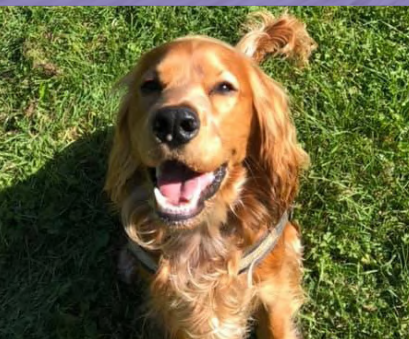




Transforming Your *Passion for Pets*
INTO A THRIVING BUSINESS

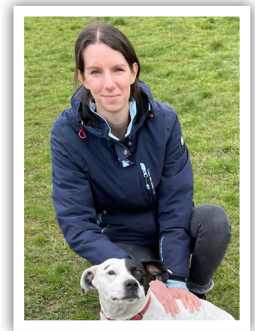




Hello and Welcome!

We are Ritchie & Amber, proud owners of the Pets, Homes & Gardens Company (PHG).

Founded by Peter & Julie in 2012, PHG is a trusted pet care franchise, offering dog walking, home visits, house sitting and animal boarding. We've run PHG Southampton since 2018 and took over the franchise in 2025.



Still hands-on, we offer real support and insight to our franchise family. The franchisees are among the best in the industry, offering customers complete peace of mind and a consistent five star service.



Chat via WhatsApp



A Dream Opportunity

Imagine running your own pet care business, setting your own hours and doing something you truly love—all with the support of a personalised, family-run franchise.

PHG has been going strong for over 13 years, and many of our franchisees have been with us for much of that journey.

We're offering a fantastic opportunity for motivated, pet-loving individuals to join the PHG family.

Each territory is exclusive, and there is just one slot available in your local area—so we encourage you to get in touch soon.

Opportunities like this don't stay around for long!

If you're
trustworthy
and **love working**
with animals,
this could be your
new reality!



we are members of

fsb⁸

QFA
Quality Franchise Association

PIF
Pet Industry Federation



You'll Be Running Your Business Hands-On with Pets—No Staffing Hassles!

The Trust-Based Model That Commands Premium Prices & Loyal Clients

This is a hands-on, owner-operated business where you personally deliver the service—either as a sole trader or, if applicable, with your partner, husband, or wife as a sole trader partnership. No staffing headaches, no complicated HR issues—just you working directly with animals every day.

Why This Matters to Your Income:

Pet care is a trust-based industry, and pet owners will pay premium prices when they know the business owner—not unfamiliar staff—is personally caring for their beloved pets. As the face of your business, you'll build deep, trusted relationships with clients who value consistency, accountability, and genuine care. That trust translates directly into higher rates and loyal, long-term customers.

The PHG Owner-Operated Model:

-  Strong profit margins—no staff wages eating into your earnings
-  Be the face of your business—running something you can be proud of
-  Command premium prices through earned trust and by following the PHG blueprint
-  Complete schedule control—mould the business around your needs and lifestyle



We've
got your
back!

Training & Support

When you join PHG, you're not just starting a business—you're joining a family. You'll benefit from:

-  Two-day initial training covering everything from invoicing and accounts, to operations, marketing and customer service.
-  A comprehensive marketing plan.
-  Business startup checklist and operations manual.
-  Fully-fledged website.
-  Access to the PHG forum where you can reach out to your peers.
-  Ongoing marketing support to ensure your continued success and growth.
-  Practical support and shadowing opportunities with us – Ritchie & Amber – owners of the PHG franchise.



Business Development and Ongoing Support

The first year of any business is all about getting it set up and started; the real momentum builds in the years that follow, where each franchisee has a fantastic opportunity to develop and grow their business with the support of the Pets, Homes & Gardens family.

Package Details With Estimated Values If Sourced Independently:

Item	Description	Value
Hosted website, Domain Name and Support Package	Ongoing domain and website provision and hosting, plus internet marketing campaigns to ensure Page #1 ranking on Google.	£1,500
Adword Optimisation	On-going management and optimisation of your Adword campaigns.	£1,250
Unlimited Support from Ritchie & Amber	Receive comprehensive support from Ritchie & Amber, the owners of the PHG franchise. They also proudly run PHG Southampton - a top rated pet care business which they launched in 2018! Ritchie & Amber joined in 2018 as franchisees and proudly took over the franchise in early 2025 when the founders retired. They are on-hand to provide an array of support to you as and when you require it. This includes front-line operational support, strategic guidance, tech support, business coaching and so much more. This benefit truly sets us apart from other pet care franchises!	£3,500
National Business Branding and Logo	License to use and promote.	£500
WhatsApp Communication	Your website will be optimised to enable your prospective customers to reach out to you with ease via WhatsApp. This has proven to be a critical communications tool, responsible for bringing in lots of new business.	£300
PHG Business Support	Direct business support from PHG to keep you informed of the latest industry tactics and strategies to grow your own direct business.	£500
Periodic Business Development Reviews	Regular reviews to discuss how to maximise your business potential.	£500

Item	Description	Value
Resources Hub	Articles, case studies, skill improvements, top tips and more, delivered directly to your PC.	£250
Technical Support	We won't let the technical stuff hold you back – PC and website support is always available to you.	£500
Pet Safety Guidance	Blogs, tips, and emergency back-up.	£350
Expert Insights	Get the best from the best – all the latest marketing, sales, accountancy and business development information, will be regularly released.	£500
Forms and Templates	New, customised and updated forms to run your business.	£500
PHG Forum Access	Access the PHG forum to stay connected, get questions answered fast, see what other franchisees are saying and doing.	£350
PHG Brand	Get the full benefit of PHGs' expansion as they become one of the leading pet sitting & dog walking businesses.	£1,500
PHG Advertising	As part of PHG, you'll share in the brand visibility created through our national franchise advertising.	£750
PHG Promotional Material	Have PHG tested marketing materials, from blogs, email and text copy, direct mailers – all provided to help grow your business.	£550
Training Courses	When you join PHG, you'll gain lifetime access to a CPD-certified Pet First Aid Course and a Dog Walking & Pet Sitting Diploma Course – both delivered fully online for maximum convenience. You'll also be enrolled on a practical, in-person Pet First Aid Course. All of this is included within your franchise joining fee.	£400
PHG Business Blueprint	The PHG Business Blueprint is our proven formula for success – the 'secret sauce' behind the many thriving PHG businesses. It's what turns happy customers into raving fans and drives in countless five-star reviews. Refined over 13 years and continually evolving, the Blueprint gives every franchisee the tools, systems and know-how to build a sustainable business that's both personally rewarding and financially successful.	£2,000

Total

£15,700

'Your success is at the heart of PHG. That's why your monthly commission fee includes a high-value, all-inclusive development and support package designed to help your business thrive.'

What Could You Earn as a PHG Business Owner?

Every PHG franchisee shapes their own routine, client base, and service mix, so earnings naturally vary. The key is working smartly within your local area, focusing on regular clients, and offering a thoughtful blend of premium services. Below are three realistic examples to help you picture what's possible.

Scenario 1 – Light, Premium, and Steady

A calm, intentional workload with premium solo dog walks (five dogs per weekday) within a close radius, serving regular clients who value quality and consistency.

Estimated revenue:

around £23,000 per year.

Ideal for those who want fulfilling, hands-on work with animals every day, while keeping plenty of personal time and flexibility.

Scenario 2 – Professional and Balanced

Five weekday dog walks, plus a steady flow of home-pet visits for cats, rabbits, and small pets.

Estimated revenue:

approximately £35,000 to £44,000 per year.

A strong middle ground with variety, meaningful work, and a comfortable lifestyle.

Scenario 3 – Established and In-Demand

Five weekday dog walks, daily pet visits, and house sitting through the year.

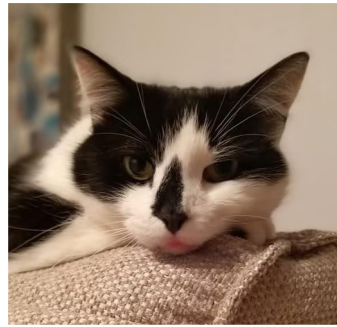
Estimated revenue:

£44,000+ per year.

A thriving schedule supported by a strong local reputation and loyal regular clients.

Low Overheads and Strong Margins

Pet care is refreshingly low-cost to run. There are no premises, no staff, and very few fixed overheads. For many PHG franchisees operating as owner-operators, pre-tax profit margins of around 65 to 70 percent are achievable once established.



With PHG's brand, hands-on training, and our proven blueprint, you have the support and structure to build a professional, rewarding business that grows steadily and sustainably.

You choose the lifestyle. We help you build it ♥

This is a model of what could be earned, but cannot be guaranteed. Individual results vary based on services offered, hours, pricing and level of commitment.



The Investment & Return

The joining fee for this transformational opportunity is **just £2,995!**

We also recommend having around £2,000 available to help get your business off to a strong start. Through our comprehensive training — backed by the PHG Blueprint — you will learn how to make the most of this budget, ensuring every penny works hard and delivers the strongest possible return.

Our low joining fee of £2,995 reflects our focus on long-term success, not short-term profit. We're genuinely invested in helping you build a lasting, reputable PHG business within your area — and we'll be by your side from day one to help you achieve it.

Just
£2,995



With our support, you'll have the opportunity to build a business you love — enjoying a flexible lifestyle, a healthy income, and the freedom to shape your working life around your priorities.

Ongoing Franchise Fee

Our ongoing franchise fee is 11.4% of your monthly turnover, inclusive of any applicable VAT.

This flat rate covers everything — use of the PHG brand, your exclusive territory, ongoing support, marketing tools, and a suite of resources which will help you run your business efficiently, profitably, and safely.

There are no extra charges, hidden fees, or renewal costs.

We enable our franchisees to offer irresistible propositions to their customers, inspiring trust and commanding premium prices in return.

With PHG's trusted reputation, proven systems, and ongoing support, franchisees deliver a standard of service that independent operators would struggle to match.

The premium rates this generates comfortably outweigh the commission, creating stronger, more profitable businesses built on trust, quality and consistency.



***"With PHG behind
you, premium becomes
the standard."***

— Ritchie & Amber
Clarke

What Our Amazing Franchisees Think...



Lisa Greenstock & Ian Hardie
@ PHG Romsey:

We would just like to say that our transition into the PHG franchise has been amazing. Ritchie & Amber Clarke provided a 2 day training course and delivered it to perfection. On top of that they have been available for guidance and advice, whether it be by telephone, email or in person. Their professionalism, experience and friendly manor have made us feel at ease throughout. We would highly recommend Pets, Homes and Gardens to anyone interested in pet care, dog walking & gardening.



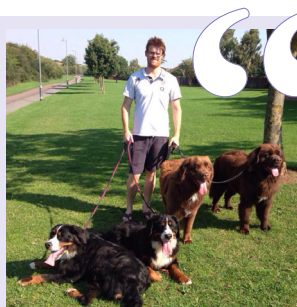
Janis Byne
@ PHG Selsey:

I have been a Franchisee since 2019, and it has been amazing, I wish I had joined sooner. Fantastic business to run and the support given has been excellent with help and advice always available. This business can be adapted to suit you and can certainly give you a full time income. I highly recommend The Pets, Homes & Gardens company.



Russell Lawson: Former franchisee
of PHG Hayward's Heath:

Being a franchisee with Pets Homes and Gardens has been an amazing experience. Having decided to retire and sell my franchise, Ritchie and Amber directors of the PHG Company have been absolutely amazing in getting the whole process done with no disruption to my existing customers. I would highly recommend getting in touch with either one of them if you would like to be your own boss and join a fantastic team in a pet care environment.



Chris Bentley @ PHG
Stockton-On-Tees:

I started quite young so I needed experience to help guide me on the way. The advantage of being part of a franchise is definitely the support - a sort of template where you need to go and help with advertising, which is invaluable.



Speak to our Franchisees

If you are seriously considering this opportunity, feel free to reach out to any of our franchisees in the PHG family.

We're sure they will answer any questions that you have.



Why Join PHG?

Running your own pet care business with PHG offers not just financial rewards, but also a incredible work-life balance. Here, you are the boss, directing your own dream rather than chasing someone else's.

And you won't be doing it alone—we'll be right beside you, offering guidance, sharing our experience, and supporting you every step of the way as you build a business that truly works for you.

There's never been a better time to join PHG. The demand for professional pet care is growing consistently, and we'll help you capitalise on this incredible opportunity—on your terms! In addition to the training summarised above, you can expect:



A steady flow of new business enquiries for your exclusive territory.



Shadowing opportunities with PHG franchisees, giving you real insight into their day-to-day work—from small animal boarding and home pet visits to solo and group dog walks.



Gaining insights into proven strategies that consistently yield five-star reviews.



Training on how to effectively use key online platforms—a proven approach that continues to drive enquiries and support growth across the PHG network.

If You're Feeling Both Inspired and Nervous — That's a Good Sign. It's completely normal to feel excited and uncertain at the same time.

Questions around confidence, income, routines, and "can I really do this?" are all expected — and healthy.

We've created detailed answers on our website which directly answer the questions people usually have at this stage, based on real, everyday experience.

Check them out here:

<https://www.petshomesandgardens.co.uk/blog-phg>

Some of the key questions we address include:



Do I need experience to start a PHG franchise?



Is a dog walking & pet sitting business profitable in the UK?



Will I have enough freedom running a PHG franchise?



Is a PHG franchise right for me?



A day in the life of a professional dog walker & pet sitter



How a proven system helps you grow your pet care business faster



The biggest challenges in pet sitting — and how to handle them



The most common mistakes people make when starting out alone

And if you'd like a bit more clarity on whether this path feels right for you, our short readiness quiz is a fantastic place to start: phg-runyourownpetcarebusiness.scoreapp.com



Join us Today!



When you join PHG, you're not just starting a business—you're joining a close-knit family.

We're intentionally small, so every franchisee receives truly personalised support and becomes part of something meaningful. It's a dynamic no large or corporate franchise can replicate.

You'll receive direct guidance from us as owners, along with ongoing support from fellow franchisees whenever you need it. With PHG by your side, you'll have everything you need to build a business that fits seamlessly into your life.



023 8225 4562 | 07507 232353



info@petshomesandgardens.co.uk



Chat via WhatsApp





Join us
TODAY!

Don't
miss out

on this remarkable chance to become
part of the PHG franchise family and
unlock a world of possibilities.

Join us today and embark on a journey
where your passion for pets can become
your pathway to prosperity.

**BOOK
A CALL**



we are members of

fsb

QFA
Quality Franchise Association

PIF
Pet Industry Federation



023 8225 4562 | 07507 232353



info@petshomesandgardens.co.uk



Chat via WhatsApp

