



RE: Blue Chip Franchising LLC
415 Church St. #2101
Nashville, TN 37219

Thank you for your interest in Blue Chip Pet Care. We are proud to have new inquiries and we are extremely excited to have the opportunity to help others build successful in home pet service companies. Below is a guide to help understand what is offered when teaming up with Blue Chip Pet Care. Contact us today for more information about the process and getting started.

Demonstrated Market Demand & Site Selection: During the last stages of teaming up with Blue Chip Pet Care we will provide detailed maps of your target market as well as the size of your market.

A Proven Prototype: The business model is based on Lucky Dog Nashville D.B.A Blue Chip Pet Care in Nashville, TN. Lucky Dog Nashville has been in business for over three years and brings in six figure revenues. The business has been consistently profitable and continues to growth. This past June provided a revenue growth of 26% compared to that of 2010. We can provide financials to illustrate this growth.

A Distinctive and Protected Brand: Franchisees are provided with all branding which have registered trademarks. This gives uniform appearance to logo, marketing materials, slogans and overall image. Your franchise fee will also cover a website that will be accessible through BlueChipPetCare.com

Methods of Operation and Management: A detailed operations manual is provided. This is not easily duplicated and creates an ease of systems for an accelerated start up. This operations manual is continually upgraded as improvements are made in business operations and management.

Training Programs: Franchisees receive a two eight-hour days of training in Nashville, TN at Blue Chip Pet Care headquarters. Franchisees then receive one eight-hour day of training at the franchisee location. The cost of travel and lodging will covered by the franchisor and you will also receive two lunches.

Field Support: A franchisee will receive support visits from field staff. Your first year of being in business will include a one day six-hour visit every six months. This visit will be made by a Blue



Chip Pet Care field support staff member. After your first year, this same visit will be made once a year.

Ongoing Support: Blue Chip Pet Care hosts conference calls in two sessions once a month (morning and afternoon). This is to discuss industry news, marketing tips, and management tips. We will also gain franchise feedback from these sessions to continue improvement. Franchisees also will receive a monthly newsletter discussing business improvements, strategies and tips.

Communication: We provide a communication platform where all company documents are located which can be accessed anytime from a computer. Franchisees can also communicate with one another through an instant messaging platform. Our communication system also contains a discussion board where conversations can take place.

Advertising: As a franchisor will be contributing to a National Advertising fund that will benefit the brand as a whole. This through public relation programs to announce new businesses, business success stories and more.

Blue Chip Pet Care would like to thank you for taking the time to learn about our franchise opportunity. Feel free to contact us at the information below, have a great day.

Best,

You're Friends at Blue Chip Pet Care

Blue Chip Pet Care
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www.BlueChipPetCare.com
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