

From Banking to Barking!

Shirley Rands was eager to find a business she could run from her home in Brackley, and was thrilled to discover a home based enterprise with the bold name Barking Mad, which provides home from home pet care as an alternative to kennelling.



Before joining Barking Mad, Shirley worked as a Branch Manager for a large commercial high street bank. When the time came for a complete change of direction, Shirley jumped at the chance to take the franchise for Northampton and the surrounding areas. Shirley was first introduced to Barking Mad when she was looking to make arrangements for her own dog Deefer. "I was searching for an alternative to kennels and was really pleased to find a service which provided one to one care, when I was given the opportunity to become involved with Barking Mad I knew immediately that this was the business for me" said Shirley. "I am now able to combine my love of dogs with running my own business. I really enjoy meeting like minded people and being able to solve their pet care dilemmas, it gives me a tremendous amount of job satisfaction. Our customers have complete peace of mind knowing their pets are being cared for in a home environment similar to their own, whilst our host families are able to enjoy all of the benefits of owning a dog but on a part time basis. They say the best part about being a grandparent is that you have all the fun before handing the grandchildren back, and Barking Mad is the canine equivalent," says Shirley.

"The response so far has been amazing, I've been overwhelmed by the number of people who have enquired about our unique service."

Founder of the operation Lee Dancy, developed the flourishing enterprise from an idea which was originally conceived out of sheer frustration when she failed to find suitable care for her own dog. Amazingly, some pet owners simply did not go away

if it meant leaving their pets behind and recognising a definite niche in the market, she expanded the service from her base in Lancashire.

With heavy emphasis on professionalism and high standards, Barking Mad arranges professional accommodation for dogs and certain other pets in a genuinely caring environment with select host families, where their existing feeding and exercising routines are maintained. The outstanding success of the venture is due not only to the pets being extremely well cared for, but also because they are suitably matched with a host family whose environment is similar to their own. Many hosts are retired dog lovers who, having owned pets all their lives, do not wish to commit again to the full time responsibility of owning their own dog but miss the companionship. In line with the ambition to exceed expectations, Barking Mad operates a customer satisfaction and referral programme that enables them to carefully monitor the service they provide, whilst increasing their client base.

Due to the demand for the service Shirley is always looking for additional hosts. If you would like to enquire about becoming a host please or would like to discuss using the Barking Mad service for your pet please call straight away.

**Shirley Rands can be contacted directly on
01280 700110 shirley.rands@barkingmad.uk.com**

