



# 7 Keys to Success

For Mobile Grooming



# 1. Setting Your Price

## Pricing is Key to Your Business's Profitability, Client Base, and Success

Premium pricing attracts high-income clients who value convenience, book frequent appointments, and generate referrals, leading to stable income and higher profits. As a groomer, **you should avoid discounting your skills or time**, as professional expertise and premium service deserve higher rates.

## How to Set the Right Price

The formula below is meant to be used as a "ballpark" minimum price per pet for a one-hour groom. **We recommend setting your price based on time rather than breed.**

$$\frac{\text{OVERHEAD} + \text{SALARY} + \text{DEBT}}{\text{TOTAL \# OF PETS YOU WANT TO GROOM A MONTH}} = \text{MINIMUM DOLLARS CHARGED PER GROOM}$$

Mobile grooming is about fewer pets, higher prices. **Always position services as one-on-one, convenient, and stress-free for pets.**



## 2. Selling Your Benefits



Because mobile grooming is a premium service, **it is important to sell customers on the benefits, professionalism, and credentials you provide.** When speaking to customers, you should highlight your experiences, certifications, and community involvement. Instead of focusing on price, communicate the benefits of mobile grooming.

**Remember: your services will not be fit for everyone.** Focus on customers who can afford and will value what you are selling.

### Target Markets

Dual Income, Time-Starved Households

Older or Disabled Customers

Older or Disabled Pets

Apartments, Townhomes, Condos  
& Gated Communities

### Benefits to Highlight

Convenient Service at Home with No  
Transportation Needed

One-on-One, Stress-Free Environment

No Cage Drying or Crates

No Risk of Disease Spread from Other Pets

Quality Services for Improved Pet Health

# 3. Efficient Scheduling



Mobile groomers typically serve a 5-10 mile radius, which may vary for more rural areas.

**One of the biggest mistakes groomers make is choosing too large a service area.**

Start with the furthest client and schedule specific locations on set days to minimize wasted driving. Most experienced groomers later regret traveling too far when starting out, so it's best to focus on just a few zip codes. This keeps routes efficient, lowers fuel costs, and builds visibility in targeted neighborhoods.

## Scheduling Best Practices

- No exact appointment times—always provide a 2-hour arrival window to allow for traffic or delays.
- Routing should prioritize the shortest distance, not client preference.
- Call or text ahead if running late or early.
- Focus advertising on targeted communities, gated neighborhoods, and specific zip codes rather than large circulation papers.
- Always collect multiple phone numbers for each client.



# 4. Rebooks and Reminders

## Rebooking Techniques

Try to book 3+ appointments ahead, especially around holidays or vacation seasons.

Preplan vacations, grooming shows and time off so that you don't book up all 52 weeks of the year.

Explain to clients how fast schedules fill up, especially around holidays, and show your calendar if needed.

Remind clients that without booking in advance, they may have to wait several weeks or risk not getting an appointment at all since most spots fill quickly.

**The backbone of any successful business is regularly scheduled clients.**

With regular clients, you can better grasp what each day will bring, both for workload and income.

All clients should be encouraged to set up appointments on a recurring basis. Additionally, **it is important to remind customers 24-48 hours before their appointment** to avoid no-shows and maintain a professional image.



# 5. Professional Image



**Vehicle graphics** are the best advertising and often the first impression. Keep them professional and the van spotless inside and out.



**Personal appearance** matters. Be sure to dress professionally as you are always representing your business when around clients.



**Company image** extends to the name, logo, website, social media, and printed materials. A consistent, polished brand creates trust and recognition.





# 6. Maintenance

As a mobile groomer, you should take the time to learn the necessary maintenance of your van and its equipment.

These topics are covered during all orientations and our Customer Care team is always available to answer questions. We want you to succeed and be your partner throughout your mobile journey.



**Hours:**

**Monday - Friday: 8am - 8pm EST**  
**Saturday - Sunday: 10 am - 2pm EST**

**CustomerService@wagntails.com**  
**(800) 513-0304**

## First Thing in the Morning

- Check the generator oil when the generator is cold.
- Check gas level maintain at least  $\frac{1}{2}$  tank.
- Check propane level and fill if needed.

## Weekly

- Clean Kool Dry filter.
- Clean air conditioner coil.
- Remove overhead exhaust vent screen and wash.
- Check tire pressure.
- Clean grooming hydraulic arm, lubricate as needed.
- Check auxiliary battery charge level on monitor panel.

## Yearly

- Service air conditioner (spring).
- Furnace (fall).
- Replace water heater anode rod.
- Check fire extinguisher.
- LP (Propane) system inspection by a qualified professional.

## End of Day

- Fill fresh water tank.
- Drain gray water tank and close gray water valve. Remove hose from fresh water fill port.
- Add 1 cup of bleach through right side tub
- drain and rinse down the drain with fresh water. Close both tub drains. This is done nightly in warm climates and weekly in winter to control odors in gray holding tank.
- Run white distilled vinegar through super sudser and leave in overnight.
- Vacuum out clipper vac with shop vac.
- Clean air conditioner filters (if A/C is being used).
- Empty shop vac container.
- Vacuum furnace return vent (if furnace is being used).
- Vacuum overhead vent screens.
- Empty dirty towel hamper.
- Empty wastebasket.
- Clean K9 II dryer filter.
- Inverter/battery equipped vans: plug in

# 7. Continuing Education



## Resources that Will Help You Grow in Your Career

**Seminars** are held at most grooming shows and include educational information on grooming techniques, mobile grooming, and innovative new products.

**Competitions** are also frequently held at grooming shows a great opportunity watch skilled professionals at work. Go and watch or even better – compete!

**Social media** is a great resource to connect with other groomers, learn tips and tricks, and join mobile grooming communities. There are also ample videos available to watch on all platforms to help you learn how to improve your skills.