



Passion for Pooches leading to profit



From four wheels to four legs, Carey Mustow from Nowra, NSW has always had an animal instinct for business. After successfully owning and operating Don Sims Smash Repairs for nine years, he decided to take a leap of faith and follow his passion for animals. Owning three dogs, two cats, three horses and several chooks certainly qualified Carey for his new career choice – a dog groomer and franchisee for Aussie Pooch Mobile.

But what Carey didn't anticipate was the barking success this new venture would be on both personal and professional levels.

Starting his Aussie Pooch Mobile Franchise in 2013, Carey awarded 'Best APM Franchise under 12 months' and identified as one of the fastest growing franchises ever.

Two years on and Carey split and sold part of his area and brought his daughter 18-year-old Katelin in to the business to help keep up with demand.

"Carey and Katelin are what Aussie Pooch Mobile is founded on. Love of animals, genuine care in helping people and family values," says Founder of Aussie Pooch Mobile, Chris Taylor. "They are an asset to the team."

What is the secret to his success?

"It's just about working hard and thinking of different ways of doing things and putting yourself in the position of the customer," said Carey. "I believe that being the best is not about being better than everyone else, it's about being better than you were. So you continue to grow a better business and not worry too much, about what everyone else is doing.

"I also thought this would be a great way for Katelin and I to spend more time together, and for me to show her some real work ethics, what can be achieved and have some fun at the same time."

And it would seem that Katelin has inherited her father's talents for animals and business.

Starting work with her dad 12 months ago as a means to earn money whilst studying to be a Vet Nurse, Katelin has managed to successfully save for both a car and cruise.

Not to mention she surpassed her father in leaps and bounds when it comes to dog grooming.

"Katelin has a way of reading animals and knowing what they are about to do, she has a settling effect on them," said Carey. "This helps when we are clipping the dogs, as can sometimes they be nervous and scared.

"We both did a clipping course together and Katelin picked it up quicker than I did. She has left me in her wake. She can clip two dogs to my one and most times will then come and push me out of the way and finish mine – I'm just so proud of her.

“Apart from being greeted by an excited, tail-wagging dog, the best part of my day is watching my daughter grow and become confident with customers and life. Aussie Pooch Mobile has given us the opportunity to grow our business with their support, advice and systems, and I couldn’t be happier.”

About Aussie Pooch Mobile

Aussie Pooch Mobile is a franchised mobile hydrobathing service for the family dog that has been operating since 1991. The Aussie Pooch Mobile currently services approximately 20,000 customers every month and has over 200 operators throughout Australia. The company also services customers in New Zealand, The USA, New Caledonia, The United Kingdom, and Malaysia under the name of The Pooch Mobile.

The professionally trained hydrobath operators cater for all breeds of dogs, at the convenience of your home in our all weather, purpose built, mobile dog wash and grooming unit.

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