



**SKEDADDLE**  
HUMANE WILDLIFE CONTROL™

# Franchise Information Kit

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**A Recession-Proof Business**



Contact Us Today (877) 662-2877



# Franchise Information Kit

## We'd Like to Welcome You

Taking your career into your own hands by becoming a franchise owner is a big decision. There's lots of information to absorb, analyze, and discuss with your family. We are here to guide you through that information step-by-step and answer all your questions along the way.

This franchise information kit will provide you with basic details about Skedaddle Humane Wildlife Control and the opportunity to become a franchise owner. We wholeheartedly encourage you to book an introductory call with our team for a warm introduction to experience who we are—as a brand and as individuals.

The Skedaddle Humane Wildlife Control franchise network is growing, so if you're truly interested in becoming a franchise owner, now is the perfect time to get involved!

Thank you once again for your time and interest. We look forward to working with you and determining together if this will be a good fit and a successful partnership.

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## Franchise Benefits

Becoming a franchise owner presents a unique opportunity to gain the freedom and flexibility of owning your own business with considerably less risk. Did you know less than 7% of franchise owners fail within the first three years, as compared to over 90% of new business startups?

There are a number of advantages to franchising as opposed to building something from scratch: an existing customer base, a recognized brand, proven strategies, procedures and systems, and a knowledgeable support team.

Gallup Organization conducted a poll on franchise ownership experience and attitudes. Here are some results:

- **More than 90%** said their expectations were met or mostly met
- **More than 90%** said they considered their franchise to be successful
- **More than 65%** said they would have not been as successful if they had tried to open the same business on their own

Whether you are looking to start small or are willing to invest more to grow bigger, faster, we have the right franchise investment package to start you off on your journey to financial freedom, flexibility, and franchise success.

“



*My decision to become a part of the Skedaddle Humane Wildlife Control team really was based on their expertise. They have a combined 100 years' experience working with wildlife. I knew there was no way I could be an effective wildlife control professional without their help. They have the resources, the experience, the people, the website, the information. All those things have equipped me to best the best in my field and set me up for immediate success.”*

*“Even more gratifying than answering people’s need for wildlife services is providing jobs in the community. I’ve developed close relationships with my employees and their families. It has been an unexpected bonus of owning my own business.*

”

- Andrew Wheelock. Skedaddle Humane Wildlife Control, Halifax



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## Is Skedaddle Humane Wildlife Control for You?

Skedaddle Humane Wildlife Control franchise owners represent a wide range of backgrounds and previously successful careers. Some have held high-level positions with large corporate companies, some have worked previously in unrelated fields, others are embarking on their first career—yet they are all pursuing the dream of owning their own business.

### Ideal Skedaddle Franchise Candidates

- *Want to be early adopters in a franchise that will change the way the industry does business.*
- *May have experienced the difficulties of wildlife invasions and resultant damage first-hand.*
- *Tend to be fixers and problem solvers who enjoy a challenge, as each species and invasion has a unique twist.*
- *May be owners of other home services businesses.*
- *Have excellent people skills, as networking and sales are part of building the business.*

### A Day in the Life

Skedaddle franchise owners do not usually perform animal removal. They often choose to act as the sales representative and business manager, managing up to two to three wildlife technicians. All incoming calls are answered by English-speaking personnel at the call center which pre-qualifies customers, schedules initial property assessments, and transfers information directly to the sales representative's mobile device. The sales representative then meets with the prospect to perform the Skedaddle 50-point property assessment. Once the written quote is accepted, the sales representative dispatches their wildlife technician to remove the animals, seal the entry points, and perform repairs as needed.

“

*Within two months of starting my Skedaddle Franchise, I was able to earn back my initial franchise fee, as well as my royalty fees. You can't say that about many franchises.” “The local franchisor is quite possibly the most beneficial aspect of the entire Skedaddle Humane Wildlife Control system.*

*Nothing is more valuable than the hands-on support that Skedaddle Humane Wildlife Control provides to franchisees in all territories. They are always only a phone call or e-mail away, and their experience and knowledge is second to none. Without their support, I wouldn't be where I am today.*



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- Adam Wisniewski, Skedaddle Humane Wildlife Control, Sudbury Ontario



# Franchise Information Kit

## A Little Bit About Us

Skedaddle Humane Wildlife Control's unique, animal-friendly approach to wildlife exclusion and removal and its unprecedented lifetime guarantee on future home invasions have propelled the business from a single service vehicle to 29 franchise units. Since our inception in 1989, we have completed hundreds of thousands of wildlife removals and exclusions with environmentally friendly, humane, poison-free methods.

Skedaddle Humane Wildlife Control has built upon founder Bill Dowd's commitment to resolving urban wildlife conflicts in the most humane, effective way possible. We believe this commitment to animal welfare differentiates Skedaddle Humane Wildlife Control from other wildlife companies. We offer a lifetime guarantee on our workmanship and materials, which puts our promise of quality head and shoulders above the competition.

### Skedaddle Humane Wildlife Control's Brand Attributes

- *Educational + Established*
- *Reliable + Confident*
- *Calm + Concise*
- *Fresh + Familiar*
- *Modern + Clean*
- *Friendly + Approachable*

### A Solid, Stable Company

Skedaddle Humane Wildlife Control has been operating since 1989. As a privately held corporation, there are no public shareholders or a Board of Directors with public share options to please. Decisions are always made in the best interest of the brand and the individual franchise operators. We have never had litigation brought against us nor filed suit with any franchisee in our 30 year history.



“



*My lack of business experience really pushed me in the direction of choosing a franchise over trying to start my own business, and Skedaddle's wealth of experience has made that startup a lot easier.*

”

- Marcus Mueller, Franchise Owner, Milwaukee Wisconsin

## Why Skedaddle Leads the Market

The differentiating factor in Skedaddle Humane Wildlife Control’s success is our process. We remove animals humanely, return the home to the condition it was in before the invasion, and guarantee the home is protected from future invasions.



**Access & Remove**



**Clear & Clean**



**Prevent & Protect**

The Wall Street Journal reports that hundreds of millions of dollars are spent annually on nuisance wildlife control, yet many of these businesses exterminate the animals or relocate the mothers, leaving the babies to die. As environmental concerns and animal rights continue to be a hot topic in the public eye, these inhumane methods are becoming unacceptable, and often violate local ordinances when the animals are relocated or killed.

The need for wildlife remediation will increase as humans continue to extend urban areas into the animals’ natural habitats, and wildlife control is a recession-proof business. When the economy gets tough, homeowners may spend less on vacations and luxury items—yet they protect their main investments: their homes. By offering the value-adds of exclusion and damage repair services, Skedaddle franchisees continue to generate high-ticket revenue where most pest control companies leave off.

When wildlife such as raccoons, squirrels, bats, skunks, mice, and birds take up residence in a home or building, they can cause damage that erodes insulation, reduces energy efficiency, compromises structural elements, and produces mold and odor. Our proven track record of successfully removing wildlife, cleaning their mess, and preventing re-entry has made us an industry leader.

Skedaddle Humane Wildlife Control is also referred by many Humane Societies and SPCAs because we care about wildlife and the environment. We value these local community relationships and support them whenever possible.

“ They told me it was wildlife removal and I said ‘That’s probably the worst idea I ever heard,’ but as soon as we got there and had a conversation about Skedaddle and got to know them a little bit better, it turned out to be a really positive thing.



Jordan Spoelstra, Franchise Owner, London Ontario





## What to Expect: Training & Support

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We have developed, tested, and refined our processes to increase efficiency, sustainability, and profitability. By taking the time to create standardized procedures, we ensure the ability to duplicate our successes throughout the Skedaddle Humane Wildlife Control network. Our systems are based on measurable results that have been compared across the network to create benchmarks for success.

### Our Commitment to Training

Skedaddle is 100% dedicated to supporting new franchise owners with extensive training and ongoing assistance. Because owners do not have to remove animals themselves, they do not have to be skilled wildlife technicians to own this business. However, we teach you all this and more at your preliminary training in Hamilton, Ontario, Canada. We will cover:

- *Business basics*
- *Accounting*
- *Operating software*
- *Animal removal techniques*
- *Intrusion prevention techniques*
- *Safety protocols*
- *Sales & marketing*

### Complete Customer Relationship Management System

Our franchisees have access to our proprietary software and business process systems, designed to streamline and simplify all aspects of running your business. We have partnered with leading technology vendors for our platforms and customized them to Skedaddle Humane Wildlife Control processes. Customer database, sales reporting, and work order management are all part of this turnkey system.

### Marketing Support

Skedaddle Humane Wildlife Control's marketing program allows you to generate revenue quickly and achieve success. We provide online marketing and targeted search engine optimization so you are readily found in web searches, as well as robust public relations and communications to spread the word. We will also make personal introductions to local humane societies and SPCAs, which serve as excellent referral sources.

### Location Support

After two to three months of operation, a Support Manager will make a 2-day visit to your location to assist you with whatever concerns you may have. Throughout this time, you'll have full access to the support team via telephone and email, in addition to regularly scheduled calls with a Support Manager.



# Franchise Information Kit

## Next Steps

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Once you are ready to begin a serious investigation, please schedule a 15-minute introductory conversation. We will prepare you for your due diligence—a structured investigation into the Skedaddle Humane Wildlife Control opportunity. By the end of this exploratory process, you will know if Skedaddle Humane Wildlife Control is the right franchise for you.

Be assured, this is a discovery process, not a sales process. Franchising is not a buyer / seller relationship. It is a mutual evaluation. It should progress like an executive interview from yours and our perspective.

### The 6 Steps of Your Discovery Process:

- 1 Initial phone call. We'll both determine if there's a match and a reason to move forward.
- 2 Skedaddle Humane Wildlife Control brand overview webinar. This is a 10,000-foot overview of our business history, operations, and marketing. Expect a 30-45 minute session, and bring your questions!
- 3 Complete our simple Request for Information (RFI) to unlock your detailed market evaluation. We will analyze your region and community to determine potential and go over the results together.
- 4 You begin the validation process, contacting existing franchisees to evaluate their level of satisfaction and success. Ask them candid questions.
- 5 We send you our Franchise Disclosure Document (FDD) and begin outlining your exclusive territory, demographics, county boundaries, postal or zip codes.
- 6 Face-to-face meeting. We will either come to you, in your home town or city, or you will join us at our headquarters for a Discovery Day.

**We are ready to get started! Are you? Kick off your discovery process by scheduling your call today!**

**Contact Us Today (877) 662-2877**

**Thank you very much for your interest in owning a Skedaddle Humane Wildlife Control franchise. We truly look forward to starting the conversation about helping you become a business owner and a member of our team.**

**Good luck with your investigation.**