups tailored to individual dogs so they can learn and play while evolving their socialization skills. Our daily schedule also aims to help dogs avoid unhealthy overstimulation and achieve the right balance of rest and play.

One-Day-Per-Week Attendance Policy

We require all dogs to attend day care at least once a week because we know that consistency and continuity promote safety. This regular weekly schedule helps dogs feel more comfortable, confident, and social, creating a safer day care environment for all. Furthermore, it allows franchisees to build out revenue predictability.



“Central Bark has exceeded all our expectations. We continue to receive direction and support with growing our new business, and knowing that we are not alone on this journey gives us peace of mind. We have had a wonderful first year of business.”

Lindsay & Jeremy, Central Bark Franchisees
Atlanta, GA



Low Dog-to-Staff Ratio

We keep our dog-to-staff ratios low to help ensure the safety of every dog in our care. It helps us give more individual attention to each dog because we have more time to get to know them. Plus, we always supervise play - whether it's a group of two dogs or 12 dogs, we never leave them unattended during group play.

Proprietary Training

Central Bark trains all its staff through our exclusive Central Bark Training program, which incorporates the latest in behavioral science and dog training principles that only focus on positive reinforcement. In addition, each team member is required to go through comprehensive training in canine first aid and CPR.

Unmatched Marketing & Support

Our marketing reflects our company-wide commitment not only to caring for amazing dogs, but also to the communities we serve. Carefully planned and created, our world-class in-house marketing, advertising, social media, SEO, and public relations is built around your local Central Bark and supported by our corporate marketing staff and agency partners. Our campaigns are reinforced by ongoing social media and rotating seasonal promotions. Additionally, you'll benefit from one of the most robust marketing and creative libraries in our industry featuring imagery, video, logos, ads, flyers, brochures, coupons, social media, digital media, and much more. Whether you're calling for marketing and advertising advice, staffing guidance or need help addressing dog issues, our teams provide the direction you need when you need it.



“The Central Bark Franchise allowed me to take my love and passion for dogs and dream of owning my own business and make it into a reality.”

Erin, Central Bark Franchisee
Wauwatosa, WI



The Central Bark Franchise Difference

Why Us

At Central Bark, our business is built around the dogs we care for, and by utilizing the latest in canine behavioral science and technology, we're helping our franchisees and their employees work smarter and more efficiently.

BarkStart

From area location to zoning approval, this one-of-a-kind pre-training coaching program holds your hand through every detail of your new business start-up.

BarkSource

Fast track opening and build-out is a one-stop-shop designed to take months off the opening process.

Bark Your Territory

A simple, fast, and convenient process that provides the full complement of interior and exterior signage.



“After working for many years in corporate America, my wife and I were ready for a new challenge. The Central Bark business model is a proven one and the training and support provided to us as new business owners has put us quickly on the path to success.”

Lenny, Central Bark Franchisee
Rochester, MN



Doggy Socialization Management Matrix

Fondly referred to as the “Matrix”, this human resource module supports you in training, managing, and retaining your hourly employees in a way that empowers them.

The Tailend

We have created this versatile and proprietary back-end communications tool for our franchisees as a vehicle for them to stay connected as a system. It allows franchisees to collaborate, share ideas, interact with corporate staff, complete ongoing training, and work together toward store profitability and growth.

Central Bark University

Through Central Bark University, we are constantly learning and developing training tools for our franchisees, our dogs, our customers, and the communities that support us.

Central Bark Cares

Our franchisees all work with local dog shelters, rescue groups and a wide-range of other dog-related organizations in order to continually give back to the dog communities in which we operate.



“With our backgrounds, we knew that multi-unit franchise ownership with Central Bark would allow us to diversify our portfolio and build something long term for our family. Our second-to-none commitment to the well-being of the dogs in our care and our pledge to serve our local communities is daily affirmation that doing good and being part of a great business model belong together.”

Christy & Allen, Central Bark Multi-Unit Franchisees
New Berlin, WI, Madison, WI, and Franklin, WI



The Central Bark Franchise Difference

Multiple Revenue Streams

With more than 2 million total dog visits across our system, Central Bark owners benefit from decade's worth of extensive focus on individual and systemwide unit economics, which helps take guesswork out of managing costs and delivering a quality product. However, our businesses are not limited to only day care and sleepovers. As a Central Bark franchisee, you benefit from multiple revenue streams that provide a time-tested way for you to reduce risk and allow a more predictable cash flow from a variety of sources, rather than relying on a single traditional service.



Enrichment Doggy Day Care

Combines our industry-leading doggy day care expertise with the latest dog behavioral science to personalize a dog's day with a balanced blend of activities to stimulate mind and body.



Salon & Spa

From simple baths to elaborate grooming, we offer everything needed to keep a dog clean, healthy, comfortable, and beautiful.



Sleepovers

Designed to keep existing Central Bark day care dogs happy and comfortable in a familiar place while owners are away. A full day of Enrichment Day Care is included in any sleepover.

Stay-n-Play

Offers sleepovers to dogs not enrolled in our day care program and includes a full day of play, exercise and TLC while remaining separated from other groups.



Market

Offers customers a convenient solution for food, treats, toys, training aids and dog lifestyle products specially selected to enhance a dog's health, nutrition, and enrichment.



Training & Enrichment

Uses positive, reward-based techniques to help dogs of all ages develop important life skills and behaviors through both individual private sessions and group classes.

Facility rentals to celebrate birthdays and special events and Canine Cab transportation services to and from Central Bark can also be provided.

The **Ideal Franchisee**



Why Central Bark is the Right Fit for You

Walk into any Central Bark and you experience a feeling that is uniquely ours. For us, the “dog” really is the bottom line. Combine that with our industry-leading expertise, our purpose-driven mission, and a dedicated family of franchise operators and you’ve got a winning combination that encourages people to bring their dogs back again and again.

As a Central Bark franchisee, you’ll spend your days working with dogs, engaging with their owners, and building relationships across your local community. At the same time, you’ll be developing your team and instilling in them the value of hard work while also providing them a path for growth and development.

Are we a match? Are you the next Central Bark franchisee?

Before we jump too far down that road, there are a few certain key attributes we’re looking for. These include:

- ✓ **You must love dogs.**
- ✓ **You must love business.**
- ✓ **An entrepreneurial spirit.**
- ✓ **Ability to work within and follow a system.**
- ✓ **Willingness to build relationships across your community.**
- ✓ **Capacity to scale and market your business effectively.**
- ✓ **\$200,000 minimum liquid capital.**
- ✓ **Can do attitude.**



Monika, Central Bark Franchisee
Eugene, OR



Lisa, Central Bark Franchisee
Orlando, FL



Lenny, Central Bark Franchisee
Rochester, MN



Anthony, Central Bark Franchisee
West Columbia, SC



Mickey, Central Bark Franchisee
Landover, MD

The Investment



What it Takes

The estimated initial investment for a single Central Bark facility can range between \$548,769 to \$930,172. This includes the initial franchise fee of \$49,000. Marketing fees are the greater of 2% of gross sales or \$500 and royalty fees are 6% of gross sales monthly. Startup costs depend on a variety of factors including the size of your facility, construction costs and your local market dynamics. More information on these costs is provided in the Item 7 of our Franchise Disclosure Document (FDD). The following chart is a sample breakdown of some of the fees from our FDD.

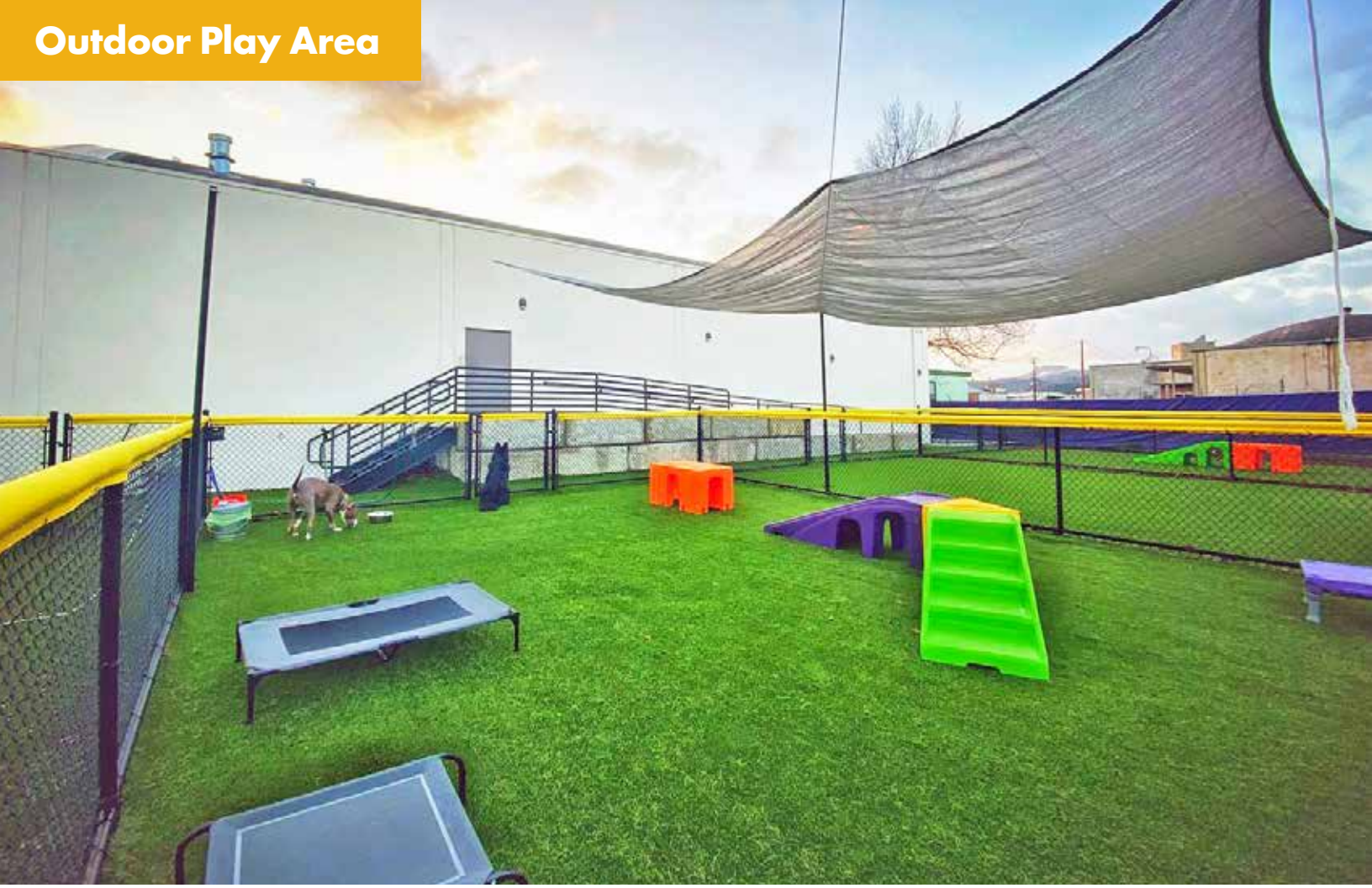
Expenditure	Low Amount	High Amount
Franchise Fee	\$49,000	\$49,000
Leasehold Improvements	\$280,000	\$500,000
Equipment Fixtures	\$55,000	\$80,000
Signage	\$6,500	\$8,000
Store Launch Marketing	\$26,000	\$26,000
Additional Funds for First Three Months of Operation	\$75,000	\$150,000
Supplies	\$13,974	\$18,974
Microsite	\$4,000	\$4,000

The Central Bark Franchise Disclosure Document shows these figures in greater detail. Once you've spoken with our Central Bark team about joining the brand and it looks like we might be a good fit for each other, we'll send you a copy of the FDD. We'll be happy to answer any questions you might have about the FDD and the investment.

Storefronts



Outdoor Play Area





Indoor Play Area



Reception & Market





Sleepovers



Events & Canine Cab



The Franchise Opportunity



The Right Place at the Right Time

As one of the top ranked doggy day care franchises in the country, Central Bark is continuing to expand in new and existing markets and looking for the following:

Suggested Demographic Criteria:

- ✓ Well defined commercial area
- ✓ Strong employment base
- ✓ Dog owners
- ✓ Blend of community and commuter
- ✓ Spend market capability



Recommended Site Criteria:

- ✓ Ideal size: 5,000 – 7,500 sq.ft.
- ✓ Maximized frontage
- ✓ Preferably 2,000 sq.ft. outdoor play space
- ✓ Street exposure
- ✓ Ample parking



Steps to Ownership



Getting Started

Bottom line, as a Central Bark franchisee you'll be part of a proven system that has continually grown and improved over the course of our history. You'll be in business for yourself, but not by yourself.

- 1. Request for Information** – Complete the Request for Information Form at centralbarkfranchising.com and talk to a member of our Franchise Development Team to begin initial qualifications to determine if we're a match.
- 2. Candidate Application** – Fill out the Central Bark Candidate Application.
- 3. Receive Franchise Disclosure Document (FDD)** – Download and review the FDD and begin due diligence.
- 4. Franchise Validation & Due Diligence** – Once qualified, speak with department heads and Central Bark executives to get to know your future partners and go through a series of assessments, financial screenings, and standard background checks.
- 5. Attend Discovery Sessions** – Regardless of experience, every candidate is required to meet other franchise owners in their facilities to gain the necessary insight into what's required to own and operate a successful Central Bark franchise.
- 6. Execute Franchise Agreement** – After credit and background checks are completed and your corporation formed, we will issue a Franchise Agreement. Review and sign the agreement and you are officially a Central Bark franchisee! Welcome to Central Bark!
- 7. Find Real Estate + Execute Lease** – Once you have secured a site and your final lease is approved by our Real Estate Team, you are free to execute the lease.
- 8. Open your Central Bark** – Our Operations and Marketing Teams will work alongside you making sure customers get the Central Bark experience to drive your growth.



Let's **Get Started**

With franchise opportunities in new and existing markets across the country, Central Bark is looking to grow with the right franchise operator that shares the same passion for dogs and their community. Nurture, enrich, and inspire lives by bringing whole health, happiness, and unconditional love to each dog, family, and community we serve.

To Get Started:

Visit: www.centralbarkfranchising.com

Call: 866-799-BARK



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