Franchise Funding Group, LLC Invests in The Dog Wizard, a Dog Training Franchise Based in Charlotte, NC

CINCINNATI, March 29, 2017 /PRNewswire/ -- The Franchise Funding Group, LLC (FFG) has invested in The Dog Wizard®, an emerging and successful dog training franchise based in Charlotte, North Carolina. FFG, as investors and strategic partners, will help The Dog Wizard improve their franchise development systems and accelerate their franchise growth. The Dog Wizard currently has 18 franchise locations in the United States.
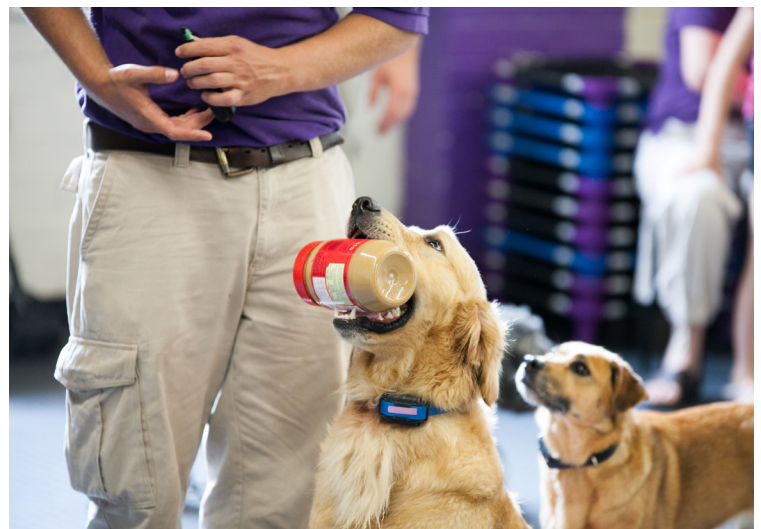
FFG is an investment and franchise-development company located in Cincinnati that helps entrepreneurs to scale their existing, proven and profitable businesses nationwide as new franchise systems. FFG also helps existing small franchise systems, like The Dog Wizard, to jumpstart their growth.

"We are excited to invest in The Dog Wizard because it has a great CEO and Founder, Gretchen Hollifield, a proven and profitable home-based business model, and the pet care industry is booming and lucrative. Americans spend more than $60 billion each year on their beloved pets. And with over 77 million dogs in over 54 million households, dog training has huge growth potential in the coming years and we want to help Gretchen and The Dog Wizard dominate the U.S. marketplace and this pet care category," said FFG President Daniel Murphy.

When a business partners with Franchise Funding Group, FFG provides up to $150,000 in services, training, systems development, marketing, strategic guidance and funding. FFG's Advisory Board Members have collectively and successfully developed dozens of businesses, including nearly a dozen national franchise systems. FFG last invested in Pet Wants (fresh pet food delivered to the customer's door) and, in less than two years, the Pet Wants Franchise has more than 60 franchise owners in 26 states. *(continued on other side)*

Gretchen Hollifield, who has been a dog trainer for more than 20 years, and franchising more than five years, is thankful she decided to partner with The Franchise Funding Group.

"Franchise Funding Group is what I needed to help my franchise system reach its true growth potential. On my own, I developed a proven business model, know dog training inside and out, and have a group of passionate and committed franchise owners doing very well. But what I lack is some of the necessary franchise development expertise, marketing tools, and sales support systems to effectively recruit new franchise owners on a national scale. FFG provides all that and more. And best of all, I pay them nothing. They invested in me and my franchise. They have real skin in the game and their success is tied directly and completely to my company's success," Hollifield said.

"The Dog Wizard is a change-your-lifestyle opportunity to turn your passion for dogs and their well-being into a profitable and fulfilling business. Our training is so effective that it comes with a lifetime satisfaction guarantee. And best of all, helping dogs have better relationships with their families is a highly rewarding business, both emotionally and financially," Hollifield added.

Most The Dog Wizard franchisees don't have formal dog training or business experience and they operate out of their homes. Most dog training takes place at the client's home, neighborhood, public parks, or at doggy daycare facilities. Referrals come from current clients, dog groomers, veterinarians, pet store owners and managers, doggy-day care professionals, dog food providers, adoption/rescue centers, and other pet professionals. New franchise owners complete online video training prior to their three weeks of hands-on training in Charlotte, NC.

For more information about the Franchise Funding Group or to fill out a funding request form, visit FranchiseFundingGroup.com. To inquire about The Dog Wizard franchise opportunities in your area, go to TheDogWizardFranchise.com.

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