DIAMOND DOGS
GROOMING SALON

A Better Grooming Experience. A Better Business Opportunity

Franchise Southwest Florida's #1 Dog Groomer

Find Your Shine

In the $158+ Billion U.S. Pet Industry

More than ever, pets are considered family members. Dog parents want a clean environment, skilled grooming, attentive handling, convenient scheduling, and a team they can trust.

Built on a differentiated model that delivers all that and more, **Diamond Dogs Grooming Salon** outshines the competition.

With four operating locations in Naples and Bonita Springs,

Dog Grooming Redefined

We're not just another grooming service. Diamond Dogs is a different standard of care —natural products, breed-aware styling, and compassionate handling.

Recurring Revenue Engine

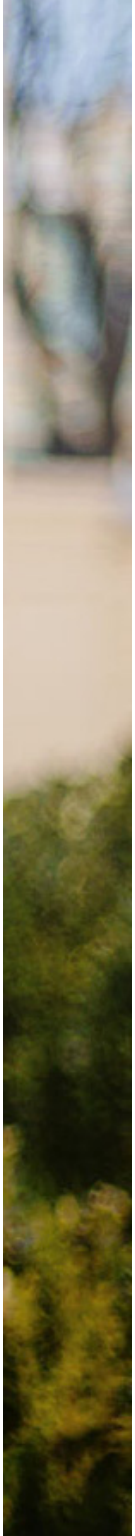
Many dogs return every 4—weeks, high-maintenance breeds more frequently. Add-ons enable higher tickets, diversifying revenue.

Premium Niche Positioning

We've scaled to four locations since 2019 based on calm care and premium products. Strong brand loyalty and word-of-mouth growth are baked in.

Lean, Scalable Model

A small real estate footprint, easy-to-follow systems, and minimal (but highly trained) staff help facilitate ramp-up and a better bottom line.



A Commitment to Holistic Care

A Business Built for Growth

Diamond Dogs Grooming began in 2019, when passionate, ex-corporate stylist, Rachel, set out to create a calm, holistic grooming experience in Naples, Florida.

The Diamond Dogs Difference:

Calm
A grooming environment designed around patient, attentive handling.

Craft
Breed-aware grooming standards and attention to detail.

Care
A service philosophy that recognizes each pet's individuality.

Clarity
Published pricing, defined services, and a seamless customer experience.

A Better Grooming Experience for the Dog. A Better Operating System for the Franchisee.

With the opening of our fourth company-owned salon across Naples and Bonita Springs, the Diamond Dogs model is not only refined, but scaling. Franchisees aren't being asked to build out our dream. They're being given the opportunity to grow with a proven brand.

Seeking Hands-On Pet Entrepreneurs

Diamond Dogs Grooming Salon is a hands-on service business.

You should love dogs. You should understand their behavior. You should be able and willing to deliver a grooming experience that makes pets shine and keeps their owners coming back.

Key traits for success:

- Great with people and pets
- Can follow and execute proven systems
- Believe standards matter —even when no one is watching
- Want to build a business that's based on relationships
- Can train, lead, and motivate a team

This is not a side hustle, a wash factory, an absentee owner-shop, or a race to open locations.

For the right operator, **Diamond Dogs** delivers the chance to combine a local recurring service business with a differentiated, proven brand, and systems built from real-world experience.

Build the Anti-Assembly-Line Grooming Salon in Your Town

Diamond Dogs stands out because we deliver a higher, more personalized standard of care. For a successful franchise program, the standard has to travel.

Training makes that happen. Franchisees will receive our proven blueprint —protocols, systems, client experience, products —to deliver the distinctive **Diamond Dogs** experience.

Comprehensive Onboarding

Foundational training covers systems, services, brand standards for cleanliness and pet handling, staffing, safety protocols —everything you need to get started.

Plug-and-Play Systems

Site selection & buildout guidance, CRM for client communication & scheduling, vendor relationships, and a detailed operations manual so that you never have to guess.

Marketing Toolkit

Leverage our award-winning brand to build your business —launch support, SEO/SEM strategies, digital assets, a social media playbook, local campaigns.

Founder-Led Support

We're not just selling a brand name. We deliver true partnership, including on-site visits, performance analytics, growth strategies, and responsive communication whenever you need guidance.

Own the Opportunity

FRANCHISE FEE:

$30K

MINIMUM INITIAL INVESTMENT
INCLUDING FRANCHISE FEE & TRAINING:

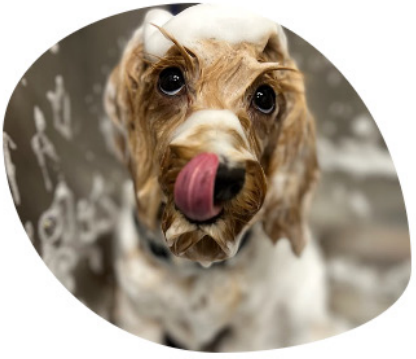
$98,300

ROYALTY FEE:

6%
of gross sales

Meet the Team

Behind the Brand



Rachel Newton, **Founder & Owner**

Rachel opened **Diamond Dogs** in 2019 with a mission to create a calmer, more professional grooming experience where both pets and their owners could feel comfortable. A former corporate stylist, Rachel has guided **Diamond Dogs** from one location and a vision to an award-winning, multi-location service brand.

Michael Newton, **Co-Owner**

Recognizing the importance of what Rachel was building, Michael set down his chef's knives in 2021 to join the leadership team. He's an integral part of the brand's professional development and franchise expansion.

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GROOMING SALON

Launch Your Franchise

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This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either effecting or attempting to effect the sale of a franchise will be made only if we are first in compliance with state registration requirements, or are covered by an applicable state exclusion or exemption.