



evolution dog wash
An Applewood GJ Company

starting your
pet wash business with
evolution dog wash





why the pet industry?

According to the 2021-2022 APPA National Pet Owners Survey, 70% of U.S. households own a pet, which equates to 90.5 million homes. In 1988, the first year the survey was conducted, 56% of U.S. households owned a pet.



Pet care is recession proof.

The historical growth pattern of the pet industry and its continued growth in difficult economic times and periods of uncertainty proves that pet care is one of the best recession proof industries.



The pet industry will continue to grow.

Millennials and Generation Z consumers have embraced the pet-owning and pet-loving lifestyles and are willing to spend a higher portion of their earnings on their pets compared to older generations. Investment banking companies predict millennials and Generation Z will sustain growth up to 14% by 2030.



Pet care is steady and dependable.

There will always be a need for pet care. Basic needs such as food, pet supplies, grooming and veterinary care are a must for all pet owners.

why a self-serve pet wash?

Self-service is trending and being adopted across the world in various industries and sectors. Self-serve can be a great way to offer quick and better services along with user-friendly tools. Technologies are playing a crucial role in this advancement to meet consumer demand.

Consumers want convenience, flexibility and on-demand services. According to recent reports, 40% of customers prefer self-service over human interactions. 77% of consumers believe self-service is the best way to ensure a good experience. Plus, a do-it-yourself pet wash reduces stress for pets being washed by someone they don't know and creates bonding time with their owner.





why evolution dog wash?

Evolution Dog Wash was engineered and built with dogs' safety and well-being in mind, with premium stainless steel and the most advanced technology to ensure a safe, user-friendly experience for customers and their pets.

Safety-First, Self-Contained, All-In-One Dog Wash

Includes built-in shampoo, conditioner, flea and tick shampoo if needed, and a professional grooming-grade blow dryer, plus a disinfectant to clean the tub at the beginning or end of the wash cycle. There is a non-slip surface, and everything is in one unit so there's no need for the liability of moving your wet pet to a separate drying table. Plus, our machines are set to the perfect vet and dog approved water temperature for comfort and safety.

Easy, Hassle-Free Maintenance

Unlike a regular tub, the Evolution Dog Wash only needs to be cleaned every 5-15 washes depending on the type of dog being washed (due to shedding), plus it only takes about 3-5 minutes to get the job done. Traditional tubs typically clog up after only 1-2 uses. No one wants to wash their dog in a tub with standing water plus this continual maintenance can be time-consuming.

High-Quality Design for Maximum Longevity, Warranty and Support

Evolution Dog Wash machines are made in the USA and built to last. We have hundreds of machines over 10 years old in the field and still going strong. We offer a two-year warranty on parts, labor and technical support. Evolution Dog Wash also offers instructional videos and marketing support to help you succeed.

location, location, location.

Many of our customers are adding on to an existing location, i.e. an apartment community, car wash, grooming or boarding facility, existing retail location, dog park/RV park, pet-friendly hotel, etc. but if you are starting from scratch and looking at various retail spaces, we suggest contacting a local commercial real estate agent.

Ask for space availability with market size (number of households within a set radius), economic indicators (such as average household income), market saturation (similar offerings nearby), and proximity to other pet related locations and/or services that could attract customers to your business. They will be able to pull the data to help you assess the best location for your pet wash.

Make sure to also consider safety of the surrounding area for parking and walk-up customers.



how long would it take to pay off the evolution dog wash?

Customers can typically pay off their Evolution Dog Wash in about a year to a year and a half, depending on which model they purchase, traffic to their location and how much they charge. For example, if they spent \$20k on a unit, wash 5 dogs/day and charge \$10/wash, they would generate approximately \$18,250 in one year. If you subtract the consumer cost of each wash, which is between \$1-\$2 per wash in most areas for water, soaps and electricity, that would leave an annual operating profit of \$14,600 - \$16,425. We have a revenue calculator on our homepage of our website to help you calculate this.



let's get started.

You really don't need much to complete your pet wash space. Depending on the unit selected, just a simple 7'x7' or 10' x 10' space with plumbing and electrical.

- 1** If you choose the smaller mini, all you need is a 7'x7' space. If you choose a standard size unit, you need a 10'x10' space. You also need incoming water, electric and a sanitary drain.
- 2** The wall behind the unit should be tiled or waterproofed up to the backsplash.
- 3** Flooring should be non-slip and easy to clean - so tile, concrete or epoxy all work well.



pictured above is the evolution dog wash mini

Costs will vary based on market, specific buildout details, additional rent if needed, and marketing execution. Adding one Evolution Dog Wash to an existing space could cost between \$15k - \$35k depending on room construction needs and initial signage.

You'll need to consider rent (if needed), equipment costs (vary from \$10k for the mini to around \$22,100 for a PLC), plumbing and electrical install, and room finish-out - walls and flooring. You'll also need to decide how much to put into start-up marketing needs. For a minimal expense you can start with signage (we offer generic designs for free, all you do is print), a social media presence you can set up on your own, and word of mouth advertising. Consider employee costs and staff to clean/maintain the space and unit.

Example Start-Up Costs:

Rent = \$850/month

Golden, CO - 700 sq ft with private entrance. Allows for two separate rooms; one for groomer and one for Evolution Dog Wash. Each room is 12'x10'. Also has small open retail space. Space is on a high traffic road in a mix-use area with residential and business.

Electric = \$800

Install 30A 120V dedicated circuit.

Plumbing = \$3,200

HC Waste Drain: Install hot and cold water flex supply lines. Install new waste drain. Bring up to code. (\$1,250)

WH 5050: Remove and replace a 50 gallon water heater. Replace the emergency gas shut off and gas flex. Install two new water heater flex supplies on top of the water heater. Install a drain pan under the water heater to protect from flooding. Bring up to code with minor code upgrades. The unit comes with a 6-year limited warranty from the manufacturer, and a 1-year warranty. (\$1,950)

Note – we can help provide financing options for your business. We refer customers to Acentium Capital where they can secure low monthly payment options to fit your budget. Contact us to inquire.



the plan.

We've included a business plan example based on a template from the SBA with some generic suggestions. For more tips and information on starting a new business visit [SBA.gov](https://www.sba.gov).

10 steps to starting a new business

If you are starting a new business rather than adding to an existing location, below are 10 steps to help you get started from the Small Business Administration (SBA):

- 1 Conduct market research
- 2 Write your business plan
- 3 Fund your business
- 4 Pick your business location
- 5 Choose a business structure
- 6 Choose your business name
- 7 Register your business
- 8 Get federal and state tax IDs
- 9 Apply for licenses and permits
- 10 Open a business bank account

Executive Summary

Product: YOUR BUSINESS offers a self-serve pet wash station/s that allows customers to easily wash and dry their pets in a safe, easy to use manner for around \$10/wash.

Customers: The target audience for YOUR BUSINESS is adults with pets with a focus on dog owners.

Future of the Company: The pet industry is growing due to the increase in pet ownership, combined with the emerging pet-loving culture and social media influence. In the future, we will consider additional units and other pet related products and services.

Company Description

Mission Statement: To provide easy to use, affordable, self-serve pet wash stations built with pets' safety and well-being in mind, to foster the health and happiness of pets and promote a positive relationship between pets and their owners.

Principal Members: List your principal members' names and titles here.

Legal Structure: State the legal structure of your business here. Some people use online resources such as Legal Zoom for forming an LLC and/or securing the appropriate legal documents needed to set up your business and add on other services needed.

Market Research

Industry, Detailed Description of Customers, Company Advantages: Add this data here as outlined above.



the plan continued...

Market Research (continued)

Regulations: YOUR BUSINESS must meet all federal and state regulations to operate a pet grooming business. Technically, you do not need a business permit or business license to open a dog wash, however, certification is recommended if operating above and beyond self-service. Also, all Evolution Dog Wash machines are built ADA compliant so accessible to those with disabilities.

Service Line

Product/Service: YOUR BUSINESS will offer a self-contained, all-in-one pet wash that includes built-in shampoo, conditioner, flea and tick shampoo if needed, and a professional grooming-grade blow dryer, plus a disinfectant to clean the tub at the beginning or end of the wash cycle.

Pricing Structure: YOUR BUSINESS will offer a 10-minute wash/dry for \$10. (This can be adjusted as desired.) Customers can add money if they need more time to finish.

Product Lifecycle: YOUR BUSINESS will be ready to launch once the unit is installed and the buildout is complete. Our pet wash machines are easy to use, low maintenance, and come with a two-year warranty.

Marketing and Sales

Launch Strategy: YOUR BUSINESS will prepare launch marketing materials, including a social media presence and large signage on the building for drive-by traffic. Other things to consider would be a website, online advertising, public relations campaign, and/or partnerships with local vets, pet services, or pet charity groups for co-op efforts – postcards for their walk-in customers, emails to their customers, and/or social media announcements. Also consider local magazines, newspapers, radio and/or direct mail campaigns to surrounding neighborhoods.

We've collected our favorite promotional ideas.

Boost Your Visibility with Signage: Grab attention with easy-to-read signage, eye-catching visuals and window posters. Let customers know you are pet-friendly and have a self-serve pet wash on-site.

Utilize Social Media: Post photos and videos of your pet wash. Have contests such as before wash/after wash photos, encourage engagement and sharing. Tag Evolution Dog Wash for more exposure.

Promote Community Events: Offer “yappy hours” or “doggy days” where pups and their owners can socialize. Host a BBQ or invite a food truck. Consider putting your dog wash in free mode.

Give Back: Donate a percentage of proceeds to a local animal shelter or offer free washes to service animals. Or donate washes to school auctions or charity events.

Develop A Loyalty Program: Encourage repeat business with punch cards and multiple visit incentives. If your machine is equipped with tokens, mail them out to customers to encourage retention.

Create Special Offers: Give away the first dog wash for free! According to our data, about 50% of people who wash their dog in an Evolution Dog Wash come back. We just need them to try it!



evolution dog wash



Specifications

- Water Supply: Hot and Cold Standard
½" Male Connection
- Drain: Standard Waste Drain 1.5"
Male Connection
- Electrical Requirements:
Dedicated 120V 30 Amp hard wired
connection
Optional Internal Hot Water requires an
additional 120V 20 Amp circuit
- Water Usage Estimate:
 - 1.7 – 2.5 gallons per minute
 - Average wash water time per dog ~ 5min
- Overall Dimensions: 79.5" Wide,
74.6" High, 27.7" Deep
- Center of Drain Location: 21.9" from left
side, 12" from back, and 8.5" from bottom
of frame
- Weight of Dog Wash Approximately
750 Pounds
- Weight of Crated Dog Wash Approximately
1000 Pounds
- Estimated Cost of Operation (electric, water,
product) can vary between \$1.00 - \$2.00
per wash



evolution dog wash mini



The Evolution Dog Wash mini is designed with the dog's safety and well-being in mind. Built on a smaller frame, without reducing the dog wash area; as opposed to other smaller sized dog washes where they significantly reduce the dog wash area, which can cause stress and anxiety for a dog. Additionally, the mini has a lower cabinet height so the dog can see while in the wash to help them feel comfortable and relaxed.

Specifications

- Overall Dimensions: 65" Wide, 53" High, 24" Deep
- Requirements:
 - Electrical: Dedicated 120VAC 20 Amps
 - Water Supply: Hot and Cold Standard ½" Male Connection
 - Drain: Standard Waste Drain 1.5" Male Connection
- Recommended Minimum Operational Floor Space: 7' x 7'



how much money can I make?

We have many Evolution Dog Wash machines at retail stores and car wash locations that do between 100-200 washes/month which is about \$12,000-\$24,000/year in revenue; but depending on traffic to your location, the number of units, and how much you charge, that can increase significantly.

For example, a parks and recreation program in California generates approximately \$120,000 in annual revenue from dog washes. This program has six Evolution Dog Wash machines and charges customers approximately \$10 per wash. These six machines do close to 250 dog washes per week combined.





case study

tractor supply

How Evolution Dog Wash Helped a Major Retail Store Minimize Risk, Increase Space Efficiency and Sales.



Customer

Tractor Supply Company is the largest operator of rural lifestyle retail stores in America, supplying basic maintenance products to home, land, pet and animal owners. Today they have over 2,000 stores and plan to continue ongoing expansion and pet services to increase customer lifetime value and attract new customers.

Challenge

Tractor Supply was looking for a reliable all-in-one pet wash station to mitigate risk of a drying table and create more efficient use of their space. It can be dangerous to carry a dog from a standard tub to a drying table on a wet surface, and the neck harness on the table becomes a liability if the dog falls off. Plus, an extra table means more space and expense of added furniture; not all store locations have a large enough space to accommodate this model.

Solution

Evolution Dog Wash's high quality, self-contained design was the perfect solution and the company started with just under 25 standard size units. With the smaller size mini recently launched, Tractor now has the opportunity to add a pet wash station in stores that otherwise were not able to offer this service due to size restrictions.

Results

Currently many of Tractor Supply stores are washing 25-50 dogs per week in Evolution Dog Wash machines, gaining new customers and bringing in additional revenue. As an example, 25 machines would generate approximately \$25,000 - \$50,000/month or \$300,000 - \$600,000/year.



case study

camelot car & dog wash

How Evolution Dog Wash Helped a Car Wash Improve Its Bottom Line.



Customer

Camelot Car & Dog Wash offers two laser-guided touchless automatic washes with specially treated water, high-end soaps, conditioners, and polymer protectants; three self-service bays with high pressure wands and 320mph blow dryer; and two state-of-the-art dog wash machines.

Challenge

Camelot was looking for something unique to add to their car wash that would attract a new customer base and generate additional profits.

Solution

Camelot is conveniently located in Golden, Colorado, an outdoorsy pet-loving city, near several hiking trails, neighborhoods, and pet friendly locations including a veterinary clinic across the street. Adding two high quality self-serve dog wash machines is a convenient 24/7 stop for dog owners and their outdoor active lifestyles.

Results

Customers love the self-serve dog wash machines! Camelot has had an influx of new customers and shown an increase in the number of washes and revenue since installation. The two machines have paid for themselves at least twice over in the first two years and generate over \$4,000 a month in revenue, approximately \$48,000/year.



case study

belly scrubs

How Evolution Dog Wash Helped a Small Groomer Increase Revenue and Retain Customers.

Customer

Belly scRubs is “three dog businesses in one”: a full-service grooming shop, open for appointments Monday through Saturday; a retail store with natural and herbal dog food, treats and products; and a self-service dog wash with two state-of-the-art self-serve dog wash units open 24/7; located in Hurricane, West Virginia.

Challenge

Belly scRubs wanted to increase services to generate additional income every month, offer more affordable grooming options, and retain loyal customers even as their dogs age and become uncomfortable with traditional grooming.

Solution

Adding two self-serve Evolution Dog Wash machines enabled Belly scRubs to be open around the clock, so they can keep making money, even when their doors are closed. Self-serve is a less expensive option to attract a wider audience, a good solution for customers in-between more expensive grooming sessions, and a convenient, easy way to continue to bond with your pet through grooming. Some dogs feel more comfortable being bathed by their owners, especially as they age, and these stations can help ease the stress of bath time.

Results

Evolution Dog Wash has added value to Belly scRubs and allowed their staff to focus on their other responsibilities. The two machines have provided an additional revenue stream of about \$3,500 to \$5,000 every month. Many of their customers have used the same words to describe it - “Sooo much better than the bathtub!”





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888.303.0553

info@evolutiondogwash.com

www.evolutiondogwash.com

