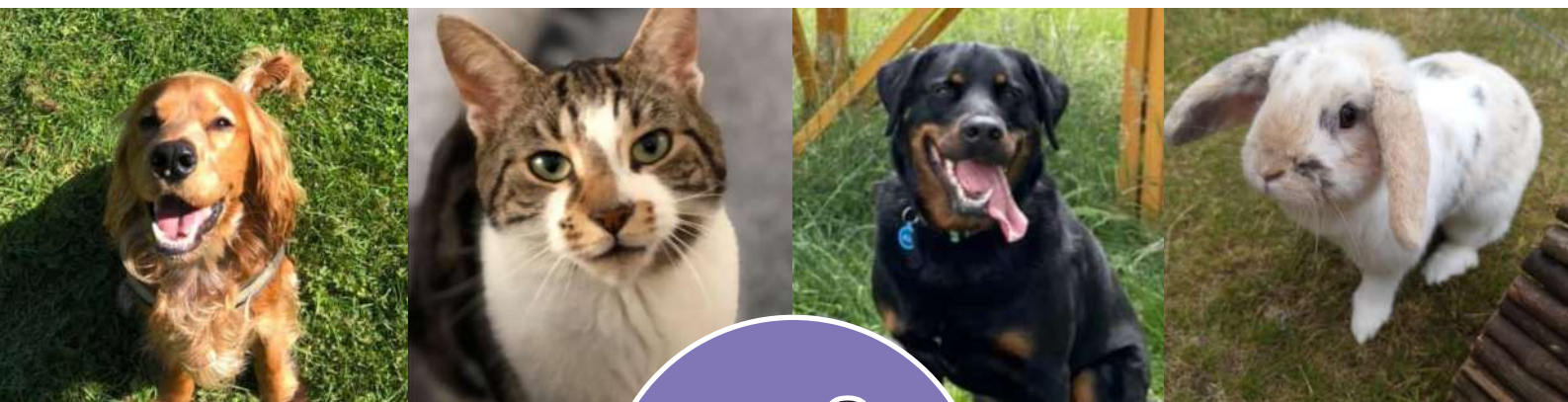


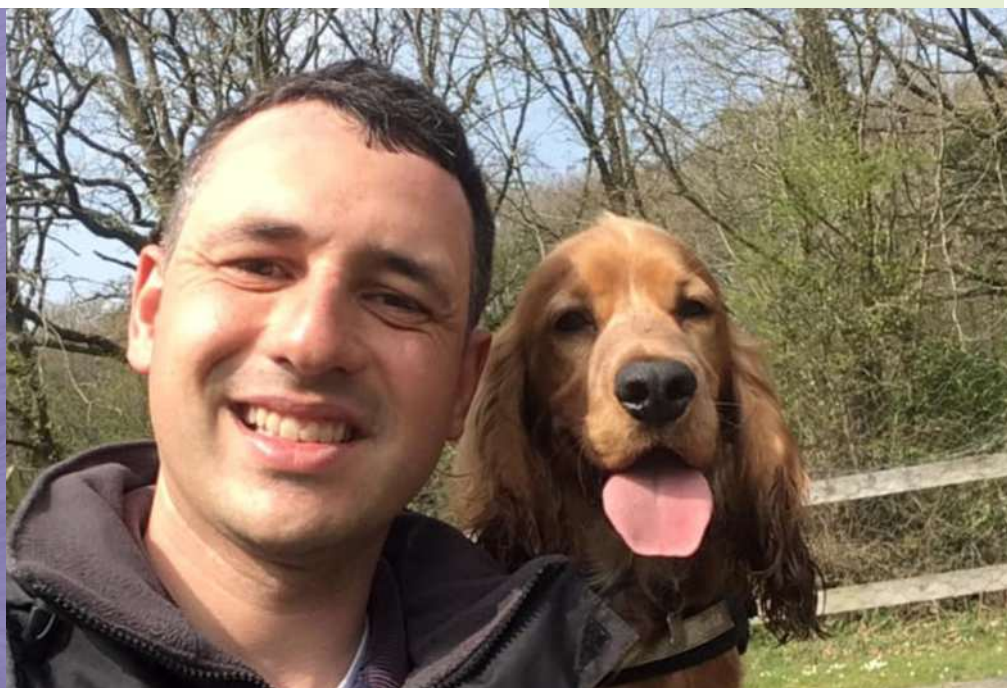


Transforming Your *Passion for Pets*
INTO A THRIVING BUSINESS



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Welcome to Pets, Homes and Gardens

From the Franchise Directors (and former franchisees), Ritchie & Amber Clarke

Back in 2018, I was sitting exactly where you may be now. I was massively unfulfilled in an office role, worn down by long hours, constant pressure, and a fixed salary which wasn't reflective of my effort. At certain times of the year, I barely even saw daylight. Deep down, I knew this wasn't how I wanted to spend my working life.

I loved the idea of working with animals and being my own boss, but my biggest hesitation was whether you could earn a sensible living in the process. After discovering the Pets, Homes & Gardens franchise in 2018, that uncertainty disappeared very quickly.

After a few fantastic meetings and conversations with the founders of the franchise, I knew PHG was right for me. Following my onboarding and training, I proudly launched PHG Southampton and went full time from day one, determined to give it my complete attention.

The systems were clear, the support was exceptional, and it felt as though I had joined a family of people who shared the same passion as me. It was one of the most tremendous feelings, and the business grew far quicker than I expected.

My wife, Amber, is now running the business with me, as she immediately fell in love with the work the moment she started to dip in and help.

Today, we work hands-on with animals every day and our services include dog walking, home pet visits, house sits, and small animal boarding. This is a business we're incredibly proud of, and it is now recognised as one of the highest rated pet care businesses in the city.

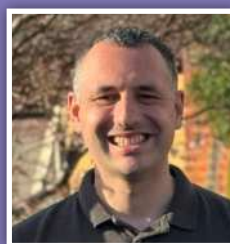
When the opportunity arose for Amber and me to take over the PHG franchise following the retirement of its founders, Peter and Julie Maxted, we jumped at it. We love the brand and have remained true to everything that makes PHG so special.

Importantly, we continue to run PHG Southampton alongside the franchise. This is a deliberate choice. Staying on the frontline allows us to offer real shadowing opportunities, keep our training and advice sharp, and ensure the support we give is practical, current, and based on real day to day experience.

PHG has been built for those who are passionate about animals, want to work hands-on as their own boss, and are ready to launch a business that's personally and financially rewarding.

This truly is the most wonderful industry, and we would love to hear from you if you dream of running your own pet care business with full support behind you.

Best wishes,



R. Clarke *A. Clarke*

Ritchie and Amber Clarke
Franchise Directors, Pets, Homes & Gardens





WATCH NOW

PHG's Story

Back in 2009, Peter and Julie Maxted ran into a problem many pet owners will recognise. Whenever they went away on holiday or had work commitments, they struggled to find a local business they could truly trust to care for their much-loved pets. With several animals to look after, it often meant using different providers for dog walking, pet visits, and home care, which was stressful and far from ideal.

That's when the penny dropped. They realised there was a clear gap in the market for a single, reliable business that could provide the full range of pet care services, all delivered to an exceptionally high standard.

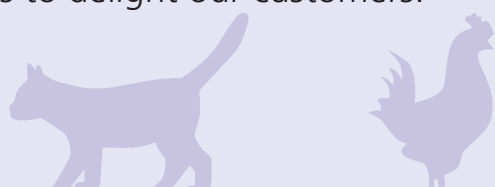
Pets, Homes & Gardens was born from that moment, with a simple but powerful goal – to offer complete, professional pet care that owners could genuinely depend on, giving them real peace of mind when they were away from home.



What's Makes PHG Special

Since 2009.....

- PHG has been a warm, friendly brand that makes customers feel welcome and valued from the first interaction.
- Trust sits at the heart of everything we do. Our franchisees work extremely hard to earn that trust and protect it fiercely at all times.
- We have never let a client down. Once a booking is confirmed, it will always be honoured, no matter what.
- Safety has always come first. Risk is carefully considered in everything we do to ensure pets are kept safe, secure, and well cared for at all times.
- We have never rested on our laurels and constantly look for fresh new ways to delight our customers.



Through comprehensive training, hands-on shadowing, and fully funded qualifications, our franchisees specialise in delivering a genuinely bespoke pet care service tailored to the individual needs of every customer and their much-loved pets.

All franchisees are trained to deliver the 'PHG Standard' and we all work to a simple philosophy:

Premium pet care is good, but the 'PHG Standard' is exceptional.

All pet care services are delivered personally by our franchisees, not passed on to random staff members. Customers always know exactly who is caring for their pets.

We focus on building long-term relationships with our customers, so when they are away from home, arranging pet care feels seamless, reassuring, and completely worry free.

The result of all the above?

Our amazing franchisees are among the best in the industry, offering customers complete peace of mind and a consistent five star service.



What Our Franchisees' Customers Are Saying...

PHG Romsey

Amazing! My boy waits at the window waiting for Ian to come for him. Very professional and reliable. We are happy to go away and leave him in capable, caring hands. Highly recommend.

Melanie Jones

PHG Horsham

Suzanne and Teresa came and looked after our very nervous rescue cat Shadow - I was so worried about leaving him but they provided regular check ins and pictures, and by the end of the trip Shadow has come out of his shell and was like a different cat! Cannot recommend enough

Emma D

PHG Whitley Bay

Wendy has been doing holiday visits for our 2 cats for over a year now and I am always so pleased with her services. Great communication whilst booking and throughout with lovely photo and video updates - means I can really relax knowing everyone is happy! Also lovely personal touches like watering the plants and leaving milk for that first cuppa on return home :) delighted to recommend her business to anyone.

Sarah Naisby

PHG Guildford

Nick is the best dog walker ever. A lovely man whom truly cares about animals. My dog worships him and is always eager to see him arrive and take him for a walk. I cannot recommend Nick highly enough, great with animals and super reliable.

Danny Knight



If you're
trustworthy
and **love working**
with animals,
this could be your
new reality!

A Dream Opportunity

Imagine running your own pet care business, setting your own hours and doing something you truly love – all with the support of a personalised, family-run franchise.

PHG has been going strong for over 16 years, and many of our franchisees have been with us for much of that journey. We're offering a fantastic opportunity for motivated, pet-loving individuals to join the PHG family.

Each territory is exclusive, and there is just one slot available in your local area.

You'll Be Running Your Business Hands-On with Pets

The Trust-Based Model That Commands Premium Prices & Loyal Clients

This is a hands-on, owner-operated business where you personally deliver the service – either as a sole trader or, if applicable, with your partner, husband, or wife as a sole trader partnership. No staffing headaches, no complicated HR issues – just you working directly with animals every day.

Why This Matters to Your Income:

Pet care is a trust-based industry, and pet owners will pay premium prices when they know the business owner – not unfamiliar staff – is personally caring for their beloved pets. As the face of your business, you'll build deep, trusted relationships with clients who value consistency, accountability, and genuine care. That trust translates directly into higher rates and loyal, long-term customers.

The PHG Owner-Operated Model:

-  Strong profit margins – no staff wages eating into your earnings
-  Be the face of your business – running something you can be proud of
-  Command premium prices through earned trust and by following the PHG blueprint
-  Complete schedule control – mould the business around your needs and lifestyle

we are members of



Training & Support

When you join PHG, you're not just starting a business – you're joining a family.

We've
got your
back!



You'll benefit from:

-  Two-day initial training covering everything from invoicing and accounts, to operations, marketing and customer service.
-  A comprehensive marketing plan.
-  Business startup checklist and operations manual.
-  Fully-fledged website.
-  Access to the PHG forum where you can reach out to your peers.
-  Ongoing marketing support to ensure your continued success and growth.
-  Practical support and shadowing opportunities with us – Ritchie & Amber – owners of the PHG franchise.

What Could You Earn as a PHG Business Owner?

Every PHG franchisee shapes their own routine, client base, and service mix, so earnings naturally vary.

The key is working smartly within your local area, focusing on regular clients, and offering a thoughtful blend of premium services. Below are three realistic examples to help you picture what's possible.



Scenario 1 – Light, Premium, and Steady

A calm, intentional workload with premium solo dog walks (five dogs per weekday) within a close radius, serving regular clients who value quality and consistency.

Estimated revenue:
around £23,000 per year.

Ideal for those who want fulfilling, hands-on work with animals every day, while keeping plenty of personal time and flexibility.

Scenario 2 – Professional and Balanced

Five weekday dog walks, plus a steady flow of home-pet visits for cats, rabbits, and small pets.

Estimated revenue:
approximately £35,000 to £44,000 per year.

A strong middle ground with variety, meaningful work, and a comfortable lifestyle.

Scenario 3 – Established and In-Demand

Five weekday dog walks, daily pet visits, and house sitting through the year.

Estimated revenue:
£45,000 - £65,000+ per year.

A thriving schedule supported by a strong local reputation and loyal regular clients.



Low Overheads and Strong Margins

Pet care is refreshingly low-cost to run. There are no premises, no staff, and very few fixed overheads.

For many PHG franchisees operating as owner-operators, pre-tax profit margins of around 65 to 70 percent are achievable once established.

With PHG's brand, hands-on training, and our proven blueprint, you have the support and structure to build a professional, rewarding business that grows steadily and sustainably.



You choose the lifestyle. We help you build it

This is a model of what could be earned, but cannot be guaranteed. Individual results vary based on services offered, hours, pricing and level of commitment.





"With PHG behind you, premium becomes the standard."

- Ritchie & Amber Clarke

The Investment & Return

The joining fee for this transformational opportunity is **just £2,995!**

We also recommend having around £2,000 available to help get your business off to a strong start. Through our comprehensive training – backed by the PHG Blueprint – you will learn how to make the most of this budget, ensuring every penny works hard and delivers the strongest possible return.

Our low joining fee of £2,995 reflects our focus on long-term success, not short-term profit. We're genuinely invested in helping you build a lasting, reputable PHG business within your area – and we'll be by your side from day one to help you achieve it.

With our support, you'll have the opportunity to build a business you love – enjoying a flexible lifestyle, a healthy income, and the freedom to shape your working life around your priorities.



Your PHG Advantage

Running a PHG franchise includes everything you need to operate successfully under a trusted, long-established brand.

You receive your exclusive territory, comprehensive support, marketing tools, and a suite of resources that help you run your business efficiently, profitably and safely.

We enable our franchisees to offer irresistible propositions to their customers, inspiring trust and allowing them to command premium prices in return.



With PHG's credibility, proven blueprint and high level of support, franchisees can deliver a standard of service that independent operators would find difficult to match.

The premium rates this generates comfortably outweighs your ongoing fee, helping you build a stronger, more profitable business for the long-term.

Your monthly fee is 9.5% of turnover. There are zero management fees, hidden fees or renewal costs. This monthly fee ensures your PHG support, blueprint and tools remain fully maintained, continually improved and working for you every day.



Click here to Learn More
in Our Deep Dive

Business Development and Ongoing Support

Included with your £2,995 joining fee

Hosted website, Domain Name and Support Package

Ongoing domain and website provision and hosting, plus internet marketing campaigns to ensure Page #1 ranking on Google.

Adword Optimisation

On-going management and optimisation of your Adword campaigns.

Unlimited Support from Ritchie & Amber

Receive comprehensive support from Ritchie & Amber, the owners of the PHG franchise. Their support is hands-on and completely tailored to you. This includes front-line operational support, strategic guidance, tech support, business coaching and so much more. This benefit truly sets us apart from other pet care franchises!

National Business Branding and Logo

License to use and promote.

WhatsApp Communication

Your website will be optimised to enable your prospective customers to reach out to you with ease via WhatsApp. This has proven to be a critical communications tool, responsible for bringing in lots of new business.

PHG Business Support

Direct business support from PHG to keep you informed of the latest industry tactics and strategies to grow your own direct business.

Periodic Business Development Reviews

Regular reviews to discuss how to maximise your business potential.

Resources Hub

Articles, case studies, skill improvements, top tips and more, delivered directly to your PC.

Technical Support

We won't let the technical stuff hold you back – PC and website support is always available to you.

Pet Safety Guidance

Blogs, tips, and emergency back-up.

Forms and Templates

New, customised and updated forms to run your business.

Expert Insights

Get the best from the best – all the latest marketing, sales, accountancy and business development information, will be regularly released.

PHG Forum Access

Access the PHG forum to stay connected, get questions answered fast, see what other franchisees are saying and doing.

PHG Brand

Get the full benefit of PHGs' expansion as they become one of the leading pet sitting & dog walking businesses.

PHG Advertising

As part of PHG, you'll share in the brand visibility created through our national franchise advertising.

PHG Promotional Material

Have PHG tested marketing materials, from blogs, email and text copy, direct mailers – all provided to help grow your business.

Training Courses

When you join PHG, you'll gain lifetime access to a CPD-certified Pet First Aid Course and a Dog Walking & Pet Sitting Diploma Course – both delivered fully online for maximum convenience. You'll also be enrolled on a practical, in-person Pet First Aid Course. All of this is included within your franchise joining fee

PHG Business Blueprint

The PHG Business Blueprint is our proven formula for success – the 'secret sauce' behind the many thriving PHG businesses. It's what turns happy customers into raving fans and drives in countless five-star reviews. Refined over 16 years and continually evolving, the Blueprint gives every franchisee the tools, systems and know-how to build a sustainable business that's both personally rewarding and financially successful.

Comprehensive Start Up Kit

When you join PHG, Ritchie and Amber will provide you with high quality equipment which is customised specifically to you and your business.

Your success is at the heart of PHG. That's why your monthly 9.5% commission fee includes a high-value, all-inclusive development and support package designed to help your business thrive. If this level of support was sourced independently, you would be looking at a cost in excess of £15,000.

What Our Amazing Franchisees Think...

Lisa Greenstock & Ian Hardie

@ PHG Romsey:



“ We would just like to say that our transition into the PHG franchise has been amazing. Ritchie & Amber Clarke provided a 2 day training course and

delivered it to perfection. On top of that they have been available for guidance and advice, whether it be by telephone, email or in person. Their professionalism, experience and friendly manor have made us feel at ease throughout. We would highly recommend Pets, Homes and Gardens to anyone interested in pet care, dog walking & gardening.

Russell Lawson: Former franchisee of PHG Hayward's Heath:



“ Being a franchisee with Pets Homes and Gardens has been an amazing experience. Having decided to retire and sell my franchise, Ritchie and Amber directors of the

PHG Company have been absolutely amazing in getting the whole process done with no disruption to my existing customers. I would highly recommend getting in touch with either one of them if you would like to be your own boss and join a fantastic team in a pet care environment.

Janis Byne

@ PHG Selsey:



“ I have been a Franchisee since 2019, and it has been amazing, I wish I had

joined sooner. Fantastic business to run and the support given has been excellent with help and advice always available. This business can be adapted to suit you and can certainly give you a full time income. I highly recommend The Pets, Homes & Gardens company.

Chris Bentley

@ PHG Stockton-On-Tees:



“ I started quite young so I needed experience to help guide me on the

way. The advantage of being part of a franchise is definitely the support - a sort of template where you need to go and help with advertising, which is invaluable.



The PHG Family

Speak to our Franchisees

If you are seriously considering this opportunity, feel free to reach out to any of our franchisees in the PHG family.

We're sure they will answer any questions that you have.

Why Join PHG?

Running your own pet care business with PHG offers not just financial rewards, but also a incredible work-life balance. Here, you are the boss, directing your own dream rather than chasing someone else's.

And you won't be doing it alone – we'll be right beside you, offering guidance, sharing our experience, and supporting you every step of the way as you build a business that truly works for you.

There's never been a better time to join PHG. The demand for professional pet care is growing consistently, and we'll help you capitalise on this incredible opportunity – on your terms!

In addition to the training summarised above, you can expect:

-  A steady flow of new business enquiries for your exclusive territory.
-  Shadowing opportunities with PHG franchisees, giving you real insight into their day-to-day work – from small animal boarding and home pet visits to solo and group dog walks.
-  Gaining insights into proven strategies that consistently yield five-star reviews.
-  Training on how to effectively use key online platforms – a proven approach that continues to drive enquiries and support growth across the PHG network.





If You're Feeling Both Inspired and Nervous – That's a Good Sign. It's completely normal to feel excited and uncertain at the same time.

Questions around confidence, income, routines, and "can I really do this?" are all expected – and healthy.

We've created detailed answers on our website which directly answer the questions people usually have at this stage, based on real, everyday experience.

Some of the key questions we address include:

-  Do I need experience to start a PHG franchise?
-  Is a dog walking & pet sitting business profitable in the UK?
-  Will I have enough freedom running a PHG franchise?
-  Is a PHG franchise right for me?
-  A day in the life of a professional dog walker & pet sitter
-  How a proven system helps you grow your pet care business faster
-  The biggest challenges in pet sitting – and how to handle them
-  The most common mistakes people make when starting out alone

And if you'd like a bit more clarity on whether this path feels right for you, our short readiness quiz is a fantastic place to start:

phg-runyourownpetcarebusiness.scoreapp.com

Check them out here:

<https://www.petshomesandgardens.co.uk/blog-phg>



Join us
TODAY!

Join us Today!

When you join PHG, you're not just starting a business – you're joining a close-knit family.

We're intentionally small, so every franchisee receives truly personalised support and becomes part of something meaningful. It's a dynamic no large or corporate franchise can replicate.

You'll receive direct guidance from us as owners, along with ongoing support from fellow franchisees whenever you need it. With PHG by your side, you'll have everything you need to build a business that fits seamlessly into your life.



Don't miss out

on this remarkable chance to become part of the PHG franchise family and unlock a world of possibilities.

Join us today and embark on a journey where your passion for pets can become your pathway to prosperity.

we are members of

fsb⁸

QFA
Quality Franchise Association

PIF
Pet Industry Federation



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Chat via WhatsApp