



ABERCORN BUSINESS SALES

SUCCESSFULLY SELLING YOUR BUSINESS



Profitable, Private Dog Walking & Exercise Business - Substantial scope for growth Three Acre Secure Enclosed Field with over 100+ Loyal Clients with Strong Cash Generation

Confidential Rutland

Asking Price: £70,000

Asking Price: Offers In The Region of £70,000

Annual Revenue (before expenses): c. £79,238

Profit after expenses: £36,803.05

Tenure: Leasehold 10-Year Lease

Confidential Sale Further information released strictly subject to NDA

A superb opportunity to acquire a well-established, highly regarded business serving a loyal Rutland and Leicestershire client base, generating over £79,000 per annum.

This business has potential to expand its consistent stream of repeat customers, its strong reputation, and a proven operating model.

Offered for sale at £70,000, the business includes a company van, an experienced staff and a fully fenced 3 Acre dog play operating location, allowing for a seamless transition and immediate income.

This is an ideal turnkey opportunity for an owner-operator or investor looking to step into a profitable, well-run business with strong foundations and scope for further growth.

Executive Summary

This is a rare opportunity to acquire a profitable, low-overhead dog walking and exercise business operating from a fully enclosed, private 3-acre dog field in Rutland. Established in 2021, the business has built an excellent reputation, a loyal client base of over 100 regular customers, and generates strong, provable cash flow for the owner who currently works in the business on a part-time basis.

The business currently trades Monday to Thursday only, with the owner working approximately 20 hours per week, yet still produces attractive profits. There is substantial scope for growth through extended opening days, additional vans, increased dog capacity, online booking systems, and broader marketing.

Ideal for:

- A dog lover seeking a lifestyle business with strong income
- An investor seeking a simple, asset-light, scalable service business

Business Overview

- Established: 2021
- Business Type: Private dog walking and dog exercise field
- Ownership: Privately owned
- Reputation: Excellent, with strong word-of-mouth referrals
- Current Position: Profitable, stable, and under-exploited

The business operates from a secure, fully fenced 3-acre field (6ft perimeter fencing), providing off-leash dog walking, exercise, play, and enrichment in a controlled environment. Demand is consistently strong, with repeat bookings and high customer retention.

Products & Services

Core Services:

- Private off-leash dog walking
- Secure dog exercise and play sessions
- Small group and individual dog bookings

Key Strengths:

- Fully enclosed 3-acre field (rare asset)
- Controlled, safe environment for dogs
- Simple operational model
- No specialist qualifications required

This is a trust-based service where reputation, reliability, and customer relationships drive repeat income.

Market & Clients

- Client Base: 100+ regular customers
- Target Market: Dog owners seeking safe, private, off-lead exercise
- Competition: None directly comparable in the local area
- Market Outlook: Very strong and growing

The demand for premium dog services continues to rise, driven by increased dog ownership and owners' willingness to pay for safe, high-quality care.

Business Operations

Premises

- 3-acre enclosed field
- 6ft secure perimeter fencing
- Leasehold: 10-year lease
- Annual Rent: £7,800
- Business Rates: None
- Utilities: On-site water only

Staffing

- Self-employed, part-time dog walkers
- Simple handover: no technical knowledge required

Hours

- Currently Monday to Thursday only
- Significant capacity available beyond current hours

Financial Summary (Summary)

Current Trading (Part-Time Operation):

- Provable Actual Earnings (Invoices/Bank Statements):
 - Annual Revenue (before expenses): c. £91,440
 - Annual Profit (after expenses): c. £41,352

The business remains profitable even at reduced capacity and is currently significantly under-utilised.

Growth Opportunities

A new owner could materially increase profits by:

- Expanding to 5–7 days per week
- Operating full-time instead of part-time
- Adding additional vans and increasing dog capacity
- Introducing online booking & website presence

Fastest way to drive bookings locally

- Facebook & Instagram geo-targeted ads (5–15-mile radius)
- “Book Now” ads linked to WhatsApp or online booking
- Retargeting ads to:
 - Website visitors
 - Facebook/Instagram page engagers
- Seasonal campaigns (summer exercise, winter muddy-free play)
- Lookalike audiences based on existing customers
- Short-form video ads showing dogs enjoying the field ?????

Why it works: Dog owners are highly active on social platforms and respond emotionally to visuals

- Leveraging paid social media advertising
- Use digital marketing, Create a website, YouTube
- Offering premium services or memberships

This is a highly scalable model with minimal fixed cost increases.

Reason for Sale

The owner is pursuing a new business venture. The sale is not due to performance or market conditions.

Next Steps

- Further information available
- Full financial evidence available upon qualification
- Confidential enquiries only

This is a discreet sale for staff, clients, and competitors are unaware.

To Register Interest, you will need to fully complete our Confidentiality Agreement



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Next Steps & Contact

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