



# K9Grass Cost/Benefit Considerations

## Boarding and Daycare Facilities

K9Grass Customer Case Study\*

Estimated Income From an Existing Business		Weekly
<ul style="list-style-type: none"> <li>Doggy daycare average of 30 dogs per day at \$30.00 each.</li> </ul>	<ul style="list-style-type: none"> <li>30 dogs X \$30 per day = \$900 x 5 days</li> </ul>	\$4,500

Estimated Installation Investment		One Time
<ul style="list-style-type: none"> <li>Certified ForeverLawn® K9Grass® Installation</li> </ul>	<ul style="list-style-type: none"> <li>3,000 sq. ft. @ \$13 per sq. ft. =</li> </ul>	\$39,000

Payback and Benefits		Annual
<ul style="list-style-type: none"> <li>Justification to raise price by 10% (\$3.00 per dog).</li> <li>New customers attracted due to upgrade (5 dogs).</li> <li>Retention of customers due to upgrade.</li> <li>Annual cost savings and reduction of maintenance to yards, building, washing dogs, and customers' car interiors.</li> <li>Reduction of injuries, skin irritations, grass allergies, etc.</li> <li>Other intangible benefits to consider include tax intensives, improved staff retention and morale, increased functionality, and social media appeal.</li> </ul>	<ul style="list-style-type: none"> <li>\$3 per dog X 30 dogs = \$90 X 260 days =</li> <li>5 dogs @ \$33 per dog = \$165 X 260 days =</li> <li>2 dogs @ \$33 per dog X 260 days =</li> <li>Material (chips, gravel, mowing) =</li> <li>Vet bills =</li> </ul>	<div style="border: 1px solid green; padding: 5px;">           \$23,400            \$42,900            \$17,160            \$5,000            \$2,000            \$ ?         </div>

Annual Savings and Additional Revenue	\$90,460
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**\$90,460 BENEFIT – \$39,000 INVESTMENT = \$51,460 FIRST YEAR PROFIT**

**\$90,460 ANNUAL BENEFIT GOING FORWARD**

If you offer doggy daycare or outdoor activities, you can't afford not to install K9Grass®.

\*The calculations used above have been provided by an existing K9Grass® customer, and are for example purposes only. The worksheet on the back side is provided to customize for any business. Project pricing should be sought from a certified K9Grass dealer.



866.992.7876

K9Grass.com

The synthetic grass designed specifically for dogs!



# K9Grass Cost/Benefit Worksheet

## Boarding and Daycare Facilities

### Estimated Income From an Existing Business

Weekly

• Doggy daycare average of \_\_\_ dogs per day at \$\_\_\_\_\_ each. • \_\_\_\_\_ dogs X \$\_\_\_\_\_ per day = \$\_\_\_\_\_ x \_\_\_\_\_ days \$\_\_\_\_\_

### Estimated Installation Investment

One Time

• Certified ForeverLawn® K9Grass® Installation • \_\_\_\_\_ sq. ft. @ \$\_\_\_\_\_ per sq. ft. = \$\_\_\_\_\_

### Payback and Benefits

Annual

- Justification to raise price (\$\_\_\_\_\_ per dog).
  - New customers attracted due to upgrade ( \_\_\_ dogs).
  - Retention of customers due to upgrade.
  - Annual cost savings and reduction of maintenance to yards, building, washing dogs, and customers' car interiors.
  - Reduction of injuries, skin irritations, grass allergies, etc.
  - Other intangible benefits to consider include tax intensives, improved staff retention and morale, increased functionality, and social media appeal.
- \$\_\_\_\_\_ per dog X \_\_\_\_\_ dogs = \$\_\_\_\_\_ X \_\_\_\_\_ days =
  - \_\_\_ dogs @ \$\_\_\_\_\_ per dog = \$\_\_\_\_\_ X \_\_\_\_\_ days =
  - \_\_\_ dogs @ \$\_\_\_\_\_ per dog X \_\_\_\_\_ days =
  - Material (chips, gravel, mowing) =
  - Vet bills =

\$ \_\_\_\_\_  
 \$ \_\_\_\_\_  
 \$ \_\_\_\_\_  
 \$ \_\_\_\_\_  
 \$ \_\_\_\_\_  
 \$ \_\_\_\_\_

\$ \_\_\_\_\_

### Annual Savings and Additional Revenue

**\$ \_\_\_\_\_ BENEFIT – \$ \_\_\_\_\_ INVESTMENT = \$ \_\_\_\_\_ FIRST YEAR PROFIT**

**\$ \_\_\_\_\_ IS PROFIT EVERY YEAR AFTER**



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