



FRANCHISING INFORMATION

*Canada's premier raw pet food franchise.
Be in business for yourself -- not by yourself.*

Ryan Radley, President | Jen Radley, COO
ADR Pet Stores Inc. | info@adrpack.ca

A Note from Our Founders

To our prospective ADR Pet Stores franchisee,

Thank you for exploring a franchise partnership with ADR Pet Stores -- one of Canada's most exciting new concepts, built on the explosive growth of the health-conscious raw pet food market.

ADR Pet Stores is a dynamic, entrepreneurial company with an exceptionally strong internal culture. When you join the ADR team, you are not just investing in a franchise, you are becoming part of a family that is completely dedicated to your success.

This Franchise Kit covers everything you need to know: our story, the opportunity, the investment, and answers to your most pressing questions.

Ready to go deeper? Once you've had a chance to go through the information, send us an email telling us a bit about yourself, your background, and why you believe you'd be a great fit for the ADR brand.

Sincerely,

Ryan & Jen Radley

Who We Are

ADR Pet Stores is Ontario is a leading retailer of quality pet food. Founded in 2019, we deliver the highest-quality food and pet-related products in friendly, contemporary surroundings.

<p>OUR VISION</p> <p>Through nutrition, education, and advocacy, we help all carnivorous pets achieve optimal health and happiness from the inside out.</p>	<p>OUR MISSION</p> <p>Supporting the health and wellbeing of carnivorous pets through species-appropriate diets and the products, services, and resources to achieve optimal health.</p>
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Company Snapshot

<p>2019</p> <p>Year Founded</p>	<p>2020</p> <p>Franchising Since</p>	<p>1</p> <p>Corporate Locations</p>
<p>8</p> <p>Franchised Locations</p>	<p>1</p> <p>Territories Under Dev.</p>	<p>5 Years</p> <p>Agreement Term</p>

The Opportunity

Key Investment Numbers

\$95,450 - \$153,250 Total Investment Range	\$20,000 + tax Franchise Fee	5% of Gross Sales Monthly Royalty
1% of Gross Sales Advertising Fee	\$150,000 Min. Net Worth	\$50,000 Min. Liquid Assets

* Investment totals include: franchise fee, all initial equipment, build-out costs, insurance, opening inventory, grand opening marketing budget, comprehensive training, and working capital. Numbers can vary by territory, location size, and inventory levels. Conversion/re-brand situations may result in significantly lower costs.

Why ADR Pet Stores?

Low Start-Up Cost. Your entire investment starts at just under \$100K all-in. That is equipment, training, inventory, and more. No surprises.

Booming Market. The Canadian raw pet food sector grows every year. Pet ownership is up, and health-conscious consumers are driving record demand.

Streamlined Operations. We have spent years refining a slick, efficient system so you can focus on customers, not complexity.

Right-Sized Footprint. No giant warehouse needed. Our model fits urban storefronts, suburban plazas, and rural locations alike.

Lean Labour Model. Operate day-to-day with just you and one team member. Scale up as your sales grow.

Flexible Hours. Set hours that work for you and your community. Non-cyclical demand means strong sales 365 days a year.

Protected Territory. Your trading area is strictly protected for the full duration of your franchise agreement.

Powerful Software. An integrated platform gives you real-time scheduling, payment processing, and business insights, all in one place.

Hyper-Local Marketing. Low-cost, high-impact campaigns designed specifically for your location. Your customers become part of the ADR family.

Ideal Territory Size. Territories are sized to serve 40,000-100,000 residents; large enough for strong sales, focused enough for tight community ties.

100% Canadian. ADR Pet Stores is a privately held, professionally managed Canadian corporation. Head office is in Keswick, Ontario. Direct access to the executive team, always.

True Partnership. Every decision we make considers franchisee and customer needs equally. Your advertising fees go directly back into your territory. Every cent.

The Ideal ADR Franchisee

We are looking for motivated, passionate people, not necessarily pet industry veterans. Whether you are leaving the corporate world, running another business, or launching your very first venture, what matters most is your drive, your integrity, and your love of animals.

Net Worth	Ideally \$150,000+
Liquid Assets	Ideally \$50,000+ cash on hand
People Skills	Excellent communication and genuine customer care
Financial Standing	Good credit and clean criminal record
Drive	Passion for customer service and a strong work ethic
Experience	Retail or business management background (preferred, not required)
Most Important	A true love of animals 🐾

Our Support System

From day one, ADR Pet Stores is in your corner. Here is what full support looks like:

Training. Minimum one week of comprehensive in-store training covers every detail of the business. Ongoing field support and easy-access Operations Manual included.

Real Estate. We help you find and secure the right location. Head lease guidance, construction support, and optional full turnkey build-out; we have got it covered.

Operating Systems. A dedicated software platform gives you automated checkpoints, scheduling, and payment channels. Full visibility. Zero guesswork.

Marketing & Sales Growth. Custom-built local marketing programs designed for your specific community. Inexpensive, high-impact, and backed by our experienced marketing team.

Financial & Legal. Carefully prepared financial protocols and easy-to-follow internal systems; even if this is your first business, you will always know where you stand.

Product Development. We lead continuous product and service innovation. We stay ahead of trends so your shelves always carry what customers want next.

Steps to Opening Your ADR Franchise

From first inquiry to grand opening typically takes as little as 12 weeks from agreement signing. Initial franchisee approval takes approximately 6 weeks. Timelines vary by location, permits, and local by-laws.

1 Complete the Franchise Application Form -- outline your background, experience, and financial position.

2 Initial telephone interview with an ADR Pet Stores representative to explore the concept.

3 Face-to-face meeting with ADR executives and receipt of the Franchise Disclosure Document.

4 Perform your due diligence and research the ADR Pet Stores brand independently.

5 Optional Discovery Day -- meet the Executive Team and confirm our business philosophies align.

6 Prepare a basic business plan (if required) and make your decision.

7 Finalize and map your protected territory.

8 Approve your retail location.

9 Submit your signed Franchise Agreement.

10 Pay your franchise fee.

11 Sign your lease or sub-lease agreement.

12 Construction begins.

13 Training begins.

14 Grand Opening! 🎉

Frequently Asked Questions

Q: How do I get started?

A: Email us to request a phone call and our application. Complete our Franchise Application Form -- it is obligation-free and simply helps us assess mutual compatibility. We will review it, arrange a phone interview, and if we are aligned, move to a face-to-face meeting and full Franchise Disclosure Document. Approval typically takes around 6 weeks.

Q: What franchise opportunities are available?

A: We offer individual single-unit franchises and multi-unit opportunities across Ontario, as well as area development opportunities in other parts of Canada.

Q: What is the term of the Franchise Agreement?

A: The initial term is 5 years, with additional 5-year renewal periods available.

Q: What is the initial franchise fee?

A: \$20,000 (plus applicable taxes) per single-location franchise.

Q: What is the total investment to open?

A: Between \$95,450 and \$153,250, covering your franchise fee, equipment, opening inventory, training, working capital, supplies, and more. This varies by territory size, footprint, and inventory level. Conversion/re-brand scenarios may cost significantly less.

Q: What are the ongoing fees?

A: A 5% monthly royalty on gross sales, plus a 1% monthly cooperative advertising fee on gross sales. Additional fees are detailed in the Franchise Disclosure Document.

Q: Is my territory protected?

A: Yes. Your trading area is strictly protected for the full duration of your franchise agreement.

Q: Will ADR help me find a territory?

A: Absolutely. We use demographic software, Census Canada data, and proprietary financial models to help evaluate and secure your ideal territory.

Q: Does ADR offer financing?

A: We do not offer direct financing, but we actively support franchisees in accessing the Canada Small Business Financing Program and can provide documentation to lending institutions on your behalf.

Q: How long does it take to open?

A: Typically as little as 12 weeks from signing to grand opening. Initial franchisee approval takes around 6 weeks.

Q: What training will I receive?

A: A minimum one-week comprehensive program covering all aspects of running the business and franchise. An ADR executive will also be on-site to support your opening.

Q: What will I earn?

A: 8-10% net profit margin. Individual results vary based on revenue, costs, effort, and market factors. Our training program and territory model are designed to give every franchisee the optimal platform for success.

Ready to join the pack? We would love to hear from you.

info@adrpack.ca