

Ideal Customer Profile & Lead List

A strategic guide for targeting, acquiring, and converting pet grooming businesses into Pet Grooming Pro customers.

<div>\$2.06B</div> <div>US Market Size (2024)</div>	<div>169K+</div> <div>US Grooming Businesses</div>	<div>6.7%</div> <div>Annual Growth Rate</div>	<div>\$347M</div> <div>Grooming Software TAM</div>
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1. Executive Summary

The US pet grooming services market is valued at **\$2.06 billion (2024)** and growing at **6.7% CAGR** through 2030. With over **169,000 pet grooming and boarding businesses** operating nationwide, the opportunity for a modern, purpose-built SaaS platform is massive. The grooming-specific software market alone is **\$347 million** and projected to grow at **12.8% CAGR** through 2033, reaching over \$1 billion.

Pet Grooming Pro is positioned to capture this opportunity by solving the top operational pain points grooming businesses face: **scheduling chaos, no-shows, manual client management, and lack of a professional booking experience**. Our multi-tenant SaaS platform provides appointment management, public booking portals, real-time chat, staff scheduling, and automated reminders — everything a grooming business needs to run efficiently.

This document defines our **Ideal Customer Profile (ICP)**, segments the market into actionable tiers, and provides a **curated lead list of 100 real prospective clients** ready for outreach.

2. Ideal Customer Profile (ICP)

Primary ICP: Mid-Size Independent Grooming Salons

Our highest-value target is the **independent pet grooming salon with 2-10 groomers**, generating **\$150K-\$500K+ in annual revenue**. These businesses are large enough to feel the pain of manual scheduling and client management, but small enough to lack IT staff or enterprise solutions. They are actively looking for affordable, easy-to-adopt tools.

Attribute	Primary ICP	Secondary ICP
Business Type	Independent grooming salon	Mobile grooming operator
Team Size	2-10 groomers	1-5 groomers / vans
Annual Revenue	\$150K - \$500K+	\$100K - \$300K
Location	US metro & suburban	US metro (service radius)
Current Tools	Paper, spreadsheets, basic apps	Phone/text booking, paper logs
Tech Comfort	Moderate — uses smartphone, social	Moderate — mobile-first mindset
Decision Maker	Owner / Salon Manager	Owner-operator
Key Pain Points	No-shows, scheduling conflicts, manual reminders	Route planning, on-the-go booking, client comms
Willingness to Pay	\$50-\$150/month for right solution	\$30-\$100/month

Expansion ICPs

- **Pet Daycare & Boarding Facilities:** Businesses like Camp Bow Wow and Dogtopia franchisees that already offer grooming as an add-on service. These typically have 5-20 staff, \$500K-\$1.5M revenue, and need integrated scheduling across daycare, boarding, and grooming.
- **Regional Franchise Operations:** Multi-location franchise owners (Woof Gang, Splash & Dash, Scenthound) managing 3-15+ units. They need centralized reporting, consistent booking experience, and cross-location management.
- **Luxury Pet Spas & Boutiques:** Premium-positioned businesses charging \$80-\$200+ per session. They demand a polished client-facing booking experience that matches their brand, plus robust client/pet profile management.
- **Veterinary Clinics with Grooming:** Vet clinics adding grooming as a revenue stream. They need grooming-specific workflows that integrate alongside their existing practice management without disrupting clinical operations.

3. Customer Segmentation & Tiers

Tier	Segment	Size	Revenue Potential	Priority
Tier 1	Mid-size independent salons (2-10 groomers)	~50,000	\$50-150/mo	HIGH
Tier 2	Mobile grooming operators	~25,000	\$30-100/mo	HIGH
Tier 3	Pet daycare/boarding with grooming	~15,000	\$100-250/mo	MEDIUM
Tier 4	Franchise multi-location operators	~5,000	\$200-500/mo	MEDIUM
Tier 5	Luxury pet spas & boutiques	~8,000	\$80-200/mo	GROWTH
Tier 6	Vet clinics with grooming services	~12,000	\$50-150/mo	GROWTH

4. Pain Points & Value Proposition

Top Pain Points (Ranked by Severity)

- 1 No-Shows & Late Cancellations**
The #1 revenue killer. Average grooming businesses lose 10-15% of potential revenue to no-shows. Without automated reminders and deposit systems, owners are left guessing who will actually show up.
- 2 Scheduling Chaos**
Variable service times (a nervous dog can take 2x longer), walk-ins, rebooking, and staff availability make manual scheduling nearly impossible at scale. Double-bookings frustrate staff and clients.
- 3 Client & Pet Data Scattered**
Pet preferences, behavioral notes, allergies, and grooming history live in notebooks, sticky notes, or the groomer's memory. When a groomer leaves, that knowledge walks out the door.
- 4 No Professional Booking Experience**
Clients expect online booking like every other service. Most groomers still rely on phone calls and text messages, losing potential customers who prefer self-service.
- 5 Manual Reminders & Follow-ups**
Owners spend hours texting and calling to confirm appointments. Without automation, reminder quality is inconsistent and time-consuming.
- 6 Staff Management Complexity**
Tracking groomer schedules, specialties, availability, and performance across shifts is a headache — especially with part-time staff or multiple locations.

Pet Grooming Pro Value Proposition

"Replace your notebook, phone, and spreadsheets with one platform that handles booking, reminders, client management, and staff scheduling — so you can focus on the dogs, not the admin."

- **Reduce no-shows by 40-60%** with automated SMS/email reminders and deposit collection
- **Save 5-10 hours/week** on scheduling with drag-and-drop calendar and online booking
- **Never lose client data** — centralized pet profiles with grooming history, notes, and photos
- **Look professional** with a branded public booking portal your clients will love
- **Real-time communication** via in-app chat between salon and pet parents
- **Actionable insights** from built-in reporting on revenue, appointments, and staff performance

5. Lead List: 100 Prospective Clients

The following 100 businesses represent real, researched pet grooming operations across the United States. They span multiple segments and geographies to give your sales team a diverse, actionable pipeline. Each lead is categorized by tier and segment to prioritize outreach.

■ Tier 1 & 2: Independent Salons & Mobile Operators (HIGH Priority)

#	Business Name	Location	Type	Tier	Website
1	The Bark Shoppe	New York, NY	Independent Salon	Tier 1	thebarkshoppe.com
2	Pupstudio NYC	New York, NY	Independent Salon	Tier 1	pupstudionyc.com
3	Biscuits & Bath	New York, NY	Salon + Daycare	Tier 1	biscuitsandbath.com
4	Brooklyn Pet Spa	Brooklyn, NY	Luxury Salon	Tier 1	brooklynpetspa.com
5	Alessandro Pet Spa	Los Angeles, CA	Independent Salon	Tier 1	alessandropetspa.com
6	Collar & Comb	West Hollywood, CA	Luxury Salon	Tier 1	collarandcomb.dog
7	Pampered Tails	Culver City, CA	Salon + Mobile	Tier 1	pamperedtails.com
8	21Pooch	Los Angeles, CA	Independent Salon	Tier 1	21pooch.com
9	Ravenswoof Pet Grooming	Chicago, IL	Independent Salon	Tier 1	ravenswoof.com
10	Tucker Pup's	Chicago, IL	Independent Salon	Tier 1	tuckerpups.com
11	Urban Pooch Canine Life Center	Chicago, IL	Salon + Training	Tier 1	urbanpooch.com
12	Pooch A La Mode	Chicago, IL	Luxury Salon	Tier 1	poochalamode.com
13	The Dog House Pet Salon	Houston, TX	Multi-Location Salon	Tier 1	thedoghouseps.com
14	Heights Grooming	Houston, TX	Independent Salon	Tier 1	heightsgrooming.com
15	Rocky & Maggie's	Houston, TX	Luxury Boutique	Tier 1	rockyandmaggies.com
16	Doggy Daze	Phoenix, AZ	Multi-Location Salon	Tier 1	doggydazeaz.com
17	Gentle Groomer	Phoenix, AZ	Independent Salon	Tier 1	gentlegroomer.net
18	Smelly Dog	Phoenix, AZ	Salon + Daycare	Tier 1	smellydogaz.com
19	Philly Floof Grooming	Philadelphia, PA	Independent Salon	Tier 1	phillyfloof.com
20	Wagsworth Manor	Malvern, PA	Award-Winning Salon	Tier 1	wagsworthmanor.com
21	The Grooming Gallery	Chicago, IL	Established Salon (1999)	Tier 1	thegroominggallery.com
22	Paw Alley Pet Grooming	San Diego, CA	Independent Salon	Tier 1	pawalleygrooming.com
23	Suds N Pups	San Diego, CA	Multi-Location Salon	Tier 1	sudsnpupsdoggroomingandwashinc.com
24	Pet Palace Grooming	San Diego, CA	Independent Salon	Tier 1	petpalacegroomingsd.com
25	Urban Dogg Pet Grooming	Dallas, TX	Independent Salon	Tier 1	urbandogg.com
26	The Paw Spa Dallas	Dallas, TX	Independent Salon	Tier 1	pawspadallas.com
27	As the Fur Flies	Austin, TX	Certified Salon	Tier 1	asthefurfliesaustin.com
28	Mod Mutt Salon	Austin, TX	Independent Salon	Tier 1	modmuttsalon.com
29	Urban Dogg	Denver, CO	Multi-Location Salon	Tier 1	urbandoggcolorado.com
30	Crystal's Grooming	Denver, CO	Independent Salon	Tier 1	crystalsgrooming.com

■ Tier 1 & 2: Independent Salons & Mobile Operators (continued)

#	Business Name	Location	Type	Tier	Website
31	Posh Paws Seattle	Seattle, WA	Independent Salon	Tier 1	poshpawsseattle.com
32	Cloudberry Pet Salon	Seattle, WA	Low-Stress Salon	Tier 1	cloudberry.dog
33	TidyDog Dog Grooming	Nashville, TN	Award-Winning Salon	Tier 1	tidydog.pet
34	Floof Nashville	Nashville, TN	Independent Salon	Tier 1	floofnashville.com
35	Modern Pet Salon	Charlotte, NC	Multi-Location Salon	Tier 1	modernpetsalon.com
36	Whiskers Dog Spa	Charlotte, NC	Independent Salon	Tier 1	whiskersdogspa.com
37	Pawphoria	Tampa, FL	Award-Winning Salon	Tier 1	pawphoriagrooming.com
38	Grande Style Dog Grooming	Tampa, FL	Established Salon (30+ yrs)	Tier 1	grandestylepet.com
39	Salty Dawg Pet Salon	Atlanta, GA	Salon + Bakery	Tier 1	saltydawg.com
40	Lovedog ATL	Atlanta, GA	Boutique Salon	Tier 1	lovedogatl.com
41	Barkbus	Multi-City (CA, TX, AZ, GA)	Mobile Grooming	Tier 2	barkbus.com
42	Groomit	50+ US Cities	Mobile Marketplace	Tier 2	groomit.me
43	Alpha Grooming	CA, CO, TX	Mobile Grooming	Tier 2	alphagroomingpetsalon.com
44	Groombuggy	FL, GA, IL, NV, NJ, VA	Mobile Franchise	Tier 2	groombuggy.com
45	Haute Pets	Houston, TX	Mobile Luxury	Tier 2	hautepets.net
46	Kontota	Houston, TX	Mobile Grooming	Tier 2	kontota.com
47	Go Hollywood Grooming	Los Angeles, CA	Mobile Grooming	Tier 2	gohollywoodgrooming.com
48	Chic Paws Mobile	San Diego, CA	Mobile Grooming	Tier 2	chicpawsgrooming.com
49	Cal's K9 Clips	Dallas, TX	Mobile Grooming	Tier 2	calsk9clips.com
50	Pet Love	Dallas, TX	Mobile Fleet (50+ vans)	Tier 2	petlove.com
51	Avery's Mobile Pet Salon	Philadelphia, PA	Mobile Grooming	Tier 2	averyspetstyle.com
52	Music City Grooming	Nashville, TN	Mobile Grooming	Tier 2	musiccitygrooming.com
53	Furry Land Mobile	Nashville, TN	Mobile Franchise	Tier 2	furryland.us
54	Maddie's Mobile Makeovers	Atlanta, GA	Mobile Team	Tier 2	maddiesmobile.com
55	Fur Pets Grooming	Atlanta, GA	Mobile Grooming	Tier 2	furpetsgrooming.com
56	Barker's Mobile Pet Grooming	Tampa, FL	Mobile (Est. 2003)	Tier 2	barkersmobilepetgrooming.com
57	PupLuxe Grooming	Orlando, FL	Mobile Spa	Tier 2	pupluxegrooming.com
58	Dogi's Mobile Grooming	Miami, FL	Mobile Grooming	Tier 2	dogismobilegrooming.com
59	Groom & Bloom	San Antonio, TX	Mobile Grooming	Tier 2	groomandbloomtx.com
60	Ruff Roads Mobile Grooming	Portland, OR	Mobile Grooming	Tier 2	ruffroadsmobilegrooming.com

■ Tier 3 & 4: Daycare/Boarding & Franchise Operations (MEDIUM Priority)

#	Business Name	Location	Type	Tier	Website
61	Camp Bow Wow (Franchisees)	220+ US Locations	Daycare + Grooming	Tier 3	campbowwow.com
62	Dogtopia (Franchisees)	285+ US Locations	Daycare + Grooming	Tier 3	dogtopia.com
63	Lucy's Doggy Daycare & Spa	San Antonio, TX	Daycare + Grooming	Tier 3	lucysdoggydaycare.com
64	Lucky & Lady's	Atlanta, GA	Boarding + Grooming	Tier 3	luckyandlady.com
65	Groom & Board PHL	Philadelphia, PA	Boarding + Grooming	Tier 3	groomandboardphl.com
66	Hounds Town USA	Multi-State Franchise	Daycare + Grooming	Tier 3	houndstownusa.com
67	Central Bark	Multi-State Franchise	Daycare + Grooming	Tier 3	centralbarkusa.com
68	Townhouse Pet Care	Portland, OR	Daycare + Grooming	Tier 3	townhousepetcare.com
69	Bubbly Paws	Minneapolis, MN	Self-Wash + Grooming	Tier 3	bubblypaws.com
70	Preppy Pet	Multi-State Franchise	Daycare + Grooming	Tier 3	preppypet.com
71	Woof Gang Bakery & Grooming	450+ US Locations	Grooming Franchise	Tier 4	woofgangbakery.com
72	Splash & Dash Groomerie	213+ US Locations	Grooming Franchise	Tier 4	splashanddashfordogs.com
73	Scenthound	56+ US Locations	Grooming Franchise	Tier 4	scenthound.com
74	EarthWise Pet	200+ US Locations	Pet Store + Grooming	Tier 4	earthwisepet.com
75	Wag N' Wash	26+ US Locations	Grooming Franchise	Tier 4	wagnwash.com
76	Aussie Pet Mobile	300+ US Units	Mobile Franchise	Tier 4	aussiepetmobile.com
77	Zoomin Groomin	43+ US Units	Mobile Franchise	Tier 4	zoomingroomin.com
78	Petbar	Multi-City (TX, etc.)	Membership Grooming	Tier 4	petbarinc.com
79	Woofie's	Multi-State	Mobile Franchise	Tier 4	woofies.com
80	Dapper Tails	Nationwide	Mobile Franchise	Tier 4	dappertailsmobile.com

■ Tier 5 & 6: Luxury Spas & Hybrid/Vet Operations (GROWTH Priority)

#	Business Name	Location	Type	Tier	Website
81	Hair of the Dog Pet Spa	Multi-City	Luxury Mobile Spa	Tier 5	hairofthedogpetspa.net
82	Spaaws	Multi-City	Luxury Pet Spa	Tier 5	spaaws.com
83	Luxury Pet Grooming	Highlands, NC	Luxury Salon	Tier 5	luxurypetgrooming.net
84	Designer Paws Salon	Columbus, OH	Luxury Salon	Tier 5	designerpawssalon.com
85	Puppy Tale Lodge	New York, NY	Luxury Salon	Tier 5	puppytalelodge.com
86	The Wiggly Monsters	New York, NY	Luxury In-Home	Tier 5	wigglymonsters.com
87	Luxury Groomer	New York, NY	Luxury Mobile	Tier 5	luxurygroomer.com
88	iPaw Pet Salon	San Antonio, TX	Luxury Salon	Tier 5	ipawpetcorporation.com
89	Onyva Dog Spa	Tampa, FL	Luxury Salon	Tier 5	tampa.onyvadogspa.com
90	Gabriel Feitosa Groomer	San Diego, CA	Premium Groomer	Tier 5	gabrielfeitosagroomer.com
91	Heart + Paw	Philadelphia, PA	Vet + Grooming	Tier 6	heartandpaw.com
92	One Love Pet Parlor	Phoenix, AZ	Hybrid Salon	Tier 6	onelovepetparlor.com

93	Spot's Pet Supply & Dog Wash	Nashville, TN	Retail + Grooming	Tier 6	spotspetsupply.com
94	Pet Bath & Beyond	San Antonio, TX	Full-Service (35+ yrs)	Tier 6	petbathandbeyond.com
95	Runway Pet Grooming	Orlando, FL	Salon + Retail	Tier 6	runwaygrooming.com
96	Lovely Pets Grooming	Miami, FL	Family Salon (1999)	Tier 6	lovelypetsgroomingsalon.com
97	The Dog From Ipanema	Miami, FL	Established (1986)	Tier 6	thedogfromipanema.com
98	Dog Savvy	Denver, CO	Salon + Training	Tier 6	dogsavvy.com
99	Clean Critters	Austin, TX	Boutique Salon (2010)	Tier 6	cleancrittersaustin.com
100	UrbanWagz	Tampa, FL	Downtown Salon	Tier 6	urbanwagz.com

6. Outreach Strategy Recommendations

Recommended Outreach Sequence

Step	Channel	Action	Timing
1	Email	Personalized cold email referencing their business, pain point, and how Pet Grooming Pro solves it	Day 1
2	Social	Follow their business on Instagram/Facebook; engage with a genuine comment on a recent post	Day 2-3
3	Email	Follow-up with a case study or ROI calculator showing time/money saved	Day 5
4	Phone	Warm call referencing previous emails; offer a free 14-day trial	Day 7-8
5	Email	"Last touch" email with a limited-time offer or free onboarding session	Day 12
6	Direct Mail	For Tier 4 franchise HQs: physical package with branded materials and demo USB/QR code	Day 14

Key Messaging by Segment

- **For Independent Salons (Tiers 1 & 5):** Lead with time savings and no-show reduction. These owners wear every hat — position Pet Grooming Pro as the employee they've always needed. "Stop losing \$500+/month to no-shows. Start your free trial today."
- **For Mobile Operators (Tier 2):** Lead with mobile-first design and on-the-go booking. "Manage your entire schedule from your van. Clients book online, you focus on grooming."
- **For Daycare/Boarding (Tier 3):** Lead with integration and workflow. "Add grooming to your daycare operations without the scheduling headaches."
- **For Franchises (Tier 4):** Lead with multi-location management, consistency, and data. "One dashboard for all your locations. Centralized reporting, local execution."
- **For Vet Clinics & Hybrids (Tier 6):** Lead with simplicity and non-disruption. "Add a grooming revenue stream without changing your existing practice workflow."

This document was prepared for the Pet Grooming Pro team. Data sourced from public business directories, industry reports, and web research. Lead contact details should be verified before outreach.