

Resting Rainbow

Franchise Summary

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Category: Pet Services

Subcategory: Pet Memorial and Cremation Services

Corporate Office: Opa Locka, FL 33054

Contact: Morris Shamouni

Phone: 310-901-5611



Website: <https://americasgreatestfranchises.com>



Franchise Fee: \$54,500

Royalties: 7% or \$1,500 per month

Cash Investment: \$250,000

Total Investment: \$284,850 - \$629,100

Net Worth: \$500,000

VetFran: Yes

Home-based: No

SBA approved: Yes

Master Franchise / Area Developer Opportunity: No

Founded: 2018

Franchised: 2023

Additional Details

Founded by Joseph C. Moncaleano and Julian Rivera, Resting Rainbow was born from Joe's personal experience of losing his beloved pet and struggling to find a compassionate final service. Shocked by the lack of dignity in traditional practices, Joe began advocating for the rights of our furry family members, leading to the creation of Resting Rainbow. Resting Rainbow's mission is to provide pet owners with the care, respect, and dignity their pets deserve, offering peace of mind during their time of grief. Resting Rainbow offers a recession-resistant franchise opportunity in the \$123 billion pet industry, where 86.9 million pet owners seek compassionate care when their pets pass away. With few substitutes and a highly fragmented market, our franchise stands out by providing multiple revenue streams through cremation, funerals, and memorial sales. Our comprehensive equipment package comes with 24/7 support requiring minimal staffing with no special skills needed. Join us and be part of a trusted service meeting a vital need with little competition.

Experiential

- Warm and caring experience for grieving pet owners
- State of the art equipment for procedures
- No hiding the equipment etc. we want transparency for the customer

Financial Model

- Multiple Revenue streams
- Private Pet Cremation
- Pet Transportation
- Memorial Services
- Urns / Headstones / Jewelry / Memorials
- DNA Testing
- Rushed Services
- Home Euthanasia
- Necropsy
- Cloning
- Over a 30% EBITDA

Marketing and Customer Acquisition

- We have 2 marketing channels
- B2B
- B2C

With a robust suite of marketing tools our goal is to become the preferred provider of services in every market we serve. Since we are a necessity business, the key is to ensure clients know the business exists for when they need it. \$136 billion spent on pets each year, there is a vast array of businesses catering to the needs of pets. They are the front line when a pet passes and we want to be the first phone call they make when a client tells them about their pet passing. We market to the following groups:

- Veterinarians
- Zoos
- K-9 Units
- Wildlife Reserves
- Animal Control
- Farms
- Aquariums

- Pet Shelters
- Pet Groomers
- Pet Walkers
- Pet Sitters
- Pet Boarding Facilities
- Pet Trainers
- Breeders
- Retail Stores

WHY Resting Rainbow?

All pets will perish and we service all animals
 High profit margins and little competition
 2-3 unskilled employees

OUR IDEAL FRANCHISEE

Passion for animals
 Passion for Community
 Veterinarians, Engineers, Corp Refugees, and
 other pet care franchisees

AVAILABLE MARKETS

US markets available: IL, IN, MD, MI, VA, WI
 and ALL Filing, Business Opportunity & FTC
 States
 Pending: CA, MN, NY
 HOT Regions/Desirable: All over the US!
 Deferred: IL, MD
 NOT Registering: HI, ND, RI, SD, WA
 Canadian Referrals: No
 International Referrals: No

BACKGROUND

Year founded: 2018
 Year Franchised: 2023
 Total Franchise Partners: 21
 Total Locations Sold: 58
 Total Locations Open: 3
 Total Corporate / Affiliate Owned Open
 Locations: 1
 Total States with Open Locations: 5
 Home Based: No
 Absentee ownership available: Yes
 Accepting Master Franchisor and Area
 Developer Referrals: No

FINANCIAL DETAILS

Franchise Fee: Single = \$54,500; 2pk =
 \$99,000; 3pk = \$133,500; 4pk = \$168,000;
 5pk = \$202,500
 Providing earnings guidance in Item 19 in
 FDD: Yes
 Total investment range: \$284,850 –
 \$629,100
 Net worth requirement: \$500,000
 Royalty: Greater of 7% Gross Revenue or
 \$1,500 per Month
 Additional fees: Brand Fund Contribution =
 2% Monthly Gross Revenue
 Financial assistance available: No
 VetFran program: Yes

SUPPORT & TRAINING PROVIDED

Training and support program details:

 Virtual onboarding, site selection assistance,
 two (2) week training course at the
 corporate location in Florida, hands-on
 experience with the Resting Rainbow
 equipment and technology. Corporate will
 also provide complimentary training for all
 Franchisee's staff for the lifetime of the
 location!

 Cost for Training: \$0

 Lodging and airfare included: No
 Site Selection Assistance: Yes
 Lease Negotiation Assistance: Yes

 Mentor following training: Yes
 Length of mentoring Franchisee: Lifetime of
 location

Average number of employees required: 1 to
start, 3 within 6 months
E2 Visa Friendly: Yes

Last updated: 3/4/2026

Liaison: Erika Ortega, CFPC