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Fido too fat or mean for public? 'Pet Mobile' brings groomer to you

If you've ever had a fat, old or just plain unruly pet, then you know the pains that come with a trip to the groomer.

Those are pains that Memphis businessman Mathis Young hopes to solve as the new owner of an Aussie Pet Mobile franchise. The idea is simple: A van comes to your house and your pet is washed and groomed on the spot.

"When you go to the groom shop there may be 40 other dogs and a lot of dogs don't do well with other dogs when they are older," Young says. "We also do some bigger-size dogs where the owner can't get them in the car or they have multiple pets. We come to their house and it's done right there."

Even though Young's franchise is part of a national chain with 103 franchises in the U.S. and four in Tennessee — including locations in Chattanooga, Knoxville and Brentwood — Young is but one of three "mobile groomers" in Memphis. Thanks to demand, Young says he immediately started receiving referrals from other mobile groomers who couldn't take on any new clients.

The Mercedes-Benz vans are fully equipped with a hydraulic grooming table, a complete set of dryers and even a heated "hydrobath." Young currently has one van, but is anticipating adding another van and groomer this summer.



ALAN HOWELL | MBJ

Mathis Young cuts Molly's toenails in his mobile grooming van.