

ALL AMERICAN

PET RESORTS®

— **EST 2005** —

"Because You Care"

FRANCHISE REPORT 2025



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WHERE IT STARTED

Our Story

It all began in 1972 when founders Art and Yolanda Rimbold moved to Troy, Michigan, with their two dogs and couldn't find reliable boarding. In 1982, they created a boutique pet boarding operation. AAPR starting franchising in 2005, focusing on strategic partnerships and stable growth. In 2017, a new leadership team rebranded and improved services. Despite the challenges of the 2020 pandemic, we emerged stronger with enhanced offerings and are now poised for strategic growth in the pet care market.

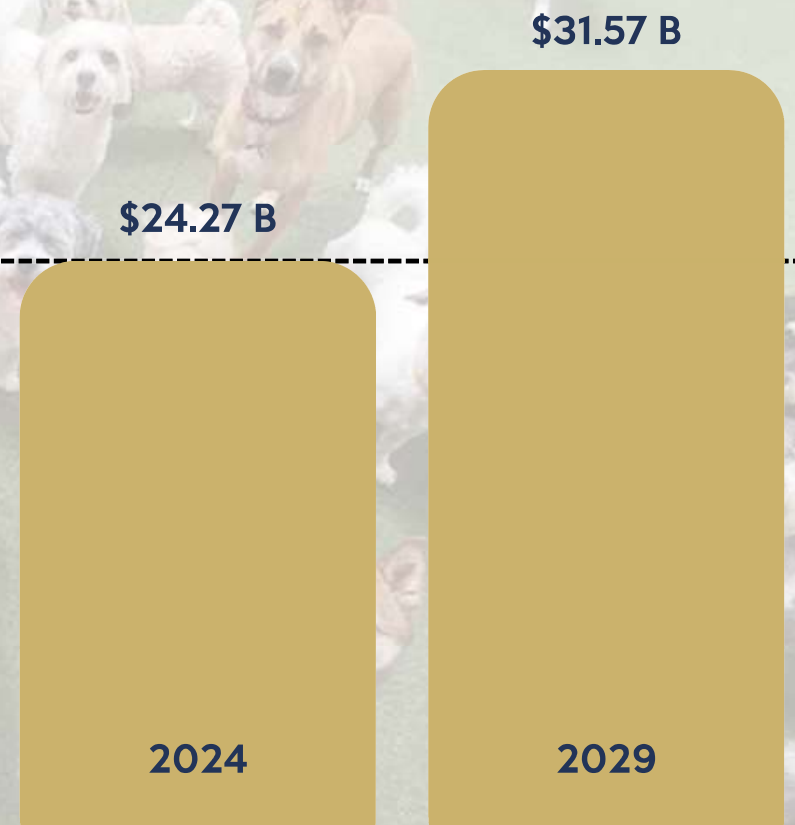


Pet Service Industry

All American Pet Resorts is an integral part of the \$223.3 billion dollar pet services industry and on the forefront of the dynamic real estate business. All American Pet Resorts provides premium pet care services to aspiring entrepreneurs, business professionals, and investors alike.

In the United States, the pet service market is projected to grow from \$24.27 billion dollars in 2024 to \$31.57 billion dollars by 2029, at a CAGR of 5.4% ([Mordor Intelligence](#)). This growth is driven by several factors, including the increasing adoption of pets, the rise of pet insurance, and the expanding range of pet services such as grooming, boarding, training, and pet sitting ([Mordor Intelligence](#)).

Overall, the pet services industry is set for continuous growth, supported by evolving consumer behaviors, technological advancements, and an increasing emphasis on pet health and well-being.



Setting The Standard

At All American Pet Resorts, we are on a mission to become the industry's most recognized pet care franchisor known for the highest standards in pet care and the highest return on investment for our franchise owners.

We don't believe that you can put a price tag on peace of mind, so we have elevated the traditional daycare and boarding experience.



24/7 in-person supervised care



Cageless & crate-free accommodations



Unlimited webcam access for pet parents



Safe, secure, & sanitary facilities



Proven processes that make an enjoyable experience for pets and pet parents

Initial Investment (Item 7)

Type of Expenditures (1)	Amount (Low – High)	Method of Payment	When Due	To Whom Payment is Made
Initial Franchise Fee (2)	\$60,000	Lump sum	As described in Note (2)	Us
Travel and living expenses while training (3)	\$0–\$5,000 per person	As incurred	As incurred during training	Airlines, hotels, restaurants
Real Estate Leasing (4)	\$0–\$20,000	As negotiated	Monthly or according to lease terms	Us or an affiliate, if we or an affiliate own the Pet Resort, otherwise, as per terms of the lease
Leasehold Improvements (5)	\$600,000–\$1,320,000	As agreed	Varied times	Building contractor
Furniture, Fixtures, Equipment (6)	\$5,000–\$10,000	As agreed	Varied times	Suppliers, vendors
Signage (7)	\$5,000–\$15,000	As billed	Terms of supplier	Supplier
Computer hardware, software, and cameras (8)	\$15,000–\$25,000	Lump sum	At delivery	Suppliers, vendors
Utility Deposits & Licenses (9)	\$0–\$5,000	Lump Sum Negotiable	Negotiable/As Incurred	Landlord/Utilities/Local Government Agencies
Legal, Architectural and Accounting Fees (10)	\$50,000–\$80,000	As incurred	As Invoiced	Attorneys, Accountants & Architects
Inventory and Supplies (11)	\$5,000–\$10,000	Prior to opening and as needed	At delivery	Suppliers
Insurance (12)	\$3,000–\$15,000	As billed	As billed	Provider
Start-Up Advertising Expense (13)	\$20,000–\$25,000	As incurred	Varied times	Vendors
Additional funds for first 3 months (14)	\$25,000–\$50,000	As agreed	As incurred	Vendors or third parties
Real Estate & Resort Coordination Fee (15)	\$10,000	Lump Sum	15 days after you sign a Franchise Agreement	Us
TOTAL	\$798,000 – 1,650,000			

*For further information, please refer to footnotes in All American Pet Resorts 2025 Franchise Disclosure Document (FDD)



Performance Comparison	All American Pet Resorts*	Camp Bow Wow**	Dogtopia***
Years Franchising (1)	21	23	21
Estimated Initial Investment (Single Unit)	\$798,000 – \$1,650,000	\$1,216,577 – \$2,037,471	\$543,095 – \$1,399,180
Territory Defined	7–10 mile radius or Geographic Fence	Not Defined	3 mile radius or less
Annual Royalty	7%	7%	7%
Annual Gross Revenue High (2024) (2)	\$3,005,360	Not Reported	\$2,081,880
Annual Gross Revenue Low (2024) (2)	\$581,364	Not Reported	\$352,319
Annual Gross Revenue Average (2024) (2)	\$1,659,361	\$1,055,810	\$932,116
Annual Gross Revenue Median (2024) (2)	\$1,435,182	\$988,140	\$904,758
Minimum Revenue Performance Requirement	No	Yes	Yes
EBITDA Average (2024) (2)	\$250,411	\$131,698 (3)	Not Reported (4)
EBITDA Median (2024) (2)	\$205,979	\$106,854 (3)	Not Reported (4)

* Results reported in All American Pet Resorts 2025 Franchise Disclosure Document (FDD)

** Results reported in Camp Bow Wow 2025 FDD

*** Results reported in Dogtopia 2025 FDD

1 Years in Franchising calculated based on information reported in Item 1 of respective FDD

2 Values reflect results reported in Item 19 of respective FDD

3 “EBITDA” defined as Earnings Before Interest, Taxes, Depreciation and Amortization. See Camp bow Wow FDD (Item 19)

4 "Net Operating Margin" utilized for this calculation, expressed as a percentage of total revenue. See Dogtopia FDD (Item 19)

AAPR has not reviewed any substantiation for the numbers provided for the competing brands. Additionally, AAPR has relied upon unaudited numbers provided by its franchisees. Some outlets have earned the amounts provided. Your individual results may differ. There is no assurance that you will earn as much. Written substantiation for the financial performance representation regarding AAPR outlets will be made available to the prospective franchisee upon reasonable request. See Item 19 of our 2025 FDD for key definitions and explanations.

Is All American Right For You?

All American Pet Resorts is not just another franchise, and our franchise partners are no ordinary franchisees. That's because we are committed to finding the best fit for our brand. Happy and successful franchise owners are key to our continued success, which is why we look for certain traits in prospective owners.

Ideal Candidate

- ✓ Leaders!
- ✓ Community Oriented
- ✓ Team Players/Builders
- ✓ Coachable Owners
- ✓ Effective Communicators
- ✓ Experience in Business Management



Our Business Strategy

All American Pet Resorts is more than a premier dog boarding franchise – we're in the business of making the lives of pet parents easier.

The primary focus of All American is to create a professional, category-leading pet care franchise company, launching profitable franchisee-owned units that achieve superior financial success and brand awareness within the vibrant pet care industry. We do this by providing unsurpassed support in **real estate and site selection, store design, construction, operations, and marketing support, employee training, profitability management, the latest technology**, and more.

All American Pet Resorts works to stay true to its vision – to be known as the most trusted and relied upon experts providing a remarkable pet parent experience while giving their dogs the highest level of care in a safe, secure, and enriching environment.



INVESTMENT SNAPSHOT

Our Support

All American Pet Resorts corporate provides an intensive onboarding course at our corporate location. The onboarding provides an overview of the industry as well as training objectives to include:

- ✓ Brand Standards
- ✓ Site Selection Support
- ✓ Resort Design / Construction Guidance
- ✓ Marketing Strategy & Assistance
- ✓ Operations Management
- ✓ Research & Development
- ✓ On-going Support

Marketing Support

All American Pet Resorts is dedicated to providing the tools and services franchisees need to be successful. We create a tailored marketing plan for new AAPR owners, starting 120 days before opening to “build the buzz” and ensure reservations and suites are occupied when your resort opens.

Our strategy includes SEO, PPC, and social media marketing. Owners work with our national digital marketing partner and All American’s marketing team to set up their Google My Business account and manage their reputation.



Available Marketing Services Include:

- ★ Dedicated location specific webpage development
- ★ Public and community relations
- ★ Traditional paid advertising
- ★ New mover campaigns
- ★ Other grassroots brand-building tactics



Operations Support

All American Pet Resorts provides our new dog boarding/daycare franchise owners with everything they need to build success with their pet care franchise. From the moment you join the team through your entire experience with our company, we'll always be there to support you.

Our comprehensive training programs ensure you will have the knowledge and skills to excel, while our ongoing marketing and operational support keep you ahead of industry trends.

- ✓ Competitor Analysis
- ✓ Onboarding / Training
- ✓ Resort Visits
- ✓ Operations Calls
- ✓ Vaccination Requirements
- ✓ Staffing & On-site Support



UNITED STATES

Our Locations

Florida

Fort Myers
Punta Gorda

Michigan

Canton
Lakeshore
Rochester Hills
Royal Oak
Shelby Township

North Carolina

New Bern
Asheville
Greensboro
Waxhaw (Coming Soon)

New Jersey

North Brunswick

Texas

Dallas
Leander (Coming Soon)



LOCATION OPTIMIZATION

Available Territories

The search for your first location is a team effort that involves several resources. We have a well-established relationship with national real estate groups to assist you in the following manner:



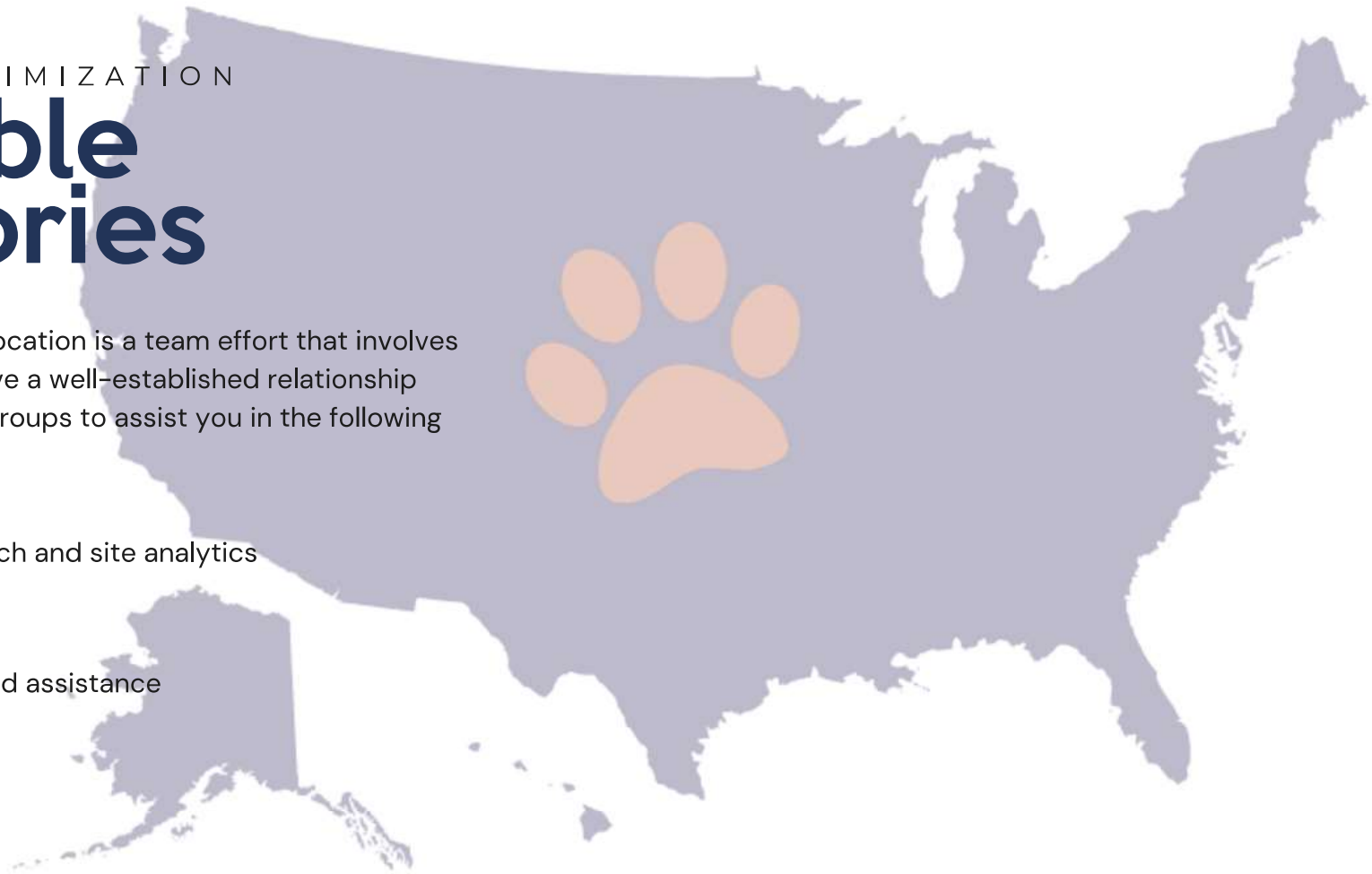
Territory research and site analytics



Lease review and assistance



Lease approval



LOCATION OPTIMIZATION

Territory Selection

The ideal location for a successful All American Pet Resorts is primarily in a vibrant, highly trafficked area that provides adequate parking, easy ingress/egress, and security to our furry friends and staff.

The advantages and benefits we bring to the search are numerous:

- Landlords want to work with an established national brand
- Landlords want to work with established commercial real estate brokers
- It's a streamlined process with checklists, specific guidance, and oversight by AAPR
- Single source for ongoing transaction management
- During the Discovery Process, you will be provided information about available markets and trade areas
- Currently, we have a wide range of territories in the U.S.





LOCATION OPTIMIZATION

DMA Analysis

You and your site selection team will have at your disposal powerful tools to identify prime space. This data-driven approach ensures that you select locations with the highest potential for success, maximizing foot traffic and aligning with All American's target customer base.

Demographic Analytics

Analyze key characteristics of a population within a specific area to find the optimal location

Population Density

Analyze if the number of people living in a specific area is a sufficient customer base

Income Levels

Analyze, assess, and ensure that the local population can afford All American Pet Resorts services

Design & Development



3/4 to 1 Acre of Land; New Construction or Renovated Facility



7,500–10,000 Square Foot Facility



Indoor and Outdoor Play Areas



Welcoming and Inviting Lobby



Safe and Secure Environment



Sanitation and Efficient Drain System



A fluffy orange and white dog, possibly a Border Collie, is standing on a yellow ramp. The dog has a white face with orange markings around its eyes and ears. It is looking towards the camera with its mouth slightly open. In the background, there is a black metal fence and a white building under a blue sky with some clouds.

Finance Support

At All American Pet Resorts, we understand that securing the right financing is crucial for the success of our franchise owners. That's why we have partnered with Live Oak Bank, the largest lender of pet care services in the country. Our franchisees have access to a range of financing options, including SBA approved financing and conventional loan options. These flexible and competitive financing solutions are designed to support your investment and help you build a thriving pet care business with confidence.

FAQs

1. What is the required capital for the development of an All American Pet Resorts business?

Development costs are provided in Item 7 of the FDD. Our scalable concept means that there is flexibility based on your investment and borrowing capability, the size of the pet resort that you and your market desire, the market conditions in your area of interest, and the projected income that will be derived from the business.

2. How will my territory be defined?

Your territory will be defined once your location is selected using All American Pet Resort's key performance indicators and demographics of the area. The territory may be determined by a radial distance from your business address or a geographical fence.

3. What are the standard fees I pay to All American Pet Resorts?

The Initial Franchise Fee is \$60,000. The Real Estate and Resort Coordination Fee is \$10,000. Monthly royalties are 7% of gross revenue plus 2% Brand Development.

4. Can I elect for the pre-paid royalty program?

Yes, the amount to participate in All American Pet Resort's pre-paid royalty program will be calculated as of January 1 of each year and based on prior calendar year average until revenue for all units in operation a minimum of (10) years. The amount to participate will be due upon election to participate in the program and will be nonrefundable.

5. What kind of support will I receive?

The All American Pet Resorts operations team will be there for you every step of the way. We'll assist with site selection, resort design & construction, marketing, training, administrative support, customer service, grand opening, quality control, brand compliance, and profitability management.

6. How much money will I make?

Individual resort financial performance depends upon many factors, including resort location, size, demographics, cost control, pricing, and your ability to follow our business model.

7. Will it be necessary to work in my pet resort?

That depends. If you are building your pet resort for yourself and your family, you may consider an active role in the day-to-day management of your resort, until you have established a successful management team. If you are an investor, you probably will not. Instead, you will employ a management staff to manage the resort.

8. How much training will I receive?

We provide approximately 280 hours of classroom and on-the-job training. It is broken down into phases and will take place at our headquarters, All American Pet Resorts location of our choice, your location, and via phone.

For additional information on training, please refer to FDD Item 11.

Next Steps

We believe in providing comprehensive support and transparency throughout the franchise journey. To ensure you have a clear understanding of the process and what's involved, we've outlined the key steps below:

Here is what you should expect next:

1. Complete a Confidential Qualification Form
2. In-depth call with Franchise Development Team
3. Receive our Franchise Disclosure Document
4. Meet with our Executive Team
5. Speak with existing Franchise Partners across the US
6. Attend our Discovery Day in Detroit, Michigan
7. Final Approval and Franchise Awarding

From initial contact to All American Pet Resorts approval takes an average of 45 days. We sincerely appreciate your interest in AAPR and look forward to discussing what it takes to join our team!



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Disclaimer

This information is not intended as an offer to sell, or the solicitation of an offer to buy a franchise. It is for informational purposes only.

Currently, the following 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, or wish to acquire a franchise to be operated in one of these states, we will offer you a franchise only after we have complied with applicable pre-sale registration and disclosure requirements in your jurisdiction. We are accepting applications from all states.