



Pet care co. Out-U-Go continues to expand

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Out-U-Go Inc., a pet care business, announced plans to expand and has opened its newest location in Downer's Grove, Ill.

The Chicago-based company has added three new Chicago-area locations in the last four months. Out-U-Go's newest location serves the Chicagoland neighborhoods of Lombard, Oakbrook Terrace, Oak Brook, Westmont, Clarendon Hills, Hinsdale, Warren Springs, LaGrange, LaGrange Park, Brookfield, Westchester, Broadview, Elmhurst and Villa Park.

The newest franchisees, Michele DiMaso and Kim Wade will manage the Downers Grove location and will be very involved in the local community.

"As a former real estate agent I started out with Out-U-Go as a pet sitter after the slowdown in the housing market. I've seen firsthand the high-quality care Out-U-Go provides to pets and parents. I can't wait to introduce Out-U-Go to our new Downers Grove neighbors," Michele DiMaso said in a company release.

Out-U-Go provides pet sitting and pet walking services through a staff of full-time, professionally trained workers.

[Out-U-Go's](#) President David Lipschultz gave DailyVista more details on the company's continued growth plans for the near term.

According to Lipschultz, this newest location is part of a larger growth plan for Out-U-Go, and the company plans to continue expanding.

"We're eventually looking toward full national growth. We're in Denver now, so to continue expanding nationally, we'll look to grow over the next three to four months with three to four locations in the Chicago area," Lipschultz said.

After that, he said that the company will have full coverage in the Chicagoland area and will then will expand nationally, beginning in the Midwest. Ultimately, Out-U-Go hopes to have 100 locations across the country, Lipschultz said.

When choosing a locale for the next Out-U-Go franchise, Lipschultz said that the company looks for cities with a young, urban clientele but also takes into considerations cities in the Midwest that are relatively close but will allow the company to capitalize on growth.

"Minneapolis, Milwaukee, St. Louis, Columbus, Ohio and Indianapolis are the next tier of where we'll look to expand," he said.

In addition to new locations, Lipschultz said that Out-U-Go wants to establish itself as the premiere service nationally, as a one-stop-shop for all dog and cat needs.

"Whether it's a need for walks or vacation care or help with puppy issues, things like supplies and training, what we'll do is continue to build on the services we already offer and build relationships with other businesses that allow us to expand on our menu of services as we continue to grow,"

he said.

Lipschultz said that Out-U-Go's marketing efforts are very grassroots and community-oriented, especially since the company operates on a very local level.

"Our growth and marketing is about working with the local community and we do that with a lot of local organizations, be it local pet shelters or rescues or nonprofit organizations that have creative programs working with dogs," he said. "Working within the community allows us to grow locally, and we do work with a lot of local businesses, both in the pet industry as well as professionals."

Lipschultz said that one of the challenges that the company will be addressing is in line with the high expectations Out-U-Go has for its franchisees.

"It's not about funding, we look for so much more and really it's about finding good people who see the world like we do," he said. "It sort of puts us on the path of building a franchise system that is on a less than traditional path."