



International Franchise Expo Press Kit

Table of Contents

1. About Zoom Room
2. Fact Sheet
3. Plans for Growth
4. Press Releases
5. Media Highlights

About Zoom Room

Zoom Room is a national indoor dog gym and training facility with the motto: "We don't train dogs. We train the people who love them." Dog owners learn and play alongside their pups through a cutting-edge array of training classes. The Zoom Room celebrates responsible pet owners who love to socialize with their dogs and deepen the bonds of communication. They embrace positive dog training methods and a fun, friendly environment for working out with your dog.

Zoom Room carries a full line of hand-picked, eco-friendly, solution-oriented dog training gear with real, practical benefits -- all of them Trainer Approved. They offer collars and leashes, raw and organic premium dog food, all-natural treats and chews, eco-friendly toys and challenging puzzles, dog beds and mats, holistic dog grooming tools, and other pet products with specific applications for promoting both wellness and happily well-trained dogs. The brand also offers a wide range of its own treats and dog training gear – exceptional and eco-friendly dog products that can't be found anywhere else.

Zoom Room also believes it's important to give back to the community, and they work closely with animal rescue and welfare organizations both locally and nationwide.

Fact Sheet

- There are currently 10 Zoom Room locations in five states.
- Zoom Room locations range between 2,700 square feet and 3,000 square feet and due to the business being zoned as retail, franchisees can open a Zoom Room in any area of their desired city.
- Zoom Room features cutting-edge curriculum not seen anywhere else. In addition to being experts in dog agility – which can be taught to any dog, no matter its size, age, breed or experience – Zoom Room also offers specialty classes including Shy Dog, Calm Down!, Pup-lates®, Scent Tracking, Urban Herding, Flyball, Rally Obedience and more.
- Unlike other dog training facilities, Zoom Room is climate controlled and owners are required to be with their dogs at all times. The curriculum deepens the bond between a dog and their owner. This allows the owner to fully understand their dog's behavior and creates a distinctly social atmosphere at Zoom Room.
- Zoom Room becomes the epicenter of any dog-loving community and yields incredibly high reviews on Yelp, Facebook, etc. Due to its diversified service and product offerings, such as dog birthday parties, holiday parties, adoption events and more, Zoom Room also boasts a strong client retention rate, which averages over 80 percent at its current locations.

Plans for Growth

Originally launched in 2008, Zoom Room quickly added dozens of locations nationwide and filled a deep demand for a climate-controlled space for owners to play, train and socialize with their dogs. The company paused franchising to focus on rebuilding its franchise infrastructure and has since assembled an experienced board of directors and a new investment from multi-unit emerging brand investor Anthony Polazzi of [AP Franchised Concepts, LLC](#) to support the sustainable growth of the franchise. Following this significant investment in the company,

Polazzi and Zoom Room's CEO Mark Van Wye have made necessary changes to the brand to resume franchising and now plan to add 100 new stores over the next five years.

Press Release



Zoom Room Relaunches High-Demand Pet Franchise Opportunity

Backed by Experienced Multi-Unit Emerging Concept Investor, Indoor Dog Gym & Training Facility Poised for Nationwide Expansion

LOS ANGELES – Ready to fill the need for a fun, safe place to play, train and socialize with dogs, [Zoom Room](#), an indoor dog gym and training facility, is set to 'Zoom' into cities nationwide through its newly relaunched franchise opportunity following a significant investment in the company.

Launched in 2008, Zoom Room quickly added dozens of locations nationwide and filled a deep demand for a climate-controlled space for owners to play, train and socialize with their dogs. The company paused franchising to focus on rebuilding its franchise infrastructure and has since assembled an experienced board of directors and a new investment from multi-unit emerging brand investor Anthony Polazzi of [AP Franchised Concepts, LLC](#) to support the sustainable growth of the franchise. Polazzi and Zoom Room's CEO Mark Van Wye have made necessary changes to the brand to resume franchising and now plan to add 100 new stores over the next five years.

"Anthony brings a tremendous amount of expertise to Zoom Room and knows how to take emerging franchise concepts to the next level," said Van Wye. "Now that we've reinforced our franchise infrastructure with the systems and operations needed to support a large network of franchisees, we are ready to make Zoom Room the No. 1 indoor dog gym and training facility in the country."

Zoom Room's motto is "We don't train dogs. We train the people who love them." Its cutting-edge curriculum focuses on deepening the bond between dog and owner, which allows people to fully understand their dog's behavior and creates a distinctly social atmosphere. In addition to being experts in dog agility – which can be taught to any dog, no matter its size, age, breed or experience – Zoom Room offers an array of specialty classes including Shy Dog, Calm Down!, Pup-lates®, Scent Tracking, Urban Herding, Flyball, Rally Obedience and more.

Because Zoom Room requires owners to be present with their dog at all times, the liability shifts from the store to the owner, which is unique in the pet franchise industry. Zoom Room also requires a small footprint and does not have to navigate complex zoning issues. Zoom Room locations range between 2,700 sq. feet and 3,000 sq. feet and due to the business being zoned as retail, franchisees can open a Zoom Room in any area of their desired city.

“Zoom Room is a highly unique concept in the [\\$69B pet industry](#). It has created a fun, sporty atmosphere in its stores and is one of the few places in metro areas where an owner can relax, have fun learning with their dog and meet other like-minded pet owners,” said Polazzi. “We are confident entrepreneurs will gravitate to this innovative brand and Zoom Room will become the epicenter of dog-loving communities nationwide.”

The Zoom Room franchise opportunity is ideal for dog-loving entrepreneurs or investors looking to diversify their franchise portfolio. No prior dog training experience is necessary to become a Zoom Room franchisee, as its extensive training program allows for dog training novices to become experts in a matter of months. Zoom Room also offers an incredibly fun and convenient lifestyle with the store open only during set business hours and the concept requiring minimal payroll and staff.

Investment for Zoom Room ranges between \$137,125 and \$290,635, depending on size and location. For a limited time, Zoom Room’s franchise fee is \$39,500 for one unit and \$79,000 for three units. All U.S. territories are currently available for purchase with the exception of Hawaii, North and South Dakota and Rhode Island.

For more information about Zoom Room and its franchise opportunity, visit <https://zoomroom.com/franchise>.

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Franchise Times®

Doggie disco? Zoom Room says yes



Adorable dogs doing the hurdles are a staple at Zoom Room

Dreams of cuddling puppies and being herded by sheepdogs 40 hours a week is the holy grail for franchisees looking to turn their love of pooches into profits. Once up and running with any number of doggy franchises out there—from pet spas to pooper scoopers—that enthusiasm can fade with the reality of lawsuits, onerous zoning restrictions and 3 a.m. phone calls that are common in the business of canines.

This dystopian view of operating pet franchises was the catalyst for the creation of Zoom Room, a California-based dog agility-training brand created with the intent of removing these common headaches from the equation so franchisees can come closer to realizing their dreams of a profitable puppy-based enterprise.

“You don’t play with dogs all day, you go to the vet and to the lawyer’s office, because you get sued a lot,” said Zoom Room CEO Mark Van Wye. “Dogs get injured, you are dealing with a 15-20,000-square-foot facility, regulations with air intake and drainage rules, and you’ve got a giant staff of 30 people.”

Leading gently away from the pitfalls of kennels, groomers, spas and hotels, Zoom Room is designed to give dog owners something fun to do with their dogs, while mingling with like-minded dog owners and teaching their best friends to master obstacle courses—agility for serious competitors—in a sport that’s grown increasingly popular and has even been featured in ESPN’s Great Outdoor Games.

“We use the word socialization,” Van Wye said of the human element. “It’s a technical word in animal behavior, but we have doggy disco nights and fair trade coffee parties and movie nights—it’s really people having fun with each other in the company of their dogs.”

While agility competitions still haven’t gone as mainstream as the Westminster Kennel Club Dog Show, he likens it to yoga’s earliest days, which used to imply an element of oddity before spreading like wildfire.

“In the '70s if you did yoga it meant you had a guru in India—it was very obtuse and esoteric,” he said. “Today we know what happened to yoga. You can be an infant, elderly, you can be in a wheelchair or pregnant, there are yoga classes at every gym.”

Zoom Room first began in 2007, with franchising following the next year, but the CEO admits taking his own eyes off the ball with over-stretched infrastructure, an unsustainable growth rate and lackluster franchisee vetting.

During its initial growth spurt, Zoom Room also experienced a handful of unfortunate incidents, including married franchisees splitting up during the grand opening, one unit that was financed with zero-percent-interest credit cards and another young franchisee in Portland, Oregon, who passed away suddenly—when the brand lacked the resources to purchase and operate the unit in a valuable market.

Since then, the company brought on investment partners, bolstered its executive team and significantly upgraded its franchisee vetting, especially in terms of financing and first-year marketing plans.

After relaunching its franchising push in 2017 after a two-year pause, Zoom Room is up to 10 total locations, including two



CEO Mark Van Wye, above, says his agility-training franchise is meant to bypass typical pet franchise pitfalls.

that are owned and operated by the company. Most of its units are concentrated in California, with others in Seattle, Philadelphia, Virginia Beach, Virginia, and Texas.

As owners lead their dogs through tunnels, up and down seesaws and through other brain-building obstacles, Van Wye said each location is also designed to create a fun, relaxing environment for owners to interact without the pressure or disappointment that can come with traditional pet training courses.

Beyond agility, Zoom Room locations also do basic puppy training, traditional obedience classes, flyball dog races, K9 “good citizen” certification, shy dog classes and weekly agility competitions where some owners have been known to tailgate the events with pizza and beer.

Van Wye said individual classes average about \$27 per session, but are sold in flexible packs so owners can try new things and not be restricted to pre-scheduled events.

“Agility is not something your dog does, it’s something you do with your dog,” he said. “The dog learns it quickly, but you the handler have to learn to communicate with your dog more subtly through gestures, and people go home and say I took an agility class for fun, but it’s like the best obedience class I’ve ever had.”

Parade

3 New Year's Resolutions for Your Pets



Forty percent of Americans will make New Year’s resolutions this year—but what about pets? The new year is the perfect time for a fresh start for our four-legged family members, too.

January happens to be [National Train Your Dog Month](#), a holiday that the Association of Professional Dog Trainers created. From diet and exercise to preventative health and safety to teaching old dogs new tricks through training, there are plenty of pet-friendly resolutions you can try this month.

Here are three New Year's resolutions suggestions for your pets:

2. Help Your Dog and Cat Get Fit

Just like humans some pets (well, their owners) might make a New Year's resolution to lose weight. This isn't simply applying our expectations to our pets or putting our body issues on them. Obesity is a real problem for pets.

According to Nationwide, which provides pet health insurance, pet obesity is on the rise for the seventh straight year. Similar to their human counterparts, excessive body fat increases the risk of preventable health issues and may shorten the life expectancy of dogs and cats. Some of these health issues include arthritis, knee injuries, diabetes and kidney disease.

A great way to help get your dog or cat get in shape is to be active with them. With indoor cats, spend time playing with them in a way that gets them moving. This might include toys that tap into their natural instinct to chase things—laser pointers, wand toys and catnip toys. For dogs playing fetch, taking longer walks or even signing your dogs up for agility classes would be a good start. For example, [Zoom Room](#) is a national indoor dog gym and training facility specializing in obedience and agility training for dogs—a great way to tie back into National Train Your Dog Month.