



Welcome Prospective Students

*Congratulations on Choosing an
Exciting New Career in Pet
Styling!*

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**5179 Osage Beach Blvd.
Osage Beach, MO. 65605**



Welcome! Prospective Student,


We're thrilled your search for training led to Golden Paws Academy and wish to congratulate you on choosing what we've found to be an exciting, diversified, rewarding career. Yes, we're a little biased but more & more people are looking at pet styling (which until recently has been a somewhat hidden field) as a beneficial business opportunity & career choice. Especially with booming market and financial numbers being reported like these;


 As an ever-increasing number of pets in homes has grown, so too has the need for groomers. Since 1994, the pet industry has seen U.S. expenditures rise a whopping 269%.

- APPA reported 77.8 million dogs and 85.8 million cats, Americans spent \$6.16 billion on pet boarding and grooming services in 2017-2018

 The U.S. Bureau of Labor Statistics (BLS) has reported strong job opportunities for pet groomers due to a history of chronic shortage in the last 50 years, expected to [grow 11 percent](#) through 2023, faster than the average growth for the economy as a whole

 The BLS states the grooming field is increasing at faster than average growth rate due to an increasing number of households with pets and high turnover of less than experienced groomers and the lack of qualified groomers to fill positions.

 APPA's report shows that pet groomers operating in the retail sector are the most profitable. Many workers have found huge financial success without traditional corporate America bearing down on them.

 In 2016 APPA reported Grooming and boarding facilities growing the fastest even as the 3rd largest market share holder in 2016 showing a significant growth rate of 5.9%; faster than the #1 market share -Pet Food (4.6%) and Veterinary Services (5.2%) the 2nd largest.


A few other reasons people are attracted to Pet Grooming as a Career;

 In-Demand Nationwide Due to Chronic Shortage of Professionally Trained Stylists.

 Flexible Career & Hours.

 Proven Recession Proof.

 Rewarding Both Financially & Personally.

 Low Cost Start-up Business for the Entrepreneur Minded.

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Your decision to get professional training has already put you ahead of the pack. But choose wisely.

Historically, groomers passed down what they knew (good or bad) to family or apprentice, who did the same and so on. This practice in an unregulated field has created an industry without common standards, language or educational outcomes. Which is why grooming schools' curricula, training material and lesson plans if any, will vary wildly. And why you want to carefully review the grooming quality(what you'll be taught) and program(how you'll be taught).

Golden Paws teaching methodology is very similar to teaching hospitals. The student-stylist first develops techniques on non-live models, then refined on pets in "real world" cases alongside highly trained instructors. Thus, assuring you the best possible training and giving the client (the 4-legged variety) expert care, grooming and double amount of attention.

Not everyone has the aptitude or willingness to learn the specialized skills and responsibilities **required** of the professional groomer. If you do, you'll find the proprietary Golden Paws step-by-step instructional program, created and refined over 5 decades by one the nation's top instructors Jacqueline Rauch very effective at developing the higher quality styling & bathing skills needed to beautifully groom any breed or pet design.



It is our sincere desire to equip you with the tools of a professional, ethical stylist. We promise to show up every day committed to your training and with the same commitment from you, expect a successful outcome.

*"I invite you to call me at **573-693-1789** for an appointment to tour the school and meet the instructors. We're proud of our training facility and think you'll find a fun, professional, supportive atmosphere to learn in with the most effective step-by-step, progressive pet styling program found anywhere."*

P.S. Call to ask about Part-time classes, Financing, (must qualify) and Affordable Housing Options.



Sincerely,

Alice Richter

School Director

Golden Paws Pet Styling Academy
Osage Beach, Missouri