



PIECE OF MIND

Checklist: Growth Strategies for Pet Grooming & Boarding Businesses

“Clarity in your numbers creates confidence in your growth.”

Service & Revenue Growth

- Review your current service menu (grooming, boarding, add-ons)
 - Add at least one premium or upsell service (e.g., de-shedding, spa treatments)
 - Create bundled or package pricing options
 - Explore recurring revenue (membership or subscription plans)
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Pricing & Profitability

- Evaluate your pricing against local competitors
 - Ensure pricing covers labor, supplies, and overhead
 - Introduce tiered pricing (Basic / Premium / VIP)
 - Review profit margins monthly
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Financial Clarity

- Track income by service type (grooming vs. boarding)
 - Monitor supply and product costs regularly
 - Reconcile accounts monthly
 - Review financial reports (Profit & Loss, Cash Flow)
 - Set monthly revenue and profit goals
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Online Presence & Marketing

- Regularly update your Google Business profile with photos and reviews
- Post consistently on social media

Checklist: Growth Strategies (Page Two)

- Enable or optimize online booking for client convenience
 - Ask happy clients for reviews and testimonials
 - Maintain a simple, clear website
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Client Experience & Retention

- Create a smooth check-in/check-out process
 - Send appointment reminders and follow-ups
 - Offer loyalty or referral programs
 - Keep client and pet records regularly updated
 - Personalize the experience (notes, preferences, birthdays)
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Partnerships & Community

- Build relationships with local vets, trainers, and pet stores
 - Set up referral partnerships
 - Participate in community pet events
 - Collaborate on promotions or workshops
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Team & Operations

- Provide ongoing staff training and certifications
 - Cross-train team members for flexibility
 - Evaluate and upgrade scheduling efficiency
 - Implement systems to reduce downtime
 - Regularly check in with staff for feedback
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CEO Mindset

- Block time monthly to review business performance
 - Identify one area of growth to focus on each quarter
 - Invest in tools or support that save time
 - Celebrate wins; big and small! 🎉
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