



Melbourne's Go-To Dog Training Business PF1536

Step into ownership of one of Melbourne's most trusted names in dog training. SOS Dog Obedience has been serving pet owners for over 20 years, specialising in *real-world obedience*, *behavioural correction*, and *aggression management*. With a loyal client base, outstanding word-of-mouth, and repeat referrals from vets and rescue organisations, this business is ready for its next chapter.

The current owner has built a strong foundation and brand presence, but there's significant untapped potential for someone ready to scale.

- Respected Brand with 20+ Years of Credibility**
 SOS Dog Obedience has become a household name in the Melbourne dog training scene. The brand is associated with reliability, results, and no-nonsense behavioural solutions trusted by pet owners, vets, rescue organisations, and industry professionals.
- Fully Mobile Training Model**
 The business operates as a mobile service, meaning you don't need a physical facility. Training is done at a primary school close by, which keeps overheads incredibly low while offering flexible service delivery. All you need is a vehicle and basic gear.
- Client Database & Referral Network**
 Hundreds of past clients and ongoing referrals come from word-of-mouth, online searches, vets, pet professionals, and rescues. You'll be taking over a pipeline that consistently produces new work with

Price	\$120,000
Property Type	Business
Property ID	506

Agent Details

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Office Details

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minimal paid advertising.

- **Proven Training System**

The SOS Dog Obedience training system is effective, easy to teach, and built around real-life results. It covers obedience, behavioural correction, aggression, anxiety, and more. The current owner will provide support during the handover to ensure you're confident in the methodology.

- **Low Overheads, High Margins**

Because it's a mobile and service-based business, there's low/no rent, no staff (unless you choose to expand), and minimal equipment costs. Most of the revenue comes from high-value private sessions, making the profit margins excellent.

- **Flexible Lifestyle & Work Hours**

You can choose how many clients you take on per week and when you work. This is a lifestyle-friendly business — perfect for someone who wants autonomy, work-life balance, and meaningful client relationships.

- **Consistent Demand & Booked in Advance**

The business regularly books out weeks in advance with minimal advertising. Behavioural training and aggression issues aren't something people try to DIY — they seek out professionals, and SOS is who they call.

- **Ready to Scale**

Right now, the business is a solo operation, but there's potential to grow quickly by bringing on junior trainers, offering group sessions, developing online training programs, or expanding to new locations across Victoria.

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