

Pet Services

The Best Sales Lead Program Ever.

“It’s Not Just a Dog or Cat...”

Pet Leads are Even More Valuable than Human Leads.

Why?

- There is a natural bond between all pet lovers (you and the client).
- After taking care of their pet you’ve established a relationship which makes it easier to get in front of the rest of the family.
- Created a natural transition into talking about pre arrangement.
- A continuous opportunity to serve the family with future pets.
- You can sell the importance of keeping the family and pets together in a mausoleum, niche, grave or other form of memorialization.

Your Market Becomes the 63% of the Population Who Own a Pet.

- Human death care profitability is under severe pressure from cremation.
- The pet industry is the second fastest growing industry in America.
- Here’s an opportunity to incorporate your knowledge and facilities into this emerging market for the benefit of both.

Why Pet Service Advisors?

Pet Service Advisors are industry professionals who own and operate the most innovative pet funeral home, crematory, and pet cemetery.

In 2004, Tom Flynn, CPA and Cemeteryman and his son John Flynn, a licensed Pennsylvania Funeral Director, faced the uncertainty of adapting their businesses to the growing local cremation rate and knew something had to be done.

From that, Hillcrest-Flynn Pet Funeral Home & Crematory, Hillcrest Pet Gardens, Hillcrest People & Pet Gardens, and Hillcrest Dog Park and Wellness Center were born. After the strong success of all of these ventures, the Flynn's realized that there were others within the profession who could benefit from their experience and knowledge.

Adding Roberta Knauf, a Pet Industry Specialist, Jenny Falvey, a Marketing and Sales Consultant and Michael Simpkins, a Website Designer, Pet Service Advisors was created.

Pet Service Advisors' team of professionals offer a service like no other. From strategic planning, zoning, design and layout to construction financing, marketing, merchandising and on-site training, our consulting team will facilitate a streamlined process to get you to your desired result more quickly and economically.

We've done it. Now let us help you.

Consulting Options

“We will teach you how to make money in pet services. Your initial investment with us will be recovered in a short period of time. Satisfaction guaranteed.”

One Day Business Evaluation

Visit to your location, written report provided to you with our findings and recommendations.

Cost: \$2,995.00 **

Owners and Management Workshop– For Pet Funeral Home & Crematory

Nuts and bolts training specifically geared toward understanding all business aspects of pet death care for integration into your existing business or the creation of a stand alone operation.

Two day workshop at our location

Cost: \$3,995.00 for up to two people*

Creating Your Business Model

Assistance with strategic planning, design and layout, financial evaluation, zoning needs, market analysis, public and community relations.

Cost: \$1,995.00 per day**

Staff Training Workshop – For All Pet Funeral Home Staff

Three days of individual training at our facility on selling, marketing, merchandising, pet removals and grief management. One day follow up visit to your location prior to opening your facility.

Operations manual with periodic updates

Cost: \$4,995.00* for the first person, \$995.00* each additional person

** Client is responsible for all travel and lodging expenses. Breakfast and lunch to be provided at Workshop. ** Travel and lodging to be paid by client.*

6.5”

Consulting Options continued

Sales Training Workshop

“The Best Sales Lead Program Ever.”

After taking care of their pet, you’ve established a relationship which makes it easier to get in front of the rest of the family. At this two day workshop at our facility, you’ll learn how we created a million dollar pre-need sales force using only pet leads.

Cost: \$3,995.00* for the first person, \$995.00* for each additional person

Dog Park and Wellness Center Package

Package Includes:

- One day site visit to your location for a business evaluation**
 - One day site visit to our location*
- Dog park manual which includes our successful marketing materials.

Cost: \$7,995.00*

A la Carte Services

Phone / Email Communication:	\$100.00 per hour (30 minute minimum billing)
Research Fees:	Quote upon request
Business Plan:	Quote upon request

** Client is responsible for all travel and lodging expenses. Breakfast and lunch to be provided at Workshop. ** Travel and lodging to be paid by client.*