

**“Sniff” Out a
Great Future**



**A Ben's Barketplace® franchise is a
"Best In Show" business opportunity!**



Ben's Barketplace, Inc ®

701 Pleasant Grove Blvd., Suite 120

Roseville, CA 95678

844-321-DOGS (3647)



**"The Single Largest Contribution
You Can Make to Your Pets' Health
and Longevity is the Quality of
Food You Provide for Them!"**

SALLY & BRAD ROMERO, CO-FOUNDERS

The Ben's Barketplace Concept- More than just a pet supply store, Ben's Barketplace franchise owners embrace the opportunity to personally interact with customers to ensure their pets thrive through species-correct nutrition. Ben's Barketplace differs from any other franchise competitors by offering:

A Customer-Centric Business Model - Dogs and cats are our passion! When our customers seek our knowledge and expertise for their pets' specific nutritional requirements, we've become a part of their family. This customer loyalty is what sets us apart from all other pet food stores!

Recession-Proof Opportunities - Even in times of economic downturn, pets play an important role in people's lives and require the best food and products available. Ben's Barketplace achieved double digit growth through the COVID-19 Pandemic.

Training and Support - Ben's franchisees become well educated on the pet food supply industry and the nutritional needs of pets before the doors of a new store open, and are updated on industry and companywide changes throughout franchise ownership. Ben's Barketplace franchise support is never more than a phone call away. Experts on pet nutritional information, as well as pet food supplies and products, franchisees of Ben's Barketplace have an appreciation for pets of all kinds. New franchisees have the opportunity to join this rapidly-growing and prosperous market by becoming part of the Ben's Barketplace family today.



ADDITIONAL INFORMATION

Franchise Fee	\$45,000*		
Investment	\$178,550 - \$350,500		
Royalty	5% Gross Sales (Drafted Weekly)		
Technology Fee	\$100 (Drafted Monthly)		
Ad Fee	2% Gross Sales (Local Ad Spend Monthly Drops to 1% @ \$750k)		
Territory	Territory Analysis based on demographics and consumer potentials.		

Industry	Pet Health Food Store	Industry Size	\$222.93 Billion (+5.6% over 2021)
Year Business Started	2005	Competition	We are a unique Pet Nutrition Consultation Business with little competition
Year Launched as a Franchisor	2015	Liquid Requirement	\$100,000
Company Locations	Roseville, CA Lincoln, CA West Roseville, CA	Net Worth	\$350,000
Franchise Locations	Citrus Heights, CA Campbell, CA Folsom, CA Roseville, CA Mountain View, CA	Operating Capital	\$100,000
State Approval	California	Real Estate Assistance	Yes
International	No	Pet Skills	Not Necessary
Recession Proof	Yes	Recruiting Guidance	Yes
SBA Registry	No	Passive Owner	Partially
Retail Location Size	2,000 - 3,000 Sq. Ft.	On-Going Training	Yes
Purchasing	Brand Threshold Pricing	Magnetic Customer Retention Tools	Cutting Edge Loyalty Platforms

BEN'S BARKETPLACE FRANCHISE BASICS, 2023 FDD:

Business Features:

Average Growth:

23% sales growth year-over-year

Cost Conscious Build Out:

Minimal build out

Customer Retention Tools:

Premiere Loyalty Platforms

Fast Track to Opening:

Timeline 3 to 5 months

Nutritional Products:

Highest nutritional thresholds

Online Ordering & Delivery

5 Mile Radius of Location



Highest-Level Purchasing Power: Significant purchasing discounts based upon our volume

Average Employees: 2 Full-time & 2 Part-time

Real Estate: In-House comprehensive real estate team.



CONTACT INFORMATION FOR LEAD REFERRALS

BEN'S BARKETPLACE, FRANCHISE DEVELOPMENT

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