

Cover Story

An Eye for Detail

Thinning Shears

with Jodi Murphy, NCMG

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Now What?**

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The Smart Way**

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Golden Paws Schools**

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Against Employers of
Independent Contractors**

**Cordless Battery Charging:
The Do's and Don'ts**

**NDGAA Competition
Photos & Results**



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Item	Accountant Speak	Groomer Speak
Vehicle and Generator Fuel	\$395	6.1 Dogs
Vehicle & Business Insurance	\$200	3.1 Dogs
Wag'n Tails Pet Pro Van Payment	\$1150	17.6 Dogs
Supplies (After initial purchase)	\$80	1.2 Dogs
Maintenance (Oil changes, etc.)	\$100	1.5 Dogs
Phone (Business line or cell)	\$100	1.5 Dogs

Totals:

\$2025

31 Dogs

(1.4 Dogs per day)

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Evie Moder

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*Evie Moder
Poodle Enterprise
North Kingstown, Rhode Island*



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INDUSTRY CALENDAR 2013

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www.intergroom.com

MAY

May 3 to 5

Groom Classic

Kansas City, MO

www.groomclassic.com

May 6

Super Styling Sessions Jay Scruggs Sue Zecco

Milwaukee, WI

www.groomerschoice.com

JUNE

June 7 to 9

NDGAA Groomfest

Denver, CO

www.ndgaa.com

June 17 to 18

Advanced Cat Grooming Course

NCGIA

Greenville, SC

www.nationalcatgroomers.com

June 20 to 23

PetQuest

Wilmington, OH

www.barkleigh.com

JULY

July 23 to 25

SuperZoo

Las Vegas, NV

www.superzoo.org

July 29

One Day Cat Clinic Workshop

NCGIA

Greenville, SC

www.nationalcatgroomers.com

AUGUST

August 14 to 19

All American Grooming Show

Wheeling, IL

www.barkleigh.com

SEPTEMBER

September 19 to 22

Groom Expo

Hershey, PA

www.barkleigh.com

September 20 to 22

Backer Pet Industry Trade Show

Chicago, IL

www.hhbacker.com

OCTOBER

October 27

WAPPS WI Pet Stylists International

Madison, WI

www.wisconsinpetstylists.org

NOVEMBER

November 1 to 3

ISCC's US Pet Pro Classic

Dallas, TX

www.petstylist.com

PLAN TO MEET & GREET OTHER GROOMERS

Meet and greet other groomers going to these and other events. Refer to the Grooming Events Forum on the GroomerTALK Message Board. <http://tinyurl.com/7gnd6du> today. See who is going in the GroomerTALK community and arrange meet-ups. Get your event listed here. Contact findagroomer@earthlink.net.

An Eye for Detail

Thinning Shears Discussion by Jodi Murphy, NCMG

Thinning shears are one of the most difficult tools to buy. Some groomers call them "thinning shears" while others say "blenders." Manufacturers have started to call shears with teeth on both blades "thinning shears" and those with teeth on one blade, "blenders." Call them what you will I prefer "thinning shears" to describe them as a whole.

All thinners "blend" specific coat types. Unfortunately, there is not one thinning shear that handles every job. The way a thinner feels in your hand is not as important as the teeth configuration.

As a rule more teeth equals smoother blending capabilities. The length of the shear is just as critical. A 48 tooth blender on a 6" shear will cut completely different than a 48 tooth blender on a 5" shear.

When purchasing a thinner take a good look at the teeth. Are the teeth and the spaces between each tooth approximately the same width? When they are you will most likely get a nice even blending affect. If the teeth are larger than the space between each tooth a lot of coat will be cut and less coat will fall between into the spaces producing a more natural finish.

(Continued on page 17)



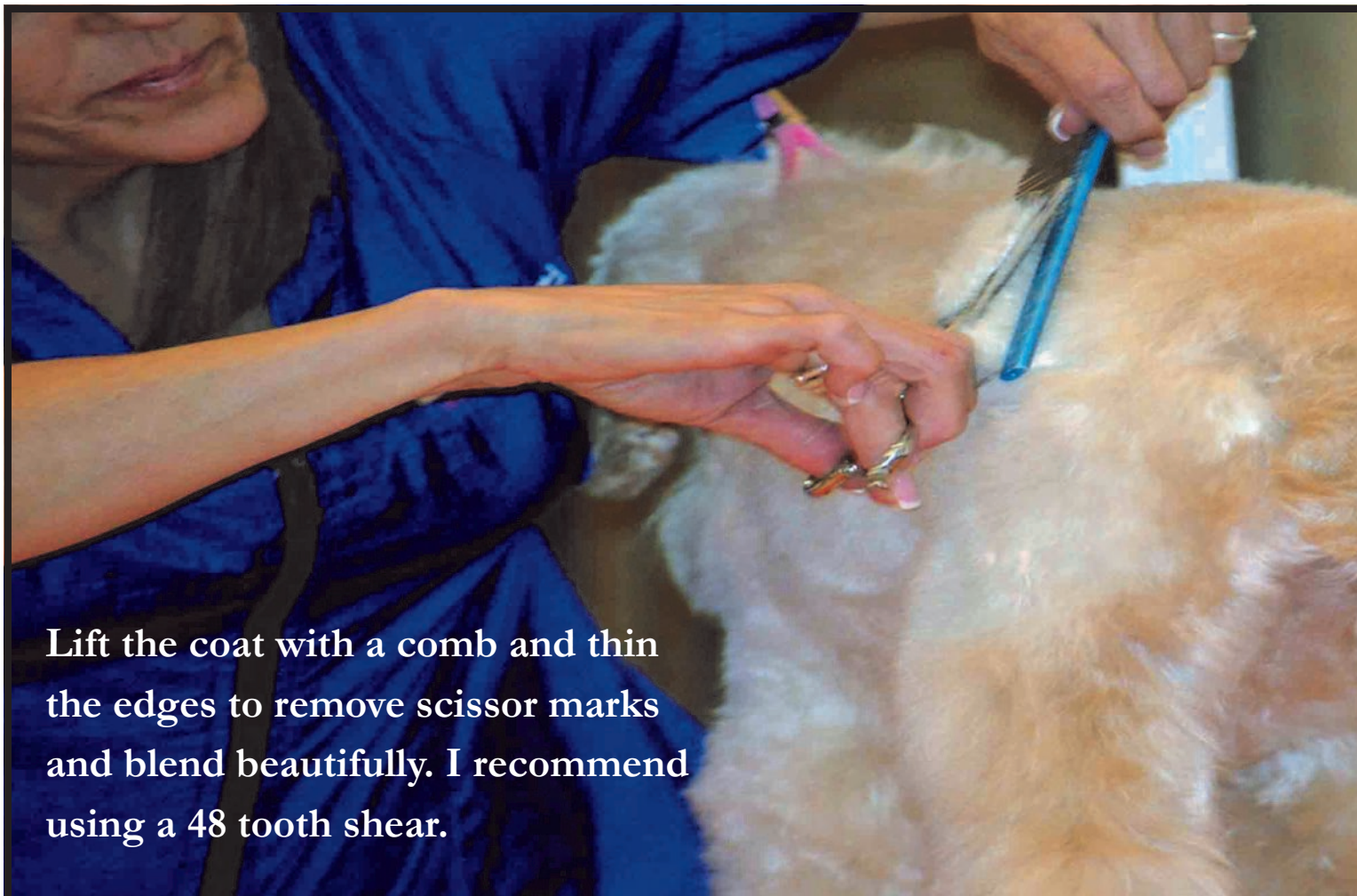
Jodi Murphy, NCMG, Master Pet Stylist Meritus

Jodi has been a four time member of Groom Team USA and ranked within the top four competitors in the country for the past four years. I am a multiple Best In Show and Best All Around competitor. An International medalist winning a gold and bronze medal in Barcelona, Spain in 2004 and a gold medal in Milan, Italy in 2007 competing among 13 countries of world renown groomers. In 2005 and 2006 I was awarded Best American Groomer. I captured the title of World Grand Champion in the Oster Invitational Tournament of Champions. This tournament was by invitation only. Forty-two competitors from around the world were invited, and I was thrilled to take the Championship title. I am also a speaker and contest judge traveling nationally and internationally educating groomers here and abroad. I love to educate groomers throughout the world. I hold private workshops and training sessions to local groomers who want to perfect their skills. Today I publish a growing list of DVD's to share my knowledge and experience with you, as well as Mobile Pet Grooming and a line of distinctive pet grooming apparel.

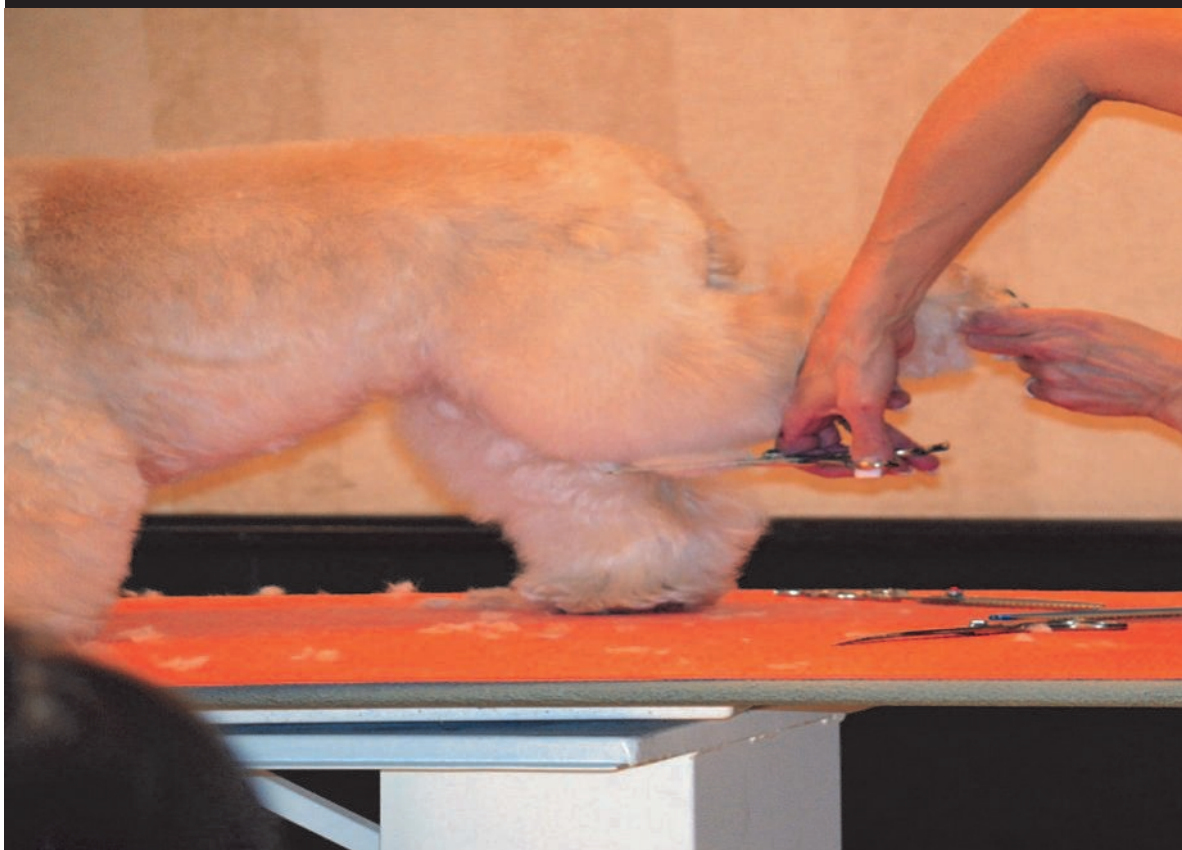
Other eGroomer Articles:

Heads and Tails Styling - Part 1, October - December 2011 Issue
 Heads and Tails Styling - Part 2, January - March 2012 Issue
 Heads and Tails Styling - Part 3, April - June 2012 Issue

Web Site: www.jodimurphy.net



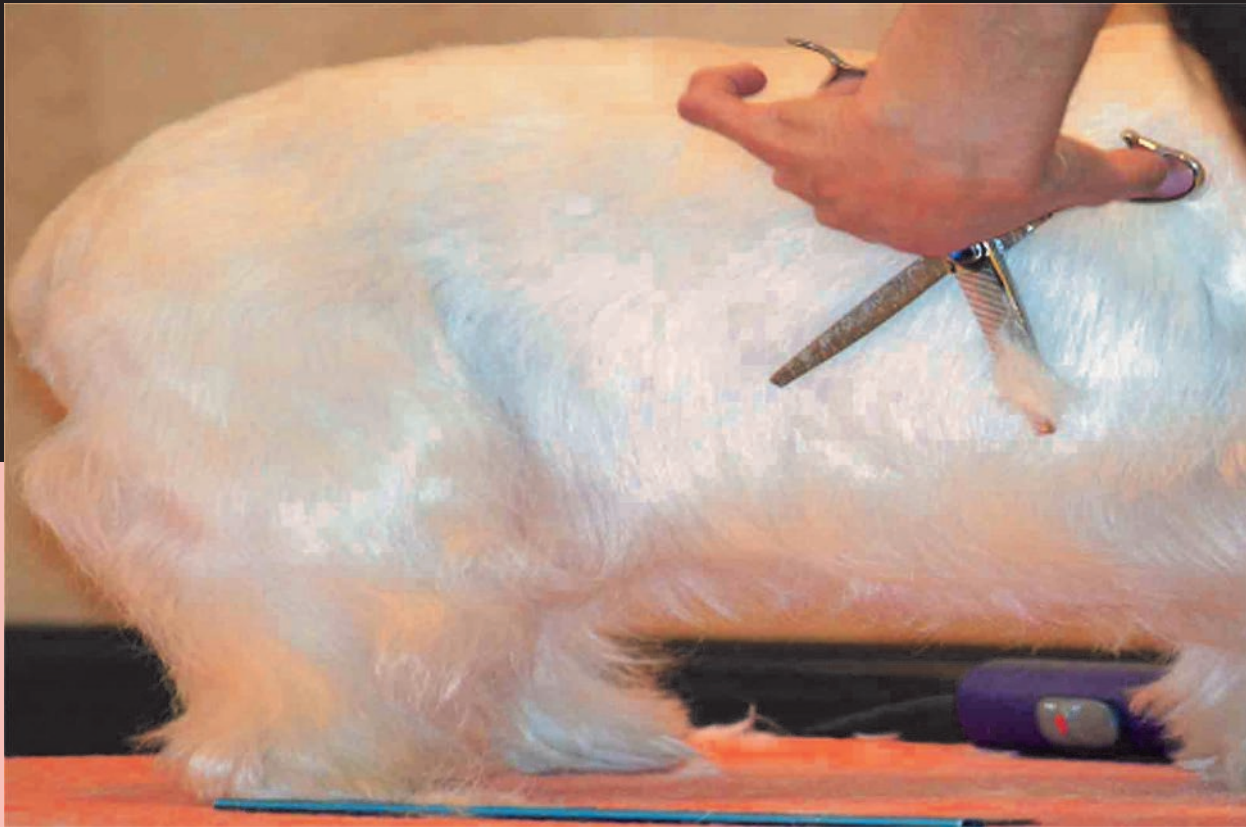
Lift the coat with a comb and thin the edges to remove scissor marks and blend beautifully. I recommend using a 48 tooth shear.



Allow drop coats to fall naturally and thin the edges.

I suggest using a very aggressive 46 tooth shear.

Continued on next page



Blend pattern lines on Sporting dogs, Terriers and similar using a 48 tooth shear to produce beautiful blended lines.





Trim under tails for a natural appearance.

Here I am using a 48 tooth shear.



Trim flag tails with a very aggressive shear.

Here I am using 46 tooth shear.



Use
Chunkers to
scissor over
difficult
coats and
they will
remove
scissor lines.



Blend clipper work into longer coat, i.e. Cocker heads, Terrier heads and eyebrows, shoulders, etc. I suggest using a small fine detail shear which has 40 teeth.

(Continued from page 12)

It gets more confusing when you look at the "v" notch located on the top of each tooth. The deeper the notch the more coat will be trapped and cut. I call these very aggressive shears.

Aggressive shears work very well on soft coats because they texturize the ends of the coat and nicely remove scissor marks.

An aggressive shear works well when trimming flag tails, setter-like furnishings and trimming long ears. They cut off hair quickly but leave a natural look.

Chunkers are thinning shears that have a scissor-like tooth. Each tooth is very wide. There is no "V" notch in this type of shear.

This shear is fabulous for going over scissor work to remove scissor marks. They also work very nicely on double coated breeds.

Thinning shears finish a trim and make it look flawless when used correctly. I have included photographs on the previous pages to illustrate techniques utilizing various thinners to make your trims stand out.

For more information on thinning shears visit www.jodimurphy.net and view the clip for "Thinning Shears: Theory & Techniques" DVD. ♦



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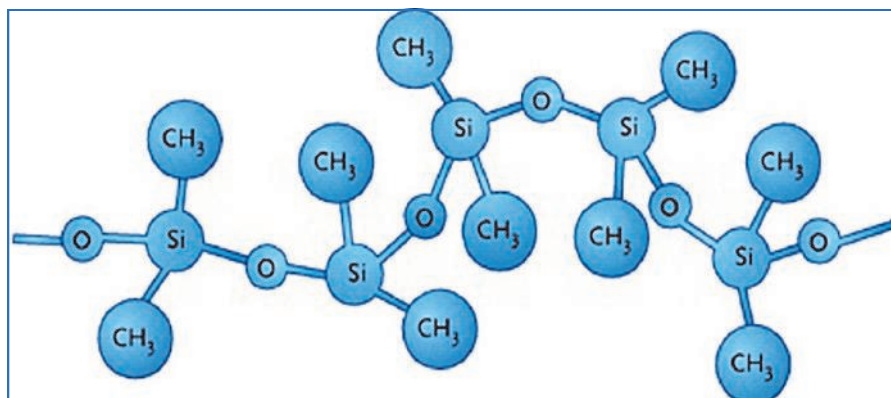
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Silicones: A Quest for Truth—Part 2

By Barbara Bird

Coming in the July / September issue



Barbara Bird, CMG, aka BBird, has been grooming at Transformation Pet Center in Tucson, AZ since 1977. At age 73, she is still grooming three days-a-week, while writing for industry journals and speaking at trade shows. She has received two coveted Cardinal Crystal Achievement Awards for Journalist of the Year in 2006 & 2007 and two Barkleigh Honors Awards for Best Blog of 2010 & 2011. The award winning blog may be found at www.groomblog.blogspot.com. In addition to outstanding work at the grooming table and charismatic presentations as a speaker, Barbara is especially devoted to sharing research and technical information in writing for fellow pet groomers worldwide.

Web Site: www.bbird.biz

Blogs:

Bbird's GroomBlog

<http://groomblog.blogspot.com>

Bbird Talk at GroomWise

<http://groomwise.typepad.com/bbird/>

It's commonly known that all brands of A-5 blades fit any brand of A-5 clippers. What is not commonly known relates to blade sizes. Most brands of A-5 blades have similar sizes, but how they perform varies. Manufacturers must use design differences in order to avoid patent and copyright infringement. The most common difference between brands is the blade thickness. Similar manufacturer sizes may cut at different heights. You could be in for a surprise if you change brands of the same size blade only to discover the cut is different! For your convenience Jeff at Northern Tails Sharpening prepared the multiple manufacturer reference charts below for blades and snap-ons. Be sure to check Jeff's web site at www.northerntails.com for more helpful articles, videos and descriptions of his mail-in services. ♦

Clipper Blade Cutting Heights by Manufacturer

BLADE SIZE	BLADE CUT	MASTER GRM. TOOLS	LAUBE	WAHL	KLEAN CUT	OSTER	ANDIS
#	Inches	MM	MM	MM	MM	MM	MM
50	1/125	0.2	0.2	0.5	0.2	0.2	0.2
40	1/100	0.3	0.3	0.6	0.1	0.3	0.3
35	3/50	—	—	—	—	—	0.4
30	1/50	0.5	0.5	0.8	0.2	0.5	0.5
15	3/64	1.2	1.0	1.3	1.0	1.2	1.2
10	1/16	1.6	1.5	1.8	1.5/1.6	1.0	1.5
10W	3/32	2.4	—	—	—	—	—
9	5/64	2.0	2.0	2.0	1.5	1.0/2.0	2.0
8.5	7/64	2.8	2.8	—	—	2.0	2.8
7	1/8	3.2	3.2	4.0	3.2	3.0	3.2
5	1/4	6.4	6.4	6.0	6.3	6.0	6.3
4	3/8	9.5	9.6	8.0	9.5	9.0	9.5
3	1/2	12.7	13.0	10.0	12.0	13.0	12.0
5/8HT	5/8	15.9	16.0	—	—	—	16.0
3/4HT	3/4	—	—	—	—	—	19.0
T-84	3/16	—	—	—	—	—	2.4

Snap-On Comb Sizes & Cut Lengths by Manufacturer

COMB SIZE	LAUBE SELF ADJ & X-LARGE	WAHL STAINLESS STEEL	MDC ROMANI	OSTER UNIVERSAL	MILLERS FORGE
#	Inches	MM	MM	MM	MM
1/16				1/16	
1/8				1/8	
1/4				1/4	
1/2	3/4		9/16	1/2	
3/4				3/4	
0	7/8	5/8	5/8		
1	5/8	1/2	1/2	1	5/8
1 1/4				1 1/4	
1 1/2	1/2		7/16		1/2
2	3/8	3/8	3/8		3/8
3	5/16		5/16		5/16
4	3/16	3/8	1/4		3/16
5	1/16	1/8			1/16
A	1	3/4	Both charts provided courtesy of Northern Tails Sharpening 251-232-5353 www.northerntailssharpener.com		
B	1 1/4				
C	1 1/2	7/8			
D	1 3/4				
E	2	1			
S	1 5/8				

NDGAA Fun in the Sun 2012 Winners www.ndgaa.com

Best In Show

Veronica Frosch

Judges: Judy Hudson, Sarah Hawks, Melissa Verplank, Lisa Leady

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NDGAA 27TH ANNUAL FUN IN THE SUN
ORLANDO, FL - OCTOBER 2012

Best All Around Groomer

Lindsey Dicken

Judges: Judy Hudson, Melissa Verplank, Lisa Leady

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NDGAA 27TH ANNUAL FUN IN THE SUN
ORLANDO, FL - OCTOBER 2012

Best All Around Groomer - Div. C

Karen Miler, NCG

Judges: Melissa Verplank, Judy Hudson, Lisa Leady

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NDGAA 27TH ANNUAL FUN IN THE SUN
ORLANDO, FL - OCTOBER 2012

Best All Around Groomer - Div. B

Candy Cross, NCG

Judges: Judy Hudson, Melissa Verplank, Lisa Leady

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NDGAA 27TH ANNUAL FUN IN THE SUN
ORLANDO, FL - OCTOBER 2012

Best Groomed Dog - Div. C

Robby Hartley

Judges: Judy Hudson, Sarah Hawks, Lisa Leady, Melissa Verplank

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NDGAA 27TH ANNUAL FUN IN THE SUN
ORLANDO, FL - OCTOBER 2012

Best Groomed Dog - Div. B

Kristen Pierce, NCMG

Judges: Sarah Hawks, Lisa Leady, Judy Hudson, Melissa Verplank

SPONSOR: GEIB SHEARS



NDGAA 27TH ANNUAL FUN IN THE SUN
ORLANDO, FL - OCTOBER 2012

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“Fun In The Sun” Contest Results 2012

Division A

Best In Show Sponsored by Double K Industries

Veronica Frosch, The Paw Shoppe, Coon Rapids, MN

Best All Around Gr. Sponsored by Double K Industries

Lindsey Dicken, Wag N Splash, Altamonte Springs, FL

Andis Poodle Tournament

1st - Irina Pinkusevich, NCMG, Hallendale, FL

2nd - Tammy Siert, The Velvet Touch, Bridgeville, IL

3rd - Veronica Frosch, The Paw Shoppe, Coon Rapids, MN

Groomer's Choice Sporting Tournament

1st - Mackensie Murphy, The Puppy Spa, Mt. Olive, NJ

2nd - Lindsey Dicken, Wag N Splash, Altamonte Springs, FL

3rd - Irina Pinkusevich, NCMG, Hallendale, FL

Groomer's Mall Terrier Tournament

1st - Jennifer Manders, Dogs R Us, Reddick, FL

2nd - Yvonne Aitken, NCMG, A Dogs Domain, Jacksonville, FL

3rd - Lindsey Dicken, Wag N Splash, Altamonte Springs, FL

Kenchii Shears Misc. /Misc. Tournament

1st - Veronica Frosch, The Paw Shoppe, Coon Rapids, MN

2nd - Tammy Siert, The Velvet Touch, Hinsdale, IL

3rd - Lindsey Dicken, Wag N Splash, Altamonte Springs, FL

Nature's Specialties All Other Purebreeds Tournament

1st - Lindsey Dicken, Wag N Splash, Altamonte Springs, FL

2nd - Veronica Frosch, The Paw Shoppe, Coon Rapids, MN

3rd - Sandra Phillips, Sophisticuts, Glen Allen, VA

DIVISION B

Best Groomed Dog sponsored by Geib Buttercut Shears

Kristen Pierce, NCMG, Custom Canine Mobile, Conway, SC

Best All Around Gr. Sponsored by Blue Ribbon Pet Services

Candy Cross, NCG, All 4 Paws, Leesburg, FL

Andis Poodle Tournament

1st - Kristen Pierce, NCMG, Custom Canine Mobile, Conway, SC

2nd - Candy Cross, NCG, All 4 Paws, Leesburg, FL

3rd - Lorraine Arguin, NCG, St. Cloud, FL

Groomer's Choice Sporting Tournament

1st - Candy Cross, NCG, All 4 Paws, Leesburg, FL

2nd - Melissa Klass, NCMG, Miss Kittys, Nashville, TN

3rd - Kristen Pierce, NCMG, Custom Canine Mobile, Conway, SC

Groomers Mall Terrier Tournament

1st - Andrea Shinrock, NCG, Wags to Riches, Longwood, FL

2nd - Candy Cross, NCG, All 4 Paws, Leesburg, FL

3rd - Hilary Rogers, NCMG, Hounds Hair, Ponte Vedra Bch, FL

Kenchii Shears Mixed/Misc. Tournament

1st - Heather Quarg, NCG, Carol's Pet Grooming, Glasgow, KY

2nd - Christina Millikin, NCG, Paulines, Port Orange, FL

3rd - Roxanne Michael, Ocala, FL

Nature's Specialties All Other Purebreeds Tournament

1st - Heather Quarg, NCG, Carol's Pet Grooming, Glasgow, KY

2nd - Candy Cross, NCG, All 4 Paws, Leesburg, FL

3rd - Annette Andrews, Orlando, FL

DIVISION C

Best Groomed Dog sponsored by Groomers Helper

Robby Hartley, Ft. Meade, FL

Best All Around Gr. Sponsored by Groomers Helper

Karen Miller, NCG, All 4 Paws, Orlando, FL

Andis Poodle Tournament

1st - Jose Rojas, Top Grooming, Astoria, NY

2nd - Julie Becker, NCG, Pampered Pet, Leland, NC

3rd - Laureen Behan, Pawfection, Southbury, CT

Groomer's Choice Sporting Tournament

1st - Karen Miller, NCG, All 4 Paws, Orlando, FL

2nd - Julie Becker, NCG, Pampered Pet, Leland, NC

3rd - Melody McMichael, NCG, Bow Wow Btq., Seffner, FL

Groomer's Mall Terrier Tournament

1st - Robby Hartley, Ft. Meade, FL

2nd - Melody McMichael, Bow Wow Btq., Seffner, FL

3rd - Thelmary Hernandez, NCG, St. Cloud, FL

Kenchii Shears Mixed/Misc. Tournament

1st - Thelmary Hernandez, NCG, St. Cloud, FL

2nd - Katie Ware, Sarons Pet Spa, Ft. Lauderdale, FL

3rd - Bridget Scalzitti, NCG, Head to Tails, Delray Bch, FL

Nature's Specialties All Other Purebreeds Tournament

1st - Karen Miller, NCG, All 4 Paws, Orlando, FL

2nd - Tracy Schumann, NCMG, The Four Paws, Anniston, AL

3rd - Haley Broce, Love on a Leash, Port St. Lucie, FL

Governor Insurance

Career Start Competition

1st - Paula Stelfson, Boca Raton, FL

2nd - Monica Munch, Vero Beach, FL

3rd - Ruth Sorrell, Pet Masters, Titusville, FL

The Liz Paul “Best Scissored Poodle” Award

Mackensie Murphy, The Puppy Spa, Mt. Olive, NJ

The Peggy Harris “Kindness” Award

Julie Becker, NCG, Pampered Pet, Leland, NC

Oct. 26th, 27th & 28th, 2012

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Kissimmee, FL

169 TOTAL ENTRIES

Nearly 900 ATTENDEES

NCG = National Certified Groomer

NCMG = National Certified Master Groomer

A woman with dark hair, wearing a blue jacket, is driving a mobile grooming van. The van's interior is visible, showing a grooming table and equipment. The background outside the van shows a green landscape with trees.

Mobile Grooming

I Paid Off My Mobile Grooming Van!

Now What?

by John Stockman, Wag'n Tails Mobile Conversions

Congratulations!

After the celebration, though, reality will eventually set in. It always does. That “I paid off my van” euphoria can quickly change to “HOLY COW!” right around April 15th. Does that date ring a bell? Yep. TAX TIME!

With over 1,800 grooming vehicles out there, Wag'n Tails customers all too often tell us about the tax surprise they run into when they pay off their van. We try to warn everyone a couple of times per year or more but it still is a shock to pretty much all of them.

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Paying off your van is cause for celebration.

- It means you're a success.
- It means you've built a business on your own.
- It means you've freed yourself of employers.
- It means you are your own boss.
- It means you set your own schedule.
- It means you choose your clients.
- It means you did it!

You have arrived!

Once that monthly van payment goes away, you get a big, fat raise. Woohooooo!

\$1,000 to \$1500 or more per month feels great and sure looks nice in the bank account! You know who else likes the way it looks in your bank account?

The Internal Revenue Service. They really, really like it. Heck, I'll even venture to say they love it! Here's why.

First, the interest paid in each payment on the loan is an expense that was used to reduce the taxable income of your business.. The interest deduction goes away, which makes your taxable income correspondingly rise and you get to pay more taxes because of the increase in your taxable income.

But wait! There's more!

Now for the biggie. The mother of all tax deductions that disappears. The one that will really hit you the hardest. The Big Kahuna: Depreciation.

Depreciation is simply a tax benefit that allows a business owner to reduce taxable income over a period of time by deducting a portion of the cost of an asset. The concept is that an asset (a van or trailer) has a useful life and that over time some of that life is used up so businesses are allowed to

“write off” a portion of the cost of the asset.

That means you get to deduct some or all of the cost of the van each year. The higher the cost of the vehicle, the higher the depreciation allowance you are allowed to take.

Add up the lost interest and depreciation deductions and that can increase your taxable income by \$18,000 or more. For example, if you had taxable income of \$40,000 before you paid your van off, your tax would be about \$6,000 (according to the 2012 IRS tax table). After you pay off your van, your taxable income is now \$58,000 (or even more); your tax is almost \$11,000. Not many of us have an extra \$5,000 laying around to send to Uncle Sam.

The point is, if you have paid off your van or if you are about to pay it off, be very aware of the trap that comes April 15th. It can be a real shocker and can really punish your bank account.

There are ways to avoid the shock to your business. First and foremost, plan. Talk to your accountant. Be aware of what the future holds. Take some of that money that would go to your van payment and sock it

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away for tax time. Don't get caught in the "HOLY COW!" moment. If you know what's coming, you can prepare for it and meet it head on.

Of course there is another alternative. Trade in the old van, or sell it yourself and get another one. You'll still have a van payment but you'll also have the deductions and tax savings that come with it and maybe the best thing...you'll have a new van.

Currently, the IRS has a special depreciation rule in effect known as Section 179. Using the IRS Section 179 deduction, if you purchased a new or used van or trailer, you can deduct up to 100% of the cost of the van the first year. For example, if you bought a \$79,000 vehicle, you can save as much as \$27,650 (depending on your tax bracket) the first year. That's like getting over 2 years of van payments saved in taxes during year one!

Paying off your van is a significant accomplishment and it should be a source of pride and jubilation. Just be sure you have both eyes wide open to the tax implications that you will face once you have it paid for. ♦

John Stockman is the National Sales Manager for Wag'n Tails Mobile Conversions in Granger, Indiana. Find them on the web at www.wagntails.com or call 1-800-513-0304.

DISCLAIMER: John Stockman and Wag'n Tails Mobile Conversions are not tax professionals. This information is provided as an example and is typical of the situation discussed and is believed to be accurate. Always consult a tax professional before undertaking any business decision of this nature. Each individual situation is unique and results will therefore be different than those described above.



www.wagntails.com

INTERVIEW

How did your career in pet styling and care start before “Golden Paws?”

I started my career with my mother in her salon at age 12. She began by showing Poodles and crossed over into the pet styling industry. She always had an entrepreneurial mindset. After a year of learning and working at a grooming salon my mother opened her own salon. That marked the first of several pet styling operations. I began my grooming education as a bather/brusher. Over the years I gained enough training and experience to become an all breed stylist. My mom held extremely high standards in pet styling derived from her styling of show Poodles.

I remember her saying, “Don’t do it at all if you’re not going to do it right!” I was very lucky to have this foundation, not only in work situations but also in life situations. She expected the best from all of her daughters. Another philosophy she instilled in us was, “Do everything the best you can and be honest in all your dealings with people. Go beyond the expectations of others, and especially your own!” In other words reach for the stars and you will never

In this issue of eGroomer Journal we visit with...

Mitzi Hicks-Parrish

Golden Paws

Pet Styling Academies



fall short. I know my sisters and I are extremely grateful for what she instilled in us at such a young age, and even though we really didn’t appreciate it fully at the time.

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How did the “Golden Paws Method” of grooming training come about and how did you become involved with it?

The Golden Paws Method was originally developed by my mother when she expanded her salon and added a pet styling school in 1976. She was like most salon owners desperate for qualified employees that met her high standards not only in grooming but in pet care.

The school was a blessing, and in some ways she didn't see at the time. She needed highly-trained pet stylists to meet her employment demand, and she helped the industry by providing well-qualified professional educated pet stylists. My mother knew the unlimited potential of the pet styling industry and loved to help others reach their goals and dreams, especially single parents trying to provide a better life for their families. She did not want future groomers to learn as she had which was not

much more than the attitude of “groom it till it looks good” mode.

Jacqueline Rauch, my mother (shown on the



left in photo) developed a unique training program simplifying the complicated subject of styling dogs. She taught the mechanics of grooming and developed tool skills. For example, she advanced students to high level scissoring skills enabling them to do the “art” of styling on all breed designs or client requested designs. She also taught students what they needed to know about pet health, client relations and much more. She organized a step-by-step training program and students flourished in her supportive environment. They were equipped with theory and experience, and enabled to groom with care and quality.

I became involved as part of my mother's team working for her. I was very young yet trained in her high standards. She expected more from me than her employees.

Later my mom became semi-retired and after I graduated college with a daughter of my own I started Golden Paws Pet Styling Academies in Humble, TX and then a second location in Houston, TX, two state licensed schools. I invested two years in research and development and operating mobile van operations. I was so busy I asked my sister to sell her pet grooming business in California and join me as my

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partner. I desperately needed her operational skills to keep up with my quickly expanding operation. The fastest growing area of our business was the pet styling school operation based on my mother's educational methodology. My sister and I expanded and updated it, and it became the Golden Paws Teaching Method.

What are the most unique factors of the Golden Paws Method of grooming training?



Students are able to learn the mechanics of grooming enabling them to groom all breed designs and

client requests. Our method reduces initial training time with more styling quality and grooming knowledge about pet care, tools, design, balance, client relations and professionalism. Today our book, the *Golden Paws Complete Guide to Dog Grooming* is filled with valuable information. Every groomer can learn new things to help with their careers. It took years to write including contributions from my mother and sister. It includes DVD's and student materials.

As instructors we face time concerns trying

to teach all we can to students. The unique factors of our Golden Paws Methodology allow students to learn more in a short time about quality pet styling and pet care, and to maintain quality over quantity. Pet styling is very difficult to master but our methodology does the best possible with the available time.



The Golden Paws Method educational support materials help students to

become well-rounded professional pet stylists or salon owners. Even experienced pet stylists can benefit from our instructional materials to advance their careers.

When did you first start licensing the Golden Paws system to other schools?

My sister and I started its development in 2005. We couldn't go full-time until we sold our businesses in 2006. Both of us loved helping other salon owners achieve their dreams to expand their businesses into pet styling schools. We had already learned firsthand of the great demand for quality pet stylists, and the related need for schools

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using a sound system of education to help satisfy the demand for well-trained stylists.

The criteria for licensing our proprietary program requires salon owners with a sincere desire to help students reach their goals and dreams, instill professional work ethics and maintain high standards for pet styling and pet care.

Salon/school owners benefit by being able to hire employees from their graduates and earn a return on investment. Also they love the rewards that come from helping students to make their grooming career dreams come true, and thereby raise the professional level of the pet styling industry.

How many schools are using the Golden Paws system now?

Ten, and more are coming.

How else do you assist these schools?

When someone licenses a Golden Paws Pet Styling Academy they get everything from A to Z backed by over 40 years of experience and the Golden Paws Program.

We start by helping them with the design and functionality of their schools. We do 80 percent of the state licensing requirements they face. Facing the process of state

licensing while still running a grooming business is a major obstacle without our assistance. Do realize though our state licensing assistance is less than five percent of the value received being a part of the licensed Golden Paws Program.

There is not enough time to state everything we do. In a nutshell, we provide assistance with nearly everything required to run and teach a successful school from marketing avenues to instructional day-by-day guidelines, instructor and student support materials and so much more. Our assistance allows salon owners to run their businesses while we do much of the setup work. We even help to set up school files when we visit and provide training sessions!

In order for a new school to be a successful Golden Paws Pet Styling Academy they need only put their efforts in following the Golden Paws Program. If readers have an interest we can send them more information by calling 1-888-808-7297 or email info@goldenpaws.com.

I guarantee your readers no matter how much I try to explain during this interview, there is more to what we offer, and seeing is believing. Potential licensees are welcome to visit us in Houston, TX in person and tour

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our facility.

Are you optimistic about the future of pet grooming schools as a method to train new groomers?

Yes. I urge prospective students to do their due diligence before attending school. Please learn what quality pet styling should look like before you tour a school. Verify all aspects of their training. Ensure you will learn scissoring, thinning shears, line blending etc. Be sure your experienced instructor will teach you more than bathing, prepping and shaving! Our emphasis with the Golden Paws Method is all styling skills but most important, fine finishing. Salon owners are begging for good stylists nationwide. You will do great as long as you go to a school that cares about teaching you correctly!

You also have a Golden Paws home study program alternative. Please tell us more about it.



Our home study program is like our school course. It has the same components. You receive plenty of instructor

review based on pictures, mini-cassette and or Skype reviews. There are several different

components. At each component level you are reviewed by an instructor and helped to reach the necessary tool and skill level, such as scissoring or shaving different dog body parts.

It's also great for experienced stylists desiring to improve their skills. Of course, we would prefer you attend one of the Golden Paws Pet Styling Academies. If you cannot for whatever reason and you are a self-starter, our home program could be for



you. Once you complete the home study program you can attend a Golden Paws Mini Camp.

If I can help any of the readers please contact me. 1-888-808-7297 or info@goldenpaws.com or www.goldenpaws.com. ♦



GOLDEN PAWS PET STYLING ACADEMY LOCATIONS

California

O.C. Academy of Pet Styling
145 West Whiting Ave.
Fullerton, CA 92833
714 883-3440
Email: ocacademypetstylin@sbcglobal.net
Web: [Click here](#)

Florida

Golden Paws Pet Styling Academy
19030 West Dixie Hwy
Miami, FL 33180
305-290-4245
Email: goldenpawsmiami@comcast.net
Web: tba

Illinois

Golden Paws Pet Styling Academy
6460 N. Milwaukee Ave.
Chicago, IL 60631
773-775-1040
Email: goldenpawschicago@hotmail.com
Web: [Click here](#)

Indiana

Golden Paws Pet Styling Academy
443 E. Lincoln Rd.
Kokomo, IN 46902
765-455-3093
Cell-765-461-4442
Email: a.touch@att.net
Web: [Click here](#)

Massachusetts

The Dapper Dawg School of Professional Dog Grooming
62R Montvale Ave.
Stoneham, MA 02180
781-438-2900
Email: dapperdawg@comcast.net
Web: [Click here](#)

New York

Golden Paws Pet Styling Academy
627 Plank Road
Clifton Park, NY 12065
518-371-5118
Email: info@goldenpawsnny.com
Web: [Click here](#)

Pennsylvania

Just Four Paws Academy of Pet Styling
8960 South Creek Rd.
Girard, PA 16417
814-774-7297
Email: rob@justfourpawsacademy.com
Web: [Click here](#)

Golden Paws Pet Styling Academy
2101 Greentree Rd.
Scott Towne Center, Suite B-109
Pittsburgh, PA 15220
412-279-9383
Email: petsalonusa@comcast.net
Web: [Click here](#)

Texas

Golden Paws School of Dog Styling
6727 Wesleyan
Houston, TX 77005
714-336-9005
Email: dirkjons@aol.com
Web: [Click here](#)

Wisconsin

Golden Paws Pet Styling Academy
2128 Hall Ave.
Marinette, WI 54143
715-732-6176
Email: denisegoldenpaws@czo.net
Web: [Click here](#)

The Do's and Don'ts of Cordless Battery Charging

By Jeff Andrews of Northern Tails Sharpening Inc www.northerntails.com

When buying new cordless clippers most groomers forget to read the fine print in the instruction manual, and some forget to read it altogether. Your manual may say it is acceptable to leave the cordless clippers in their charging stand all the time, or batteries won't obtain a memory or become overcharged. Don't believe it! Based on my experience it may be convenient to do so, but if you want more assurance you will avoid burned up handsets and dead batteries, don't. I exercise caution over convenience. No matter what the manufacturer states, or the type of battery, there is a chance you may "overcook" it with extended charging.

I learned from experience how to extend battery life and running time with a simple protocol. It involves a little more work on your part, but isn't it worth it to have your clippers running when you need them? Follow this easy protocol with cordless trimmers as well as A5 cordless clippers.

CHARGING

When you get new cordless clippers chances are the batteries will have a charge in them. How much is unknown. The initial charging

of batteries can affect their useful life.

I ran the charge out of a new battery by running the clipper until it was completely dead. You won't hurt clippers by running them without a blade on them. Mine ran about 10 minutes before the motor slowly came to a stop. If you have external batteries you can do this for each battery. Don't rely on a button on your charging stand for depleting the charge. Most likely it won't drain in the same way as running the clipper. Once depleted put the battery or clipper in the charging stand (or hook up the power cord) and start initial charging.

Be sure to only charge the battery until the indicator says its fully-charged. Then, *stop charging the battery*. Even though the manual says the charger will automatically stop charging when its fully charged, don't rely on it. Take the battery completely out of the charger. Only then do you really know charging has stopped. If charging were to continue it could potentially overcook the battery causing cell damage resulting in its not holding a charge very long. With your batteries charged and removed from charging you are ready to start grooming.

AVOIDING BATTERY MEMORY

Use your clipper normally. Assume you have been running it for a while and are done with a groom. What do you next? You probably want to put it back on the charger like the manual says you can do. Should you? I have learned not to. Replacing the handset or battery back in the charger after short runs when the battery has not depleted its charge can cause “battery memory.”

The battery was designed to let you use the clipper run for a long time. Replacing it on the charger after short runs seems to teach the battery it only needs to run for short periods. I assume battery cells can adjust themselves to run for short periods because it has been my experience. As a result many groomers think their batteries aren't holding charges very long or that their clippers are bad. In my experience once they get “memory trained” for short runs there is no going back to training them to hold charges for longer periods of use.

MY PROTOCOL

Here is my protocol for a cordless trimmer. It has an internal battery and a charging stand with an attached power cord allowing it to run household current. In the five years I've used it before writing this article, I've

have had no problems with battery life, charging or hot handset problems. I prepared it for initial charging by running it until the battery was dead. Next I charged it and stopped the charging process entirely once it reached full-charge.

I used the trimmer for several grooms never putting it back in the charger between uses. I used it until there was no charge left in the battery. I was pleasantly surprised how long it ran. It makes grooming more enjoyable. That is why I am so motivated to maintain the long groom time with my protocol. If the charge becomes depleted during a groom I hook up the power cord and finish the groom. If you are using external batteries, change the battery and finish the job, then charge the dead battery. Keep the fresh battery in the clipper and use it until the charge is completely gone before changing batteries.

Remember, don't leave the power cord hooked up after it is completely recharged. Instead, disconnect it. Never leave the trimmer or clipper in the charging base when not using it. Recharge batteries only when there is no charge left, and only recharge long enough to get a full-charge. Following this protocol you may find a solution for your battery problems. I know I did and hope it works for you too. ♦

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Even though my independent contractors are compliant I have to pay them as employees? Because why?

Unraveling the Flipside of Independent Contractor Setups

Recent IRS Decisions Against Employers of I.C. Groomers

Discussions of independent contractor (I.C.) classification amongst groomers typically focus on the groomers hired as independent contractors. Are these I.C.'s doing this, or that, and also this? While these qualifications are part of the determination process to make accurate classifications, rarely do you hear an I.C. groomer ask, "Is my employer compliant in their own right to employ an I.C.?" That's the flipside and the I.R.S. is apparently asking that question. We know of actual incidents where employers of I.C.'s were

told they must immediately convert their I.C.'s to employee status, even when the I.C.'s themselves were compliant. These employers feel like bombshells have hit and they can be liable for past taxes and other financial consequences that quickly multiply into thousands of dollars. Some over six figures! Every I.C. groomer needs to realize that while they run their self-employment within compliance requirements their employers may not be compliant and should have never hired I.C.'s in the first place. When is this true? Let's take a look.

The IRS publishes Publication 4902 Tax Tips for the Cosmetology Barber Industry. We believe pet grooming operations are so similar to hairstyling for people that the IRS would apply the content of this publication to grooming businesses. In the section *Shop Owner*, “Your business may have employees who work for you or you made decide to operate without employees. Another common arrangement is renting space to another individual who operates an independent business. This is commonly referred to as a *booth renter*...once you decide to hire workers you must make a determination if they are your employees or if they will operate their own independent business (as booth renters).”

Hello! Without stating a lot of tax code you can bet the “booth renting” test is a strong factor when examining pet grooming operations with independent contractors. Today very few grooming business owners with independent contractors are renting booths to them. Alone, this test may not overrule the independent contractor test, but it will certainly raise eyebrows and incite them to look closer at grooming’s typical I.C. operations. There’s more.

We spoke with two groomers in March 2013

(Continued on page 39)

Excerpts from IRS Publication 4902

Who is an employee?

Simply stated, an employee is an individual who works at the control and direction of another...you simply have to have the right to control. The following questions are helpful in determining if someone is your employee or I.C:

- As the owner, do you establish the hours the shop is open?
- Do the workers purchase their own supplies with their own money?
- Who determines the prices charged?
- Do the workers set their own appointments?
- Who is responsible for expenses, such as insurance, advertising, etc.?

These questions are not inclusive. If you give extensive instructions as to how, when, or where to do the work and where to purchase the supplies, then more likely you are the employer and the worker is an employee.

Booth Renters

As a booth renter, or I.C. you are responsible for your own record keeping and timely filing of returns and payments of taxes related to your business. Indications that you are an I.C. include, but are not limited to:

- Having a key to the establishment
- Setting your own hours
- Purchasing your own products
- Having your own phone number and business name.
- Determining the prices to be charged.

If these factors are not present, and others, then you are likely an employee.

IRS Form SS-8

Complete this form and the IRS will assist you to determine the worker status, employee or I.C. for you. See also I.R.S. Publication 1779, Independent Contractor or Employee?

(Continued from page 38)

wherein this scenario happened. The independent contractors were not booth renters. They met all I.C. qualifications shown on the previous page, and more. However, the IRS ruled against their employers, and ordered them to convert their I.C.'s to employees with payroll deductions. Both are awaiting fines, penalties and interest assessments. Now, why the bombshell rulings?

They related to us that the I.R.S. studied their financials and more important, the nature of the daily operations. They studied the *control* of the clientele, and who was performing the grooming for each business owner.

Here is where the unraveling began and why we are sharing this article as a warning to employers of grooming I.C.'s. Both employers were not renting booths. They assigned the services ordered by *their* clientele to multiple I.C. groomers. Both owners did some grooming for their clientele but the majority of their service demand was done by the I.C.'s. Some groomers loosely use the word "outsource." For example, these owners outsourced what they couldn't personally groom to their I.C.

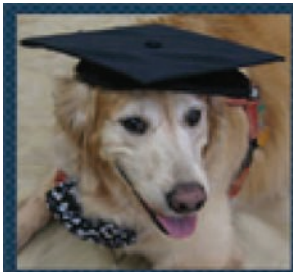
groomers, yet retaining ownership of their clientele. They were not giving referrals of new clients to I.C.'s running their own booth operations. Uh-oh.

The owners' abilities to meet the demand of *their* clientele was then significantly "contingent" on other groomers. In this light without booth renter setups the IRS ruled these operations were more characteristic of employer-employee setups. Both were advised to immediately compensate their groomers as employees.

Generally where you have booth rentals business owners share and provide leads generated by their businesses to their I.C.'s. These referrals may become the clientele of the booth renters.

You don't have to be in the grooming industry long before you realize that not only are booth rentals rare, but owners don't give away the ownership of their clientele to other groomers very often. Owners are increasingly asking I.C.'s to serve their clientele without contacting the I.R.S. to determine their eligibility to do so.

At GroomerTALKSM we are hearing of other employers operating similarly and being ruled against and facing severe financial consequences. Heads up! ♦



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Buying a Client List the Smart Way

The biggest obstacle to buying a pet grooming clientele list is the unknown. How do you know if the clientele will remain your clients should you buy their contact information and service records. Are the records current? Will the list owner allow you to review and analyze the content of list before purchasing it? How much is the client list worth?

These are pertinent questions before purchasing a client list. In this article we show you the financially important homework the buyer should do as it applies to pet care operations.

Most groomers selling their businesses include a list of clients along with other assets such as furniture, fixtures, equipment, trade names, business goodwill and possibly vehicles. On occasion mobile groomers, or groomers operating from their homes and not selling their property, limit their sales to

client lists only. For the purposes of this article it makes no difference. Our focus here is simply to show you how to do basic and advanced reviews and measures of grooming client lists, to make you a very smart buyer.

Every client list tells a different story. Their content and value can be overstated, understated or barely stated with almost no detail. Without an appropriately presented client list how will you ever duplicate or exceed the income potential from the client list as its owner did? You probably won't. You must do your due diligence to study a client list before making the purchase. You are making a significant investment in an asset that can produce profit or an unseen loss.

Sharpen your skills to evaluate client lists.

(Continued on page 42)

We've done this with hundreds of clientele lists, now you can too.

ACCESS TO THE LIST FOR SALE

Would you buy a client list sight unseen?
You may see the establishment that comes



“Every client list tells a different story. Their content and value can be overstated, understated or barely stated with almost no detail. Without an appropriately presented client list how will you ever duplicate or exceed the income potential from the client list as its owner did? You probably won’t. You must do your due diligence to study a client list before making the purchase. You are making a significant investment in an asset that can produce profit or an unseen loss.”

with the purchase of a commercial location, but what about the hundreds or even thousands of details that lie in record-keeping and client records? The heart of a grooming business opportunity are those records. We recommend you act like a miner spending hours mining through the data following our guidelines. A grooming clientele must fit you as the owner/groomer and your vision for the business or you risk your investment and a poor match.

Getting access to the clientele list should not be a problem if you provide reasonable surety to the list owner that the privacy of the content is being kept confidential and subject only to your analysis. You never copy names and contact information into your review notes. We suggest you conduct the homework on-site in the presence of the list owner. You should consider signing a confidentiality agreement before reviewing records upon request, but have your attorney review it before signing.

If there are more than 300 client records you may need to schedule multiple on-site visits. If you are thinking about the hours involved we assure you every moment you spend on this homework prescription will pay off. Don't regret the hours. You are

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protecting an investment in your future, and acting with business acumen sometimes lacking the pet grooming industry.

If client records are computerized use software reporting features to print records for your review. Never take them off-site. Review them with the owner present. Let them see your review notes. They may be a great negotiating tool. If you cannot print computer records you will need to review them on the computer monitor. Typically a confidentiality agreement will state what you can and cannot do with records during your pre-purchase review.

We strongly suggest you view client records in alphabetical order by last name. It's easier to keep track of where you left off. If the list owner uses a manual system with paper filecards, all the better since they are usually sorted by last name.

Never photocopy records and never make backups or copies of software records even if offered until you are their owner.

PROFILING THE CLIENTELE

If another's clientele is to suit your business goals you must *profile* them to ensure compatibility and adaptability:

- Origin profile
- Grooming services profile
- Appointment frequency profile

Verbal definitions of a list should be taken with the proverbial grain of salt. List owners often resort to generalities when describing their clientele. Generalities lead to accidental or intentional misrepresentation. Due diligence is detail-oriented work, don't rush it. You may hear sellers describe their clientele as upscale, mostly retirees, middle class, once-a-year types, short clips mostly, wonderful people, etc. Probably true, but that is not our destination. Listen politely. Smart buyers make their own determination working with detail, not generalities. We need proof.

Origin Profile

As you peruse the record for each and every client you should easily be able to note one indicator of present origin, their zip code. Don't write down addresses violating the privacy of the list owner. Explain to the list owner you are conducting a marketing profile and only need zip codes. In a rural setting there may only be one or two zip codes involved, but in the suburbs and cities you may discover ten or more. Every

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businessperson that grooms wants to know where their clients originate. It helps them to know where past advertising has worked and where to consider placing future advertising.

If you are fortunate the list owner may have asked and recorded where each client was originally derived. In our opinion it makes a list more valuable. It also allows you to thank anyone making new referrals once you own list. Knowledge of the present clientele allows us to spend more wisely when marketing new customers. At the end of your review period you should have a list of all zip codes involved, and how many clients are presently located in each zip code. Study those zip code regions to get a profile of your clientele. Maybe you are getting commuters passing by on their way to work, or are you just drawing local neighborhoods. Yes, every client list tells a different story you need to know.

Grooming Services Profile

As you review every record note the type of animals groomed, dogs, dogs only, dogs and cats, big dogs, purebred dogs, etc. By the end of your review you can tally and calculate percentages, such as 100% dogs

only business or 20% cats and 80% dogs. Your financial projections will be more accurate knowing this profile information.

It is important to examine records for other service-related characteristics:

- Bath-only services
- Full-groom services

How much of the business is complete groom pets versus bath-only? By the way, don't underestimate the value of bath-only pets. If you don't know why, we suggest you read materials by Grooming Business in a Box proving that "the gravy in pet grooming financially is bath-only pets, not full-groom pets." Of course you will groom both, but bath-only services done by well paid, highly-skilled pet bathers, not commissioned or salaried groomers, can boost profit margins by as much as 50% without sacrificing any quality or safety.

You may discover a hidden potential market for more add-on services where the present owner has not offered them.

Type of full-groom demand must be carefully evaluated. It can vary greatly from business to business. Is the demand greatest for short clips, even shavedowns? What about breed specific grooming? Sometimes

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you will discover the business works with various local breeders explaining why there is a strong demand for breed standard grooming. If so, ask yourself if that characteristic is aligned with your grooming goals and present skills. You are probably seeing where we are going. Enhance our suggestions with your a list of service-related characteristics.

Make a list of the characteristics you plan to review. Check off characteristics that apply during your examination. Having done this hundreds of times we assure you we made some unexpected discoveries. Some changed the way we wrote our business plans for the present clientele. By the way, did you notice in the last sentence the word, “present.” The present demand is by far the most important review you will make of a client list for sale. It opens the door to the elusive factor, “What is a list worth?” It is vital to study appointment frequency data.

Appointment Frequency Profile

For over 20 years as consultants we have taught the critical nature of the most important factor in pet grooming marketing, appointment frequency. It takes time (and time is money in a service

business) to develop even one new customer. Our business grew rapidly with little advertising and it did so because we exhaustively managed the appointment frequency of our clientele and today that system is detailed in our book, *From Problems to Profits: The Madson Management System*. We were not pushy sellers. It was an easy sell actually. We helped our clients to keep their pets looking their best year round. That’s an attitude, not a hard sell.

Appointment frequency is the key to meet and exceed client goals more quickly. We have proven this fact with thousands of consultation clients. Consider this common scenario. Two groomers separately start new businesses with no customers. One year later one groomer has 125 regular clients, and the other 125 regular clients. Assume they charge identical grooming fees, and both groom the same pets and same grooming services demand. Ironically, the financial records indicate one of groomers sold \$25,000 more in grooming service sales while doing the same pets and charging the same prices. How is that possible?

The answer is “managing appointment frequency.” The clients of the groomer better managing appointment frequency have their pets groomed more frequently. That’s magic. Madeline Ogle, author of

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From Problems to Profits did extensive studies of appointment frequency with her clientele creating alternative scheduling options besides “standing appointments” designed to escalate appointment frequency to record levels in the industry. Many have duplicated her success after reading her management book and implementing visionary appointment scheduling options.

When reviewing a client list for sale you have a wondrous opportunity to study the present appointment frequency of the clients you are considering to purchase. Remember you are not only buying a client list that is presently generating say \$100,000 a year in sales of grooming services, but their appointment frequency characteristics. You will understand the importance better as we proceed. Here’s the genius at work and you can easily implement it.

For every client record you review note:

- Last appointment date
- Number of appointments in the last year

You do not, and should not, note the pet owner names associated with the data. Assure the list owner you are not doing so.

Once completed get out your sword to cut

the number of “clients” you were likely told you were buying from the list owner.

Do you really want to buy clients that have not had their pets groomed in the last year by this business? Of course not. I would take their names and contact information if I buy the list and send them a marketing letter hoping to get them to return. But I would never lose sight of the fact they are not supporting the present financial figures for sales of grooming services. You must draw the line between what clients you want to buy, and those you accept as a project to retrieve and return at your expense. You should spend very little for departed clients. Instead maintain the viewpoint you buy “regulars.” Period.

How do you define “regulars?” It is up to you to decide. As consultants we define regulars as those pet owners who have purchased grooming services at least four times in the preceding 12 months.

Reviews of appointment frequency take time, but in our opinion it is the most important aspect of the sale of a client list. Eliminate the clients that have not been in at least four times in the last 12 months. How many did you remove? Twenty percent? We have experienced 80% or

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more! Suddenly you realize you are not buying 500 clients spending money with the business in the last year, and instead the figure is 300 clients. The list owner said 500!

Once you pare down the count you are ready to go the next step to further define the appointment frequency.

In the book *From Problems to Profits*, Maddie assigned every client a client rating of “A,” “B,” “C” or “D” defining their appointment scheduling habits. “A” and “B” clients were members of her genius appointment scheduling program that maximized annual appointments from members. “C” clients chose not to join, and “D” clients had not returned for over 6 months and could not be reached to verify why. Often “D” pet owners had moved or their pets had passed and they not replaced them yet. She knew the following from studying her records:

A Clients: averaged 8 appointments a year

B Clients: averaged 8 appointments a year

C Clients: averaged 4 appointments a year

By the way if asked how many clients her business had she would never include the count of D clients. Beware, thousands of grooming business owners do, especially

when selling their client lists.

Our recommendation is that you only buy clients that presently have their pets groomed at least four times in the last year, and then breakdown those regulars into A/B and C clients, true regulars. Using your review notes you can finalize the count. It may or may not help you to negotiate a lower price for a client list for sale, but we always recommend clarity when buying a clientele. At least you can start your ownership from a realistic basis and better project your financial prospects with accurate client base and appointment frequency figures.

During your examination of the client records use a notepad. Draw 3 columns on a sheet of paper. The first column is A/B. The second is C, and the third, D. As you review each client record for appointment frequency put a check in the column that best identifies the record. When done, tally the check marks. In our past example where we pared down a list of 500 clients to 300, you might discover that 200 are A/B types and have their pets groomed 5 to 8 times a year, and the 100 are C types and come in four times a year, but no more. The more A/B clients the more valuable the list.

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SAMPLE COMPLETED EVALUATION FORM OF A CLIENTELE “FOR SALE”

A/B Clients At Least 5 Grooms/Year	C Clients 2 to 4 Grooms/Year	D Clients 1 or Less Grooms/Year
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Total 78	✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓	✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓
<i>These are the “true” clients you are buying with a business, or list only sale.</i>	✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓	✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓
	Total 104	✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓
	<i>Worthy of buying but not as valuable as the 5+ grooms/ year pet owners.</i>	✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓
		✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓
		✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓
		✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓
		✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓
		Total 169
		<i>Do you really want to pay for these clients? How much will it cost you to lure them back, if possible?</i>

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If your count of regulars being sold to you is much less than you were told, be patient, don't chastise the list owner. Obviously you are not being taken with intent. No matter how many are on the list they are generating gross sales reported on the business' most recent tax filings. No matter how many clients the dollar potential they generate is expressed on those official filings. I would never buy a list if I cannot review the data of business tax filings to verify the gross business income being reported, and related to the client list.

Now it is time to make sense of the seller's reported gross business income Truly this is an important step. You spent a great deal of time study the records and only by doing so you can best know if the selling price for the list is high, average or low.

Financial Verification

The following example is fictional yet representative of our common working with the sale of grooming businesses as consultants.

A list seller claims their business has 4,000 clients generating \$150,000 a year in gross revenue from sales of grooming services.

Does that sound right to you? Groomers not working the numbers often don't flinch. Our eyes go wide. "Not again."

Look at what is being said by business numbers and learn to work them. If 4,000 regulars spend \$150,000 a year on grooming services, that's \$37.50 per grooming service (also the average service fee). It also means their clientele is only spending \$37.50 a year on grooming. In other words, every client is having their pet(s) groomed at best once a year. Something is wrong. Sometimes our math states just twice a year. There is probably something wrong with the numbers. Fortunately the review of the client records we recommend can get to the bottom of problem.

You need to know how to do this initial calculation. Divide the seller's stated number of clients into the current total annual sales of grooming services in dollars (for example $\$150,000 / 4,000 = \37.50).

Hopefully the seller has presented you with 4,000 records to back their claim. At the same time the seller should present you with official tax filings backing the \$150,000 claim for gross sales of grooming services.

I never look at sellers as trying to pull the

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wool over my eyes, and expect they do indeed have the number of clients they say in their records. I thank the seller for allowing me to review their records. Now I am ready to share my analysis and provide more accurate numbers.

First, I share my definition of a regular client I would buy as having been served four or more times in the past 12 months. I inform them that after reviewing their 4,000 client records I determined that there are approximately 667 “regular” clients. The average regular has their pet groomed 6 times a year spending about \$37.50 per groom, or \$225 total a year. By multiplying 667 regulars times \$225 the result is approximately \$150,000 gross sales a year, and that then ties into the tax filings they presented me. Is that cool or what?

My estimation may not be pinpoint precise but it is far more accurate. It doesn't change the fact that the present clientele, whatever their numbers, generate about \$150,000 a year in gross sales of grooming services. Instead of flying through “blue sky” thinking I am getting 4,000 regulars I have done myself a great favor as a businessperson. My financial sales

projections are going to be far more accurate than working with a number like 4,000 clients. Be prepared. Most client lists need to be pared down as we have shown you. It behooves you to take whatever hours it takes to narrow the client list down to an accurate number of regulars, and to verify your estimated number of regulars with the gross reported sales on tax filings.

Heads up! Sometimes you may experience another anomaly. You may discover a large number of regulars proven by the service records, and find the reported annual sales of gross income is oddly low. Did some of the sales, especially cash sales, not get reported? That lowers the value of a list when value is based on officially reported annual sales on tax filings.

Other Factors When Buying a List

Exercise caution when buying a client list. If you are planning to make significant changes to the business operation will those changes reduce the numbers of regulars remaining under your new ownership? For example, if you are buying a commercial shop with 500 clients and planning to move the business one mile or more away from the present location, studies show you can lose 20% or more of your clientele. Perhaps

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you are no longer convenient for their commute. Adapting a mobile client base to a commercial shop often results in severe losses of clientele. It might be wiser to maintain some mobile services while still operating a stationary location.

Write a letter of introduction to the existing clientele you buy. State your vision to maintain their satisfaction. Spruce up the image and facility. We strongly encourage you to include a survey with your letter. Ask them what new services would they like you to offer. If you find a strong commonality among suggestions do a study to see if it is realistic. The clientele will appreciate your concern to maintain their bond with the business you bought.

CLIENT LIST VALUE

There are no strict rules when valuing the price of a client list. It is likely the list will be included with the sale of other business assets previously mentioned. First look at the selling price of the business and a list of all assets included in the sale. Then review the most current tax filings for the business. What was the last stated annual gross revenue for the sale of grooming services on official business tax filings? What was

the “net operating income” after deducting operating expenses. For sole proprietorships this information is on the IRS form Schedule C. Assume there is no real estate (land or structures), vehicles or retail inventory being sold, just the business opportunity. Well-established businesses are likely to have more goodwill value and that strengthens asking prices. In times of economic hardship grooming business opportunities may sell for one or two times the latest annual value for net operating income, and top businesses get about one times annual gross income reported, not “net.” Many legal and accounting experts are not grooming industry experts. It is good to get their opinions, and you can get a certified appraisal. Don’t expect them to have been trained to do the client list evaluation stated here.

Without analyzed client and operational records can you rely on yourself to duplicate the present business performance? Not likely. Top-selling businesses have exemplary client and financial records. Businesses selling for less may have poor records. Realize every seller is different. You want confidence! Buyers or sellers can apply what we have shared to create more buyer confidence by making client records more accurate and in sync with financial records.♦

EVALUATION OF CLIENTELE "FOR SALE" - BLANK COPY FOR YOUR USE

A/B Clients

At Least Grooms/Year

C Clients

to Grooms/Year

D Clients

or Less Grooms/Year

Total

Total

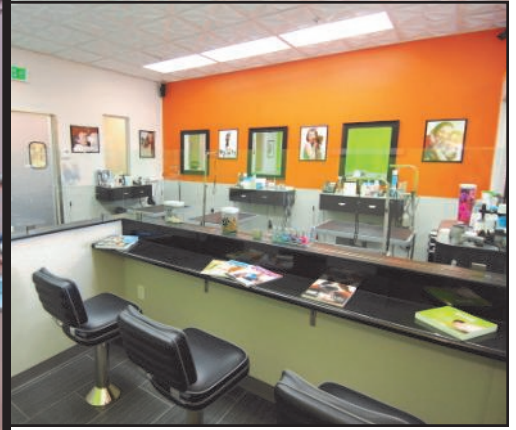
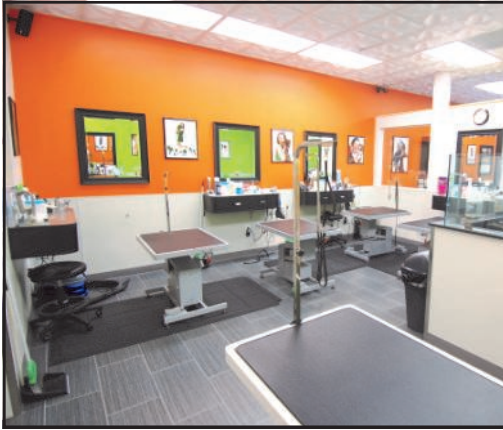
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Bichon Frise Puppy Styling, see October-December 2012 Issue

Building Design, see October-December 2011 Issue

Buying Existing Grooming Businesses for Sale, see April-June 2012 Issue

Canine Hair Growth, see October-December 2011 Issue

Career Paths in Grooming, see January-March 2012 Issue

Cat Grooming, see July-September 2011 Issue, October-December 2012 Issue

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- The Facebook Connect feature on the Message Board adds LIKE buttons to your view of all forum messages. LIKE adds a link on your FB Wall to the messages you LIKE. Also, each time you post a reply or start a new thread you have the *option* to post a link to it on your FB Wall. Keep your FB Wall updated!
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- Shampoo Lady Grooming Supplies

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- ◆ Oster Professional Products
- Kim Laube & Co.

SHAMPOO & SPA

- ◆ PetEdge
- ◆ Double K Industries
- ◆ Groomer's Choice Pet Products
- ◆ Quadruped Pet Care
- ◆ Pet Silk
- Kim Laube & Co.
- Soft Claws Nail Caps® / SmartPractice
- WAHL Clipper Corporation
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- Thousands are arriving from Facebook each week to read the board. Traffic is way up!
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