

Playful Pack Dog Daycare & Boarding

Franchise Summary

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Playful Pack

DOG DAYCARE & BOARDING

Category: Pet Services

Subcategory: Boarding, Daycare, Grooming

Corporate Office: 888 North Quincy Street, Suite 1604
Arlington, VA 22203

Contact: Morris Shamouni

Phone: 310-901-5611



Website: <https://americasgreatestfranchises.com>



Franchise Fee: \$60,000

Royalties: 6%

Cash Investment: \$250,000

Total Investment: \$336,250 - \$439,000

NetWorth: \$300,000

VetFran: No

Veterans/Minorities/First Responders Discount: Yes

Home-based: No

SBA approved: Yes

Master Franchise / Area Developer Opportunity: Yes

Founded: 2014

Franchised: 2023

Additional Details

Playful Pack is a modern, premier dog daycare and boarding Franchise, providing playful care to Franchisees customer's furry best friends. Playful Pack PLAYcare Centers provide a clean, fun, friendly and PLAYFUL atmosphere for our customer's dogs.

Our Services:

- Dog Daycare
- Boarding
- Dog Washing
- Grooming
- Temperament Evaluation

Daycare - All customers dogs are constantly monitored by the dog-adoring staff and separated into two groups for safety, based on size, temperament, and energy levels. This allows all dogs to enjoy the utmost comfort and engage in healthy & fun play. Playful Pack PLAYcare Centers utilize specialized canine play equipment, pet-safe disinfectants, top-quality air filtration and changing daily special activities for dogs.

Boarding - Playful Pack PLAYcare Centers dog boarding services combine detailed customer service with an attentive care focus on dogs. After a long day of socialization and action, your pet can rest comfortably in a Playful Pack PLAYcare Center facility. Snoozing overnight in their own space or in a cage free environment. An overnight dog boarding attendant is always there to monitor the cage-free boarding dogs, keeping them safe and happy overnight, washing dogs, feeding the dogs breakfast and keeping our facilities clean.

Dog Wash - There are wash services available at Playful Pack so that the dog loving staff can help keep every pup smelling pretty! Playful Pack will always use hypoallergenic shampoos and conditioners that are safe for a dog's skin. Wash services provide a full wash and dry.

Playful Pack's mission goes beyond just providing a place for dogs to be the healthiest and happiest they can be. The company strives to do whatever is possible to provide a better life for the foster dogs that didn't get all the opportunities that so many dogs are given. That's why Playful Pack works with local dog rescues and charity organizations to help them give back to the local community.

WHY Playful Pack Dog Daycare & Boarding?

New Customers will receive a trial day where they get a free temperament evaluation. This allows Playful Pack to get to know the dogs and acclimate them to the cage-free, open play, PLAYcare environment.

Marketing- Playful Pack is teamed up with marketing firm Scale Creative. They use marketing tools through social media, boosting effective search engines, Email marketing.

Technology- At Playful Pack, customers can book services online through our scheduling partner Gingr. Customers can also book services via the application (app). Playful.

FINANCIAL DETAILS

Franchise Fee: Single: \$60,000
Providing earnings guidance in Item 19 in FDD: Yes

Total investment range: **Single Unit:** \$336,250 - \$439,000 **Multi-unit:** \$500,000+

Net worth requirement: \$300,000

Royalty: 6%

Additional fees: Ad Fund - 1%

Financial assistance available: No

VetFran program: No

Veterans/Minorities/First Responders

OUR IDEAL FRANCHISEE

The candidate we are looking for is a people person with management skills/tendencies and solid financials.

Part-Time (Can keep job) – Franchisee will manage a manager, run the budget, proforma, and oversee the company. Corporate will train the Manager to run the business for the Franchisee.
Owner-Operator (Full-time) – Franchisee will run the day to day of business. This includes marketing, hiring and managing employees, goal setting, and achieving. CEO role/Manager.

AVAILABLE MARKETS

US markets available: Available in all non-registration states and file states + IN, MI, MN, NY, WI, and RI. Please check for availability in all Registration states.

HOT Regions/Desirable: FL, TX, NC, SC, MA, PA, CO, AZ

NOT available: All Registration states: HI, CA, MD, MN, ND, and WA

Canadian Referrals: Yes

International Referrals: No

BACKGROUND

Year founded: 2014

Year Franchised: 2023

Number of franchises currently operating: 2

Number of franchised units sold: 16

Number of corporate owned franchises: 10

Home Based: No

Absentee ownership available: Yes

Accepting Master Franchisor and Area Developer Referrals: Yes

Average number of employees required: 7

E2 Visa Friendly: Yes

Last updated: 9/5/2025

Discount? Yes, \$5000 off the franchise fee

SUPPORT & TRAINING PROVIDED

Training and support program details:

Training will be handled by Corporate in the first two years. Experienced Staff members will train new Franchisees on all processes. Franchisees will spend 2 weeks onsite and at home to be ready for their opening.

All staff members will learn their role in 1 week of training.

Cost for Training: \$1,500 - \$3,000

Lodging and airfare included: Yes

Site Selection Assistance: Yes

Lease Negotiation Assistance: No

Mentor following training: No

Length of mentoring Franchisee: N/A