



How Successful Have We Been?

This chart outlines some key areas of the initial and ongoing investment to help Vanity Fur owners launch your mobile pet grooming salon quickly

[See if I Qualify](#)

| Per our 2021 Franchise Disclosure Document | Initial Fees and Investment Terms | Notes on Investment |
|--|--|--|
| Startup Investment | \$114,401 to \$126,654 | For one mobile (owners can have more than 1 mobile in territory) |
| Initial Franchise Fee | \$60,000 10% fee reduction for 1st responders, Military Veterans and Active Military | Multiple Territory Discounts \$110,000 for 2 Territories \$150,000 for 3 Territories |
| On-going Royalty | 8% of Gross Sales Percentage reduces with growth | Paid Monthly |
| Brand Development Fund | 2% of Gross Sales | Also invest \$400/month in local advertising and marketing |
| Grand Opening | £1,000 per mobile grooming trailer | Included in startup range to help launch the business |

The initial franchise fee includes the following:

- 🐾 The Vanity Fur pre-opening training program over the course of 1 week.
- 🐾 Daily grooming operations, logistics and scheduling
- 🐾 Our technology platforms and software
- 🐾 Advertising and local marketing
- 🐾 Financial management
- 🐾 Operations Management and Support

You and your head groomer will learn our best practices and proven systems for efficient operation and when to add a second (or a 3rd!) mobile grooming pet salon. We offer additional training and support in your Vanity Fur territory as you get ready to launch. All of this training will take place in Chino, CA.

As an owner, you have our ongoing guidance to develop, grow and become an active part of your local community.



Vanity Fur is a mobile grooming service for dogs and cats.

[About](#) | [Meet Our Founder](#) | [Start Up Investment](#) | [Steps To Launch](#) | [FAQs](#)

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