



Expansion & Growth Opportunity

Dominoe Pet Resort

One of the most exciting aspects of Dominoe Pet Resort is not just the existing operation — it is the significant upside potential that exists within the property, land, and infrastructure already in place.

The current business has built a strong reputation and loyal client base over decades of operation, yet there remains substantial room to expand services, increase occupancy, modernize offerings, and improve operational efficiencies. For the right buyer, this presents a rare opportunity to step into an established operation while still having meaningful runway for future growth.

Existing Infrastructure Creates Immediate Expansion Potential

The property currently includes:

- Approximately 5 acres of land
- Existing kennel buildings
- 56 indoor/outdoor dog runs
- Additional auxiliary kennel building
- Large outdoor play areas
- On-site residence for owner/operator or management

Unlike many pet care businesses that are landlocked or limited by zoning constraints, Dominoe Pet Resort offers physical space and operational flexibility that could support future expansion without requiring relocation.

Potential Growth Opportunities

Additional Boarding Capacity

The current property configuration and available land could potentially support expansion to approximately 100 total runs/suites, subject to buyer verification, county approval, and operational design.

Example Revenue Potential

Assumptions:

- Additional 40 runs added
- Average nightly boarding rate: \$45–\$65/night
- Average annual occupancy: 60%–70%

Estimated annual gross revenue increase:

- Approximately \$394,000–\$664,000+ annually

This does not include:

- Holiday surcharges
- Medication administration fees
- Playtime add-ons
- Feeding upgrades
- Grooming upsells

Boarding expansion alone could significantly increase both gross revenue and overall business valuation.

Dog Daycare Expansion

The pet daycare industry continues to grow rapidly as more households return to work outside the home and pet owners increasingly seek socialization and structured care for their dogs.

The property's large outdoor areas and rural setting create strong potential for:

- Structured daycare programs
- Membership packages
- Group play programs
- Enrichment-based daycare
- Transportation/pickup services

Example Revenue Potential

Assumptions:

- 20 recurring daycare dogs/day

- Average ticket: \$30/day
- 5 days/week

Estimated annual revenue:

- Approximately \$150,000+ annually

With relatively modest staffing increases, daycare can become one of the highest-margin services within a kennel operation.

Grooming Growth

The grooming division already provides an established foundation with existing clientele and operational infrastructure in place.

Potential opportunities include:

- Additional groomers
- Expanded grooming hours
- Premium spa services
- Membership grooming programs
- Retail product sales
- Online booking optimization

Example Revenue Potential

Assumptions:

- Additional groomer
- 5 dogs/day
- Average ticket: \$75
- 5 days/week

Estimated annual revenue increase:

- Approximately \$90,000–\$110,000+ annually

Grooming also creates valuable cross-selling opportunities with boarding and daycare customers.

Luxury Boarding / Premium Suites

Consumer demand for premium pet accommodations has increased substantially over the past decade.

Potential future upgrades could include:

- Luxury suites
- Webcam access

- Private play yards
- Elevated bedding packages
- Enrichment programs
- “Pet resort” style branding enhancements

Premium boarding rates in many suburban Chicago markets can exceed:

- \$85–\$125+ per night for upgraded accommodations

Even a limited number of premium suites can materially increase average revenue per stay.

Training & Specialty Services

The property layout and land configuration may also support:

- Obedience training
- Puppy socialization classes
- Behavioral training
- Agility programs
- Pet events
- Breed-specific boarding programs

These services create:

- Additional revenue streams
- Higher customer retention
- Increased community visibility
- Referral opportunities

Operational & Marketing Upside

A future owner may also uncover growth opportunities through:

- Enhanced digital marketing
- SEO and Google optimization
- Expanded social media presence
- Online reservation systems
- Automated client retention campaigns
- Strategic partnerships with veterinarians and rescues

Even modest increases in occupancy rates can have a significant impact on profitability because much of the property’s infrastructure is already in place.

Industry Trends Continue Supporting Growth

The pet services industry has experienced consistent long-term growth, driven by:

- Increased pet ownership
- “Pets as family” consumer behavior
- Growth in dual-income households
- Increased spending on pet wellness and experiences

The combination of established reputation, real estate ownership, scalable infrastructure, and live/work functionality positions Dominoe Pet Resort uniquely within this growing sector.

Important Note

All revenue estimates are conceptual examples intended solely to illustrate potential future opportunities and are not guarantees of performance. Actual results will vary based on management, occupancy, staffing, market conditions, pricing, licensing, county approvals, and business execution. Buyers should conduct their own independent due diligence and financial analysis.



COMPASS