



HOUNDS TOWN ^{usa}™

TENANT PACKET

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www.HoundsTownUSA.com | www.HoundsTownFranchise.com | www.MichaelsGould.com

ABOUT US



HOUNDS TOWN USA WAS FOUNDED IN 2001 BY FORMER NYPD CANINE HANDLER, COMMANDING OFFICER OF THE NASSAU COUNTY POLICE DEPARTMENT, AND NAVY VETERAN MICHAEL S. GOULD. HE BRINGS MORE THAN 35 YEARS OF COMMERCIAL CANINE EXPERIENCE TO THE PET CARE INDUSTRY.

Hounds Town USA is a fully interactive daycare, boarding, and grooming pet care facility that offers worry-free, flexible, and reliable service. Since our inception in 2001, we have hosted nearly 1.5 million canine visitors.

Unlike many other pet care facilities, we offer FULLY INTERACTIVE daycare—meaning dogs are placed in play groups by size and temperament, where they interact and play all day long. The psychological structure that natural packs offer helps with

separation anxiety, confidence building, obedience, and many other behavioral issues. It's also piece of mind for our customers, knowing that their dogs have a place to be themselves without having to pay a fortune.

HOUNDS TOWN USA OPERATES ELEVEN LOCATIONS ACROSS TEN STATES.



HOW WE GOT HERE



Mike Gould becomes one of the first members of the NYPD's elite Canine Unit.

1982

1998

Mike opens Canine Consultants International.

Mike begins boarding dogs and Hounds Town USA is born following 9/11.

2001

2004

Hounds Town USA's second location opens.

Third Hounds Town USA location opens.

2012

2015

Hounds Town USA national expansion begins.

Hounds Town reaches 10 locations across 3 states.

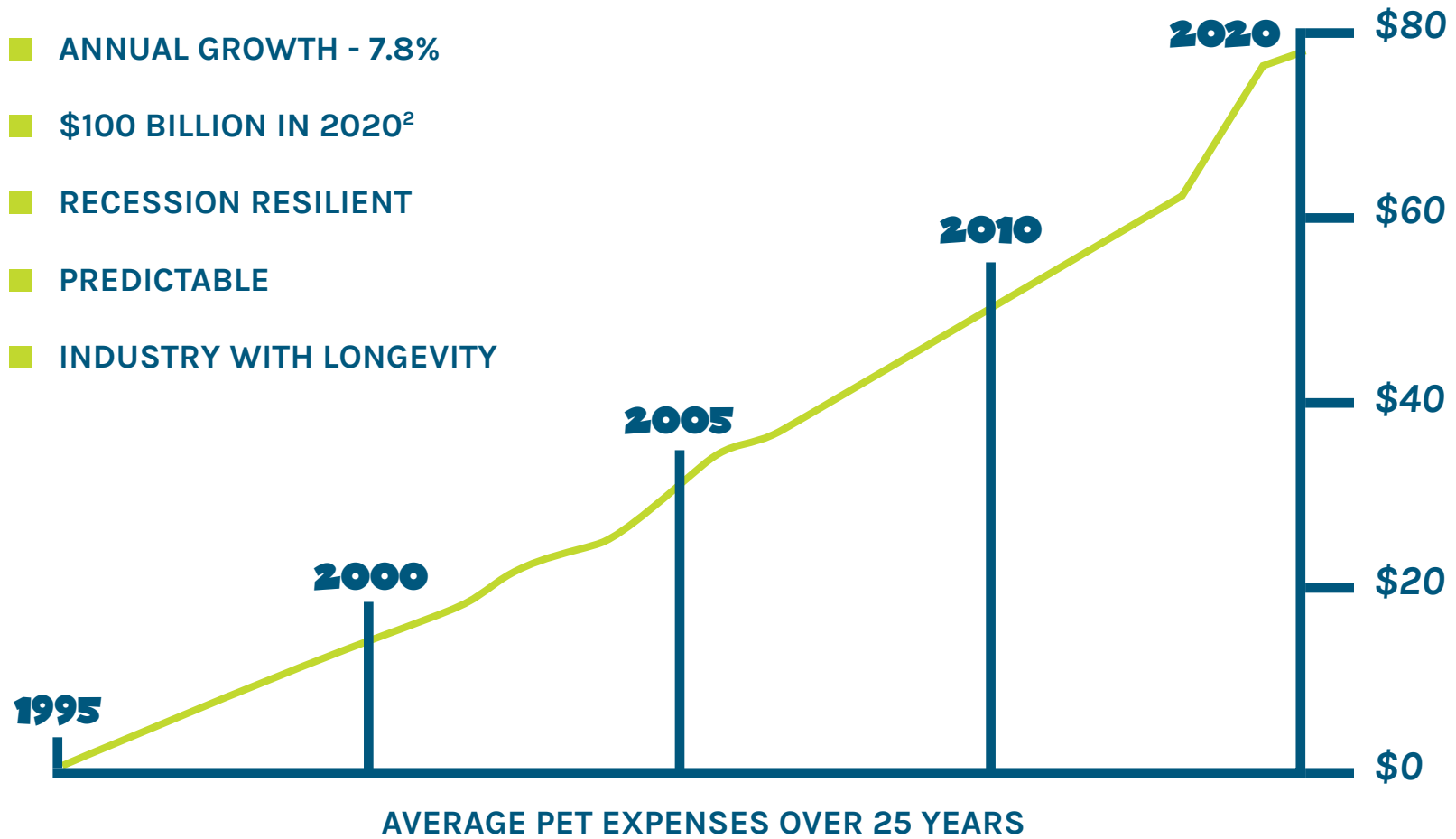
2018

2019

Hounds Town USA set to open 10 new stores.

OUR INDUSTRY IS GROWING

- ANNUAL GROWTH - 7.8%
- \$100 BILLION IN 2020²
- RECESSION RESILIENT
- PREDICTABLE
- INDUSTRY WITH LONGEVITY



OUR AWARDS



BEST OF THE BEST



Hounds Town – Port Jefferson once again takes home the gold for North Fork's infamous publication Dan's Papers' annual awards. The contest focuses on identifying the best small businesses on the north shore of Long Island in a variety of categories, including pet care.



BEST OF LONG ISLAND

Hounds Town has been nominated for the best pet care facility on Long Island by Bethpage's Best of Long Island Awards many years in a row!



BEST OF FRANCHISES

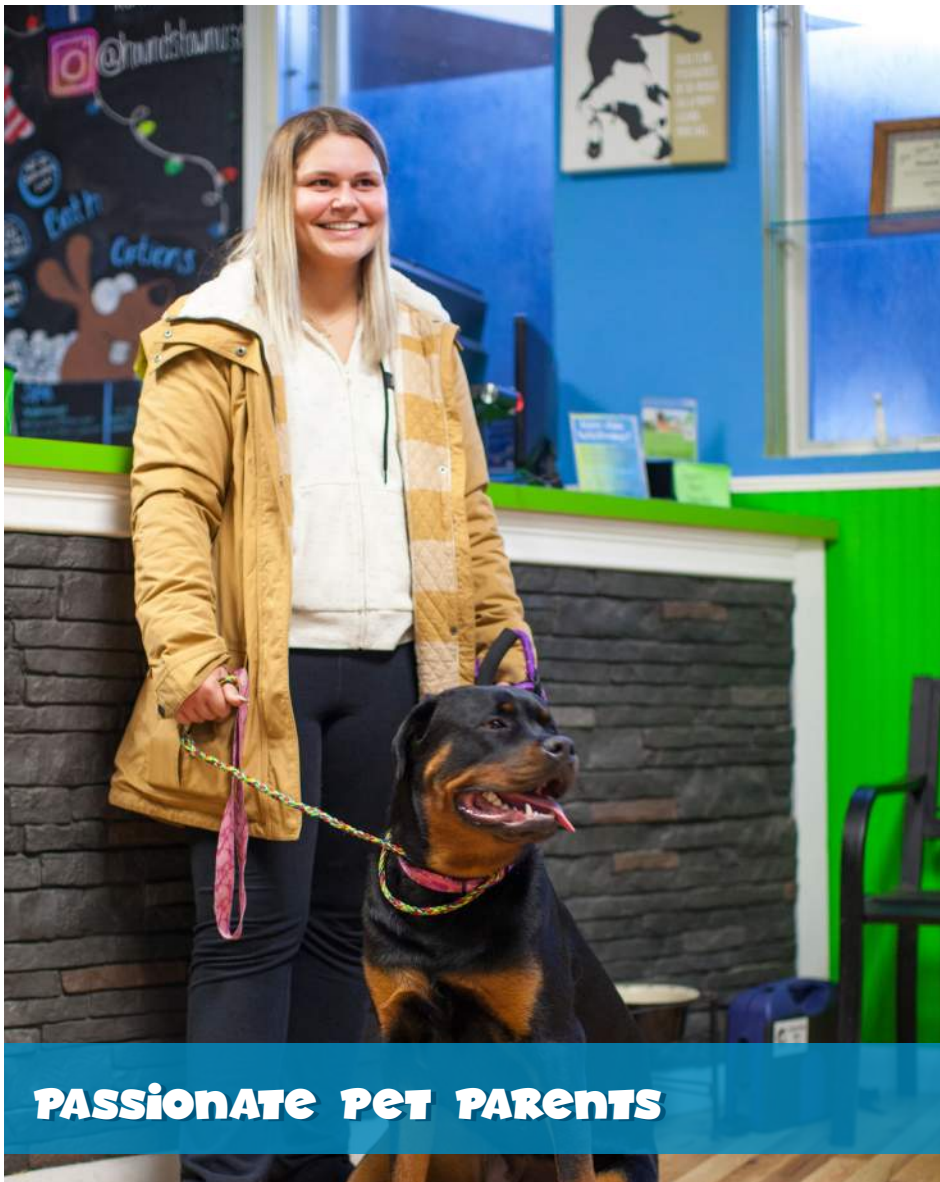
Hounds Town USA named 11th in Top 20 franchises of 2019 by Franchisehelp.com.



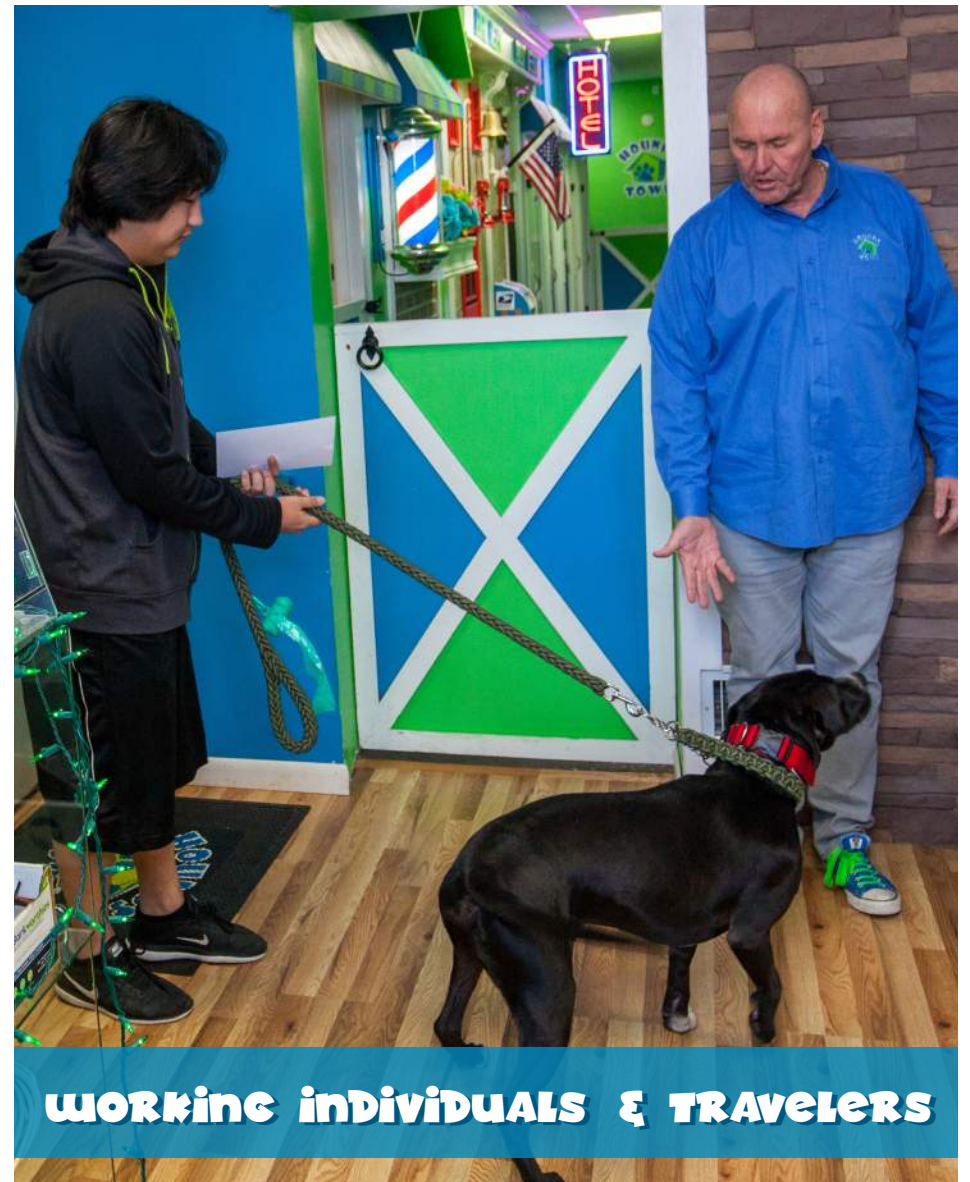
BEST OF GAME CHANGERS

Hounds Town USA named in Top 100 game-changing emerging brands by Franchise Dictionary.

OUR CUSTOMERS



PASSIONATE PET PARENTS



WORKING INDIVIDUALS & TRAVELERS

experience

We offer an honest and straightforward approach to pet care. We do not upcharge for upgraded services like bottled water or extra walks. We charge one competitively low price that offers customers the chance to have a pet without having to take out a second mortgage on their home. Our customer base is largely school teachers, fireman, police officers, construction workers, and other blue collar members of the workforce.



BRAND

Every Hounds Town USA is designed to look like a town for dogs, complete with a fire station, police station, post office, cinema, spa, and dog hotel, for one stop shopping for pet owners. We also offer a pet taxi service and run a 501(c)3 charity that rescues and rehabilitates local shelter dogs. We have a strong relationship with many public and private shelters across the country.



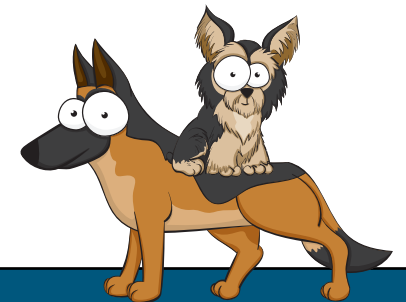
INDUSTRY

More than 70% of all U.S. households own a pet. The pet care industry is growing rapidly and more and more dog owners are in need of reliable pet care. Spending on pets topped \$65 billion in 2015, up 25% from just 5 years ago. With that kind of growth, the demand for brand-recognized pet care services is stronger than it's ever been.

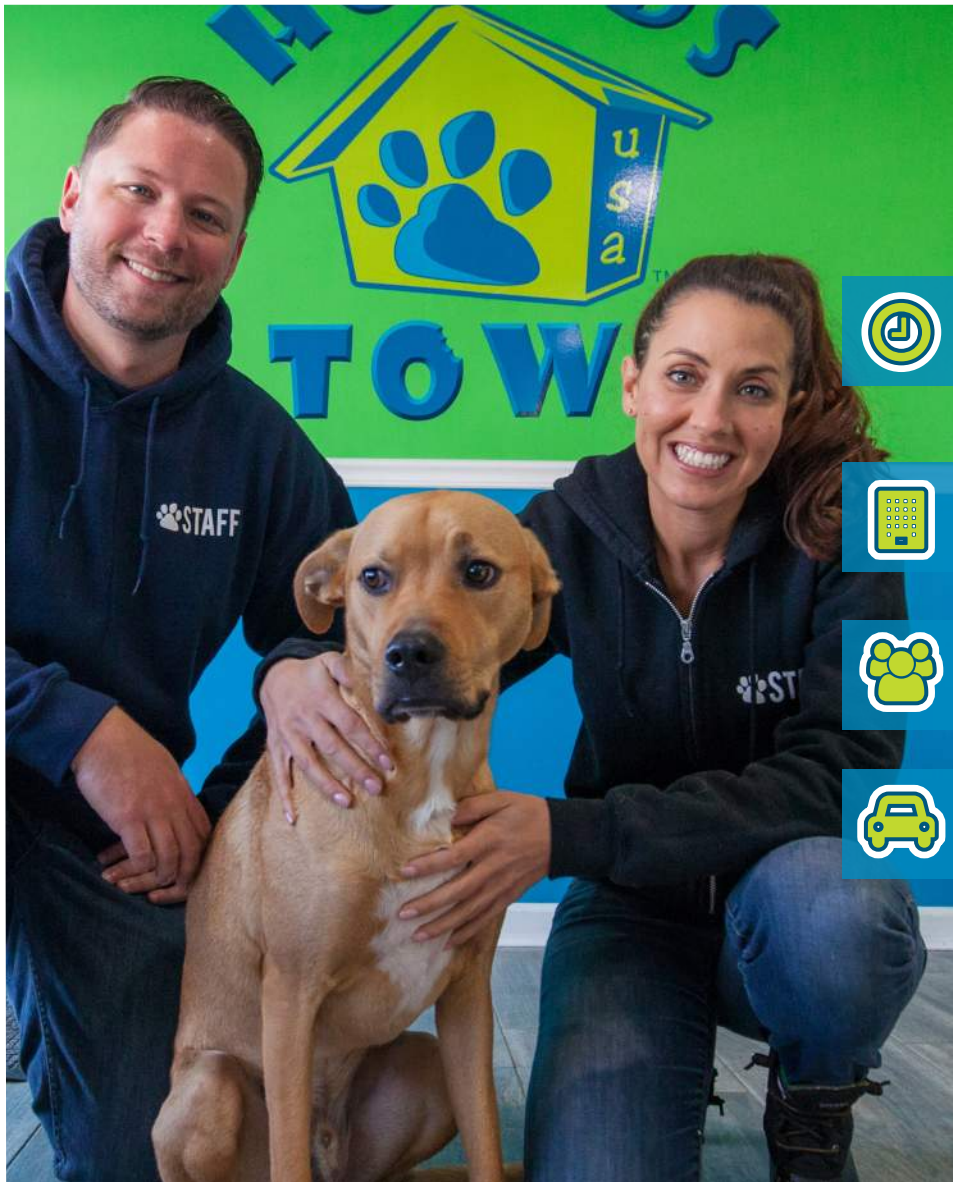


PRICING

Customers spend an average of \$39-\$42 every time they come to a Hounds Town on a variety of pet-related services.



OUR DAILY OPERATIONS



Hounds Town facilities are environmentally friendly in that we use low output energy sources, very little water, and all animal waste is removed from the property daily. Animal waste is never put into the septic or sewage system.

We have 24 hour surveillance and all our facilities are equipped with high technology fire and police notification systems.

Dogs are always kept inside the facility in individual enclosures or play areas.

There are typically no more than 3-4 employees on the premise at any given time.

We do not require excessive parking. Our customers are in our facility for typically no more than 5 minutes to pick up and drop off their dogs, so there is no demand for long-term parking beyond 2-4 spots for employees. Offering valet service to customers to avoid parking issues is also possible.

WHAT WE OFFER TO THE COMMUNITY

In addition to our doggie daycare, overnight camping, training, grooming, and pet taxi services, we also play a significant role in rehabilitating shelter and rescue dogs and educating communities on proper dog management through our charity, Hounds Town Charities, a 501(c)(3).

For the past 10 years, Hounds Town Charities has formed partnerships and relationships with dozens of private and municipal shelters to help bridge the gap between rescue and successful adoption. Through our rehabilitative program, we have helped to adopt dozens of dogs that may have otherwise been euthanized because of a misdiagnosed or misunderstood behavior problem.

Hounds Town Charities has acted as an overflow shelter for various shelters in the areas, and has provided training and rehabilitative services to the following shelters:

- TOWN OF HEMPSTEAD ANIMAL SHELTER
- TOWN OF NORTH HEMPSTEAD ANIMAL SHELTER
- TOWN OF ISLIP ANIMAL SHELTER
- SMITHTOWN ANIMAL SHELTER
- BROOKHAVEN ANIMAL SHELTER
- LITTLE SHELTER
- ALMOST HOME
- LABS FOR RESCUE
- ROAD TO HOME RESCUE
- LONG ROAD HOME
- SUFFOLK COUNTY DEPARTMENT OF SOCIAL SERVICES

... AND MANY MORE.

Through low or no cost rehab program, dozens of dogs have been adopted out to responsible members of the local community. Our charity work has helped to reduce euthanization rates, educate the community, and establish dog handling protocols to make shelters and rescues and their staff safer.



WHAT HOUNDS TOWN CAN DO FOR YOUR TOWN OR MUNICIPALITY



GIVE BACK TO THE COMMUNITY

Our new location will commit to partnering with private and municipal shelters to act as an overflow shelter and to house dogs at a reduced rate. This will allow shelters more time to find homes for dogs and not to be faced with euthanization as an only option for certain dogs.

OFFER NEEDED SERVICES TO TOWN RESIDENTS

Our facilities offers members of the community the opportunity to have pets and still work, go to school, go on vacation, take care of personal and family emergencies, and manage their lives without paying a fortune to do so. Hounds Towns have come to be staples in the communities we are already a part of.

PROVIDE JOBS

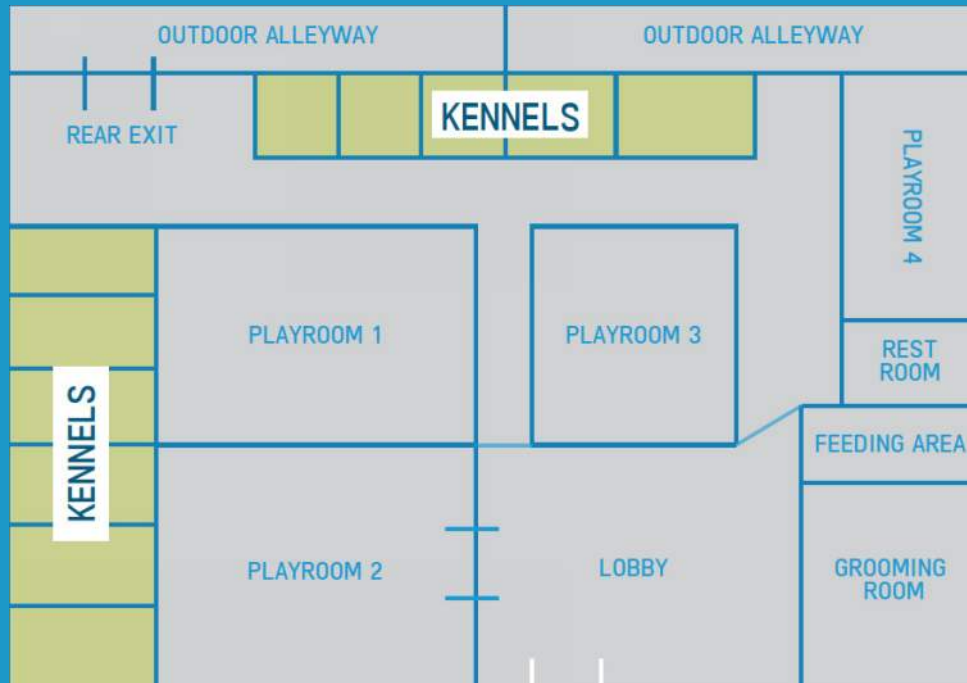
Each Hounds Town location employs between 3 and 10+ part- and full-time employees. We offer flexible scheduling for young employees who are in school, training opportunities for those wishing to become vet techs, trainers, or groomers, and more. We have also partnered with BOCES and local colleges in our communities to provide job and internship opportunities.

CONTRIBUTE TO ECONOMIC GROWTH WITHIN THE TOWN

As a small business in your town, we will not only provide jobs and community outreach, but also be a taxpaying member of your town, thus contributing to economic growth.

SAMPLE FLOOR PLAN

- 4000-7000 SQ FT
- TOWN THEMED
- 4-6 PLAY AREAS



OUR REQUIREMENTS

TERM OF LEASE

10 year lease

TYPE OF BUILDING

Stand Alone Building/Industrial/Factory/Warehouse. Ideal area is populated with noise-generating businesses such as auto body and repair shops, machine shops, etc. Ideally 10-15% office; 85-90% open warehouse space. In areas where free-standing or warehouse space is not available. Other type buildings of suitable size can be modified for our use, providing proper zoning is obtainable.

LOCATION

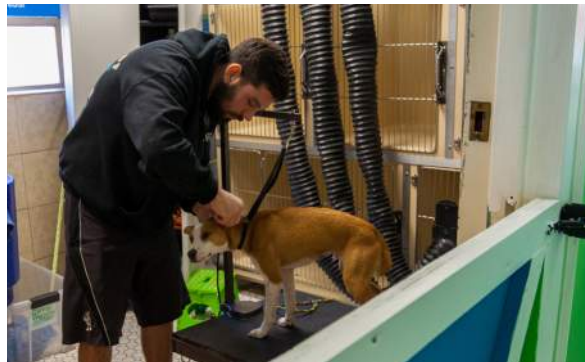
Warehouse or industrial within a 5-7 minute drive of main commuting highways.

WATER REQUIREMENTS

Plumbing required, with at least one half bathroom.

SEWER REQUIREMENTS

Required. Dog waste is NOT flushed down the toilets: it's removed in garbage bags, discarded in a dumpster and removed by private carter. Urine diluted with environmentally friendly products and immediately mopped. There are an average of 2-4 employees in the building throughout the day using the facilities.



SPACE SIZE

4,000-7,000+ square feet, preferably a free-standing building or end unit of any industrial/light industrial/warehouse building. Outdoor space preferred, but not required. Facilities where outside areas are present only 5 dogs out under the supervision of staff. Access to outdoor areas such as walkways, alleyways, driveways—any adjoining open space that can be used as potential outdoor play areas. Areas do not need to be large (existing locations have 10-15 feet alleyway/walkway space surrounding certain parts of the building accessible through doors leading in to the warehouse space). Outdoor space can be converted to alleyways/outdoor areas by the use of 6-foot fences (they don't need to exist already).

SECURITY REQUIREMENTS

Although outside space is not a requirement, in locations where an outdoor space is permitted, no more than 5 dogs are allowed outside and must be supervised by an employee.

PROFESSIONAL/LANDLORD REFERENCES AVAILABLE UPON REQUEST.

TESTIMONIALS

■ I have been using Hounds Town for about five years now. I've used their day care, boarding and grooming services. All have been exemplary and I can't imagine using any other. Cole, my black lab never hesitates stepping paw onto the premises and eagerly (tail wagging and all) greets the crew. The whole staff is very attentive and loving. I've left Cole on various occasions for many nights and not once had any doubt that they would take the best of care of him. Marianne has trained her employees to be extremely accommodating and professional. Thanks for always being great Hounds Town!!!

- **HOUNDS TOWN**
PORT JEFFERSON CUSTOMER

■ When I go on vacation or need a weekend away, I never hesitate to let Molly stay with these friends of both of us. The facility is clean, and everyone is trained and very good with dogs. Mike has worked with us and trained me to help Molly. Just a one-in-a-million Great Place for you and your Dog. Thanks everyone!

- **HOUNDS TOWN**
RONKONKOMA CUSTOMER

■ Angel absolutely LOVES it here! She can't wait to get in the car to go and out of the car to get inside the playroom from the minute we pull in the parking lot! The staff is great and gives updates and posts pictures throughout the day which is awesome! Angel has so much fun she can't even keep her eyes open on the ride home. She's out before we hit the red light!

- **HOUNDS TOWN**
FARMINGDALE CUSTOMER

■ We are extremely grateful for Mike and Hounds Town Charity's continued support. Our shared passion and common goal, to assist dogs and people in need, enable us to advance a more humane society.

- **SUE HANSEN,**
SMITHTOWN ANIMAL SHELTER SUPERVISOR

■ Hounds Town Charities have played an integral part in helping the shelter understand our dogs and what they need to live a stable life filled with mental and physical stimulation. They have taught us so much and continue to offer support even after the board and train has been completed. Together with Hounds Town Charities we can help save the lives of many more animals and help the community.

- **ASHLEY BOYD, DIRECTOR,**
BROOKHAVEN ANIMAL SHELTER

■ Mike and his staff have been an asset in not only providing hours of training to staff but also assisting with spreading the word to the public about our dogs that are available for adoption. Hounds Town has played a significant role in helping the Town of Hempstead's shelter dogs and we look forward to continuing this partnership.

- **MICHAEL PASTORE, DIRECTOR,**
HEMPSTEAD ANIMAL SHELTER



THE BRAND HAS BEEN FEATURED IN LOCAL AND REGIONAL NEWS MEDIA INCLUDING NEWSDAY, NEWS12, NEWS4, THE CHICAGO TRIBUNE, AND FIOS. HOUNDS TOWN USA ALSO HOSTS A VIDEO PODCAST, HOUNDS TOWN TV, AND A RADIO SHOW ON 103.9 F.M. LI NEWS RADIO.



Chicago Tribune **Newsday**