



# 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 \$35.00 each.</li> </ul> | <ul style="list-style-type: none"> <li>30 dogs X \$35 per day = \$1050 x 5 days</li> </ul> | \$5,250 |

| 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. @ \$15 per sq. ft. =</li> </ul> | \$45,000 |

| Payback and Benefits  |   | Annual   |
|---|---|--|
| <ul style="list-style-type: none"> <li>Justification to raise price by 10% (\$3.50 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 incentives, improved staff retention and morale, increased functionality, and social media appeal.</li> </ul> | <ul style="list-style-type: none"> <li>\$3.50 per dog X 30 dogs = \$105 X 260 days =</li> <li>5 dogs @ \$38.50 per dog = \$192.50 X 260 days =</li> <li>2 dogs @ \$38.50 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;">           \$27,300<br/>           \$50,050<br/>           \$20,020<br/>           \$5,000<br/>           \$2,000<br/>           \$ ?         </div> |

| Annual Savings and Additional Revenue | \$104,370 |
|---------------------------------------|-----------|
|---------------------------------------|-----------|

**\$104,370 BENEFIT – \$45,000 INVESTMENT = \$59,370 FIRST YEAR PROFIT**  
**\$104,370 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 incentives, 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**  
**\$ \_\_\_\_\_ PROFIT EVERY YEAR AFTER**

Calculations are estimated. Actual revenue increase and savings may vary.



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