

HOLLYWOOD GROOMING



EMPLOYEE HANDBOOK

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ABOUT HG

mission & story



WHAT WE DO

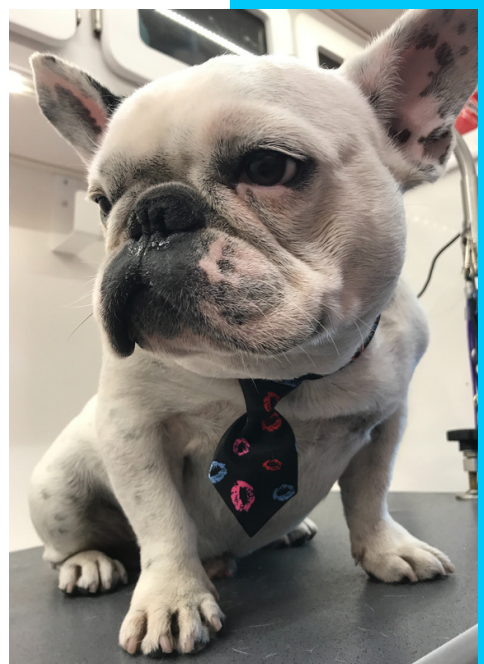
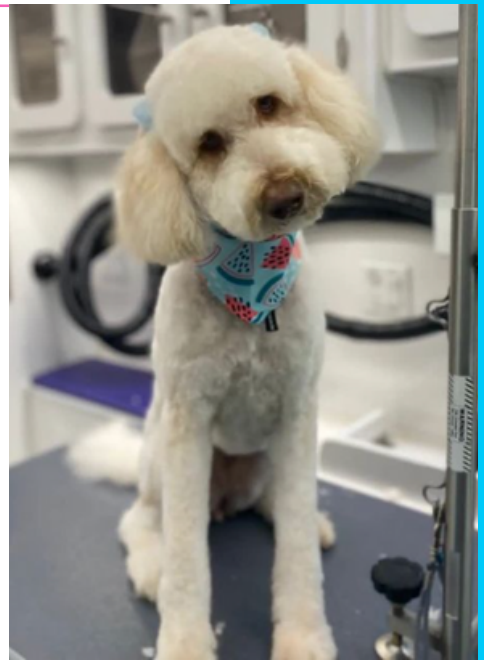
Hollywood Mobile Grooming provides cat and dog grooming in our luxurious mobile vans and is owned by Chuck and Yael Rubin. With over 30 years of experience, Hollywood Mobile Grooming is the largest mobile pet grooming company in Los Angeles.

We have a full staff of professional, kind, passionate, pet-loving groomers to meet the needs of all our customers. LA Magazine voted Hollywood Mobile Grooming the #1 mobile pet grooming service in Los Angeles.

Coming to your door, Hollywood Mobile Grooming uses only natural products to groom your pets. We offer hot, lavender oil massages to help your pet feel relaxed. Hollywood Mobile Grooming is a cage-free, restraint-free, and muzzle-free pet grooming company.

We want your pets to be treated humanely and feel as comfortable as possible. All of our groomers are professionals using the latest grooming techniques, and tools while using the most gentle touch with your pet.

*Hollywood Grooming,
where every pet is a star!*



GIVING BACK

One of our missions at Hollywood Grooming is to reach out to our community to help those in need, both animals and people. Through our foundation, Hollywood Rescue Grooming (<https://hollywoodrescuegrooming.org/>), we have been so fortunate with all the support from our customers and donors throughout the years. We feel it is important to share our time and resources in honor of those who have given us so much.

Hollywood Rescue Grooming is a non-profit organization in which our team of professional volunteers travels to shelters to provide pet grooming services. We travel throughout the year in our mobile pet grooming vans to animal shelters where we provide life-saving grooming services for pets that are waiting for a new home.

A pet that looks and feels its best will make a memorable impression on a potential owner who will give them the home they deserve. We have heard several stories about how pets served by Hollywood Rescue Grooming have found a home within days after our grooming. We also volunteer at numerous homeless shelters to groom and help them maintain their beloved pets.

We exist on support from the community of pet lovers, so your tax-deductible donation goes a long way in making sure our clients find a new, loving home.



ABOUT THE FOUNDERS

MEET CHUCK



Since childhood, Chuck has had a special place in his heart for animals. He was born in a rural, farming area of Sinai, Israel. Chuck was raised with all kinds of animals around - chickens, sheep, dogs, cats, horses, and more. In 1989, Chuck served his country by joining the Israeli Army and rose to the rank of Commander which he held for three years.

Chuck came to the United States in 1992 to join his mother, and in 1994 he decided to follow his passion for helping animals by enrolling in a grooming school. Chuck's brother has also dedicated his life to animals and is a successful Veterinarian in the Central Coast area. Chuck has looked to his brother for advice on animal health. For the past 30 years, Chuck has been teaching and mentoring groomers.



ABOUT THE FOUNDERS

MEET Yael



Yael – born in Israel – is the youngest daughter in her family and has worked with animals ever since her childhood. By the age of 14, she was volunteering in animal shelters and just a few years later, Yael became involved with national organizations as an advocate for saving and rescuing abused animals. She joined the Israeli Army at 18, serving in the Special Rescue Unit that trained search and rescue dogs. She was then transferred to train TNT Dogs that sniffed out and located explosives.

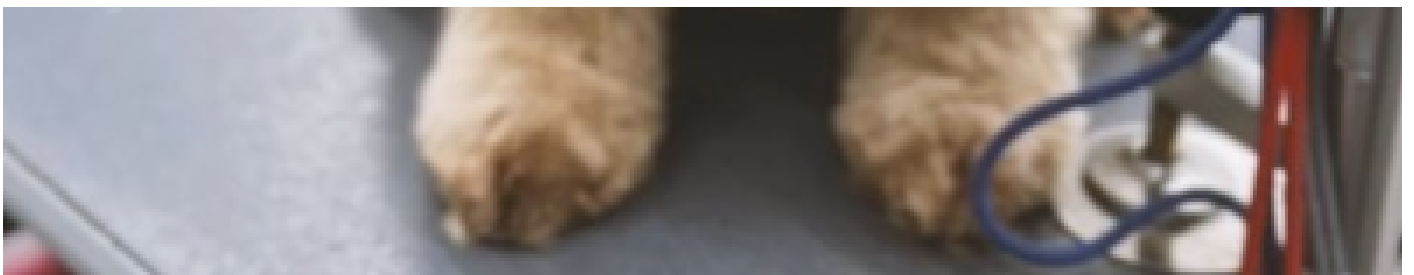
Afterward, she worked for the Zoological Gardens of Tel Aviv where she had the honor of caring for six long-tailed Macaque monkeys. A year later, Yael came to America where she was soon offered a position in Los Angeles as a grooming assistant for Chuck where she began learning to be a professional groomer. Yael and Chuck have two amazing daughters.





BEING MOBILE

grooming in a mobile van



BEING MOBILE

Being a mobile grooming company means that there are some aspects that a grooming shop may not have to consider. Here are a couple of things you need to think about -

1. *Communication with the Office*
2. *Communication with the Groomers*
3. *Assistant Managing*
4. *Time Management*
5. *Driving*



COMMUNICATION WITH THE OFFICE

The office manager is responsible for your daily grooming schedule. Communicating with the office throughout the day is key to your success.

Even though you may think it is unnecessary, you never know what will happen in your day. So keep in mind, it is important to let the office know if...

- you're running late
- having problems with a client
- you need more time at a stop
- any special notes or requests about the client
- change in price
- the pet got injured

It is important to respond as soon as possible when the office reaches out. By maintaining great communication with the office, your job will be easier.

Keep in mind, the office controls your schedule. By building a good relationship with the office, they will keep you in mind with new clients, last-minute additions to schedules, and more.



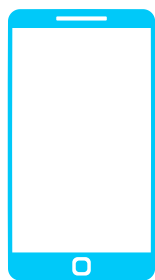
COMMUNICATION WITH THE OFFICE

Another benefit of maintaining good communication with the office is making your schedule better. You are the one on the road and in the van. If you work with the office to make some recommendations and improvements to your schedule (routes, traffic, grooming time, etc) that will benefit both of you.

If there is a problem or emergency, with the van, a client, a dog - anything. Make sure to contact the office immediately. We are your team, we need to stay in the loop in order to solve any problem.

Although you might not see who is in the office every day, remember that they are a crucial member of your team.

*The office is a part of your team.
Good, constant, and consistent
communication is essential.*



COMMUNICATION WITH GROOMERS

Although we don't see each other every day, we are a team and we want it to feel that way.

- We have a team group chat that we text in regularly (and we joke quite a bit)
- We have zoom meetings twice a month to get to know each other and learn
- We have shelter events that we volunteer together
- We have team-building excursions, holiday parties, and healthy competitions constantly.



This team mentality is very important to us and can make your job easier. If you have any questions or problems your team can support you. For example

- If you don't know which blade to use on a pet
- If you don't know what the client is like

In addition, we sometimes rotate vans between groomers. So, in order to support your team, it's important to keep your van clean and fully stocked at all times (including a full water tank and propane tank). So that if anyone else uses your van they will have everything they need to have a successful workday. If you couldn't fill up at your last stop, inform the groomer the night before so they can manage their day accordingly.



ASSISTANT MANAGING



A big part of Hollywood Grooming is our team. It is crucial that we work that way. A part of that team is a groomer's assistant. Every groomer should have an assistant.

It is your responsibility to find and train your own assistant.

As a groomer, your job will be easier if you communicate with and train your assistant well. You want to work as a team (don't be their boss).

What makes a good assistant?

Your assistant should know how to -

- bathe
- brush
- dry
- de-mat
- comb
- cut nails
- clean ears
- express anal glands



Besides haircuts, your assistant should know everything you know about grooming. In addition to assisting with grooming, their job is also to help you in maintaining the van -

- cleaning
- filling up water
- checking stock
- organizing



ASSISTANT MANAGING



Your assistant should be able to properly approach the pets and the client. Although this will be your job most of the time, if a client comes into the van your assistant should be prepared.

It is important to make sure your assistant is on time and ready for work (dressed properly, etc).

With that being said, you should always make sure your assistant feels comfortable working with you. For example...

Can they ask you for a bathroom stop?

Do you joke and laugh together?

Are you able to have serious conversations?

Remember, you are together for the whole day in a tiny *intimate* environment. You don't have to get married, but you should have a great relationship.

As a groomer, your job will be easier if you communicate and train your assistant well.



TIME MANAGEMENT

As a mobile grooming company, we are on a schedule. Being on time in the morning sets the tone for the rest of the day.

Make sure the day before that you are prepared. At the end of the day, before you leave, plan ahead.

Check your schedule for the following day. How far is your client? What time is their appointment? Will you have time to get gas? It is smart to make sure that you always have

- Full tank of gas
- Full tank of propane
- Full tank of water

You don't want to be late for your first client, which can affect the rest of your day.

When you get to the client, before starting, make sure to check where and when you're next appointment is - that way you know how much time you have. If you need more time, contact the next client to let them know you'll be late. If you need help, contact the office.

If you are running late, the client should be notified at least 30 minutes before their scheduled time.

If you're one client behind, you can communicate with them yourself through the program.

If you're at the beginning of your day and you're falling behind already by 5-6 clients, it's okay it happens sometimes. But make sure to take 5 minutes, to communicate with the office so they can notify the rest of your clients that day and move things around.

Make sure to factor in time for a lunch break, bathroom breaks, and filling up gas. You don't want to burn out.

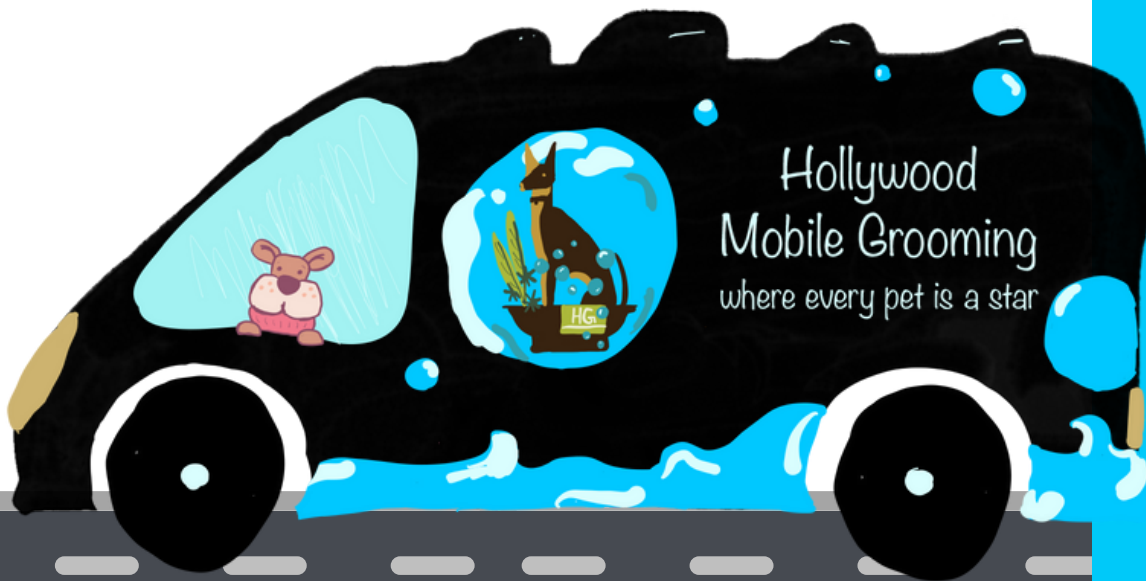


DRIVING

Keep in mind when you are driving you are representing Hollywood Grooming, so be courteous on the road.

- No speeding
- No road rage
- No smoking in the van
- Make sure the drain is closed when you're driving
- Van is clean from the outside
- Pay attention to your parking

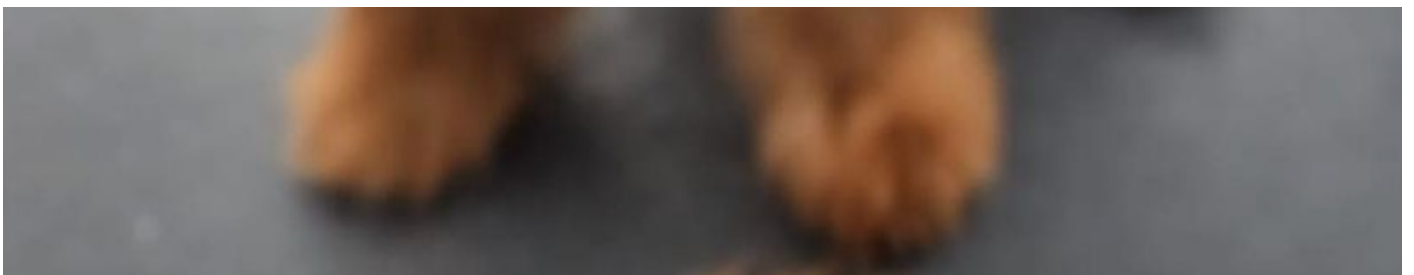
When you arrive at a client's house, sometimes the parking can be tough. Make sure to pay attention to your surroundings. You may have to move trash cans or ensure that you don't block a sidewalk. If you do move trash cans or any of the client's personal possessions, make sure you return it to its place before you leave.





CUSTOMER SERVICE

it's all about relationships



GOOD CUSTOMER SERVICE

Without our customers, we would not be here. That's why we need to make sure that we provide the best customer service we can.

BE PRESENTABLE

When you arrive at a client's house, you are the face of Hollywood Grooming. That means your attitude, your language, your behavior, and your attire are representing us. Make sure you have a Hollywood Grooming smock that is in good condition. That you're smiling and welcoming when greeting the client. And overall, ***present yourself as a professional.***



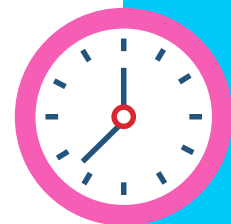
VAN IS PRESENTABLE

Although sometimes it feels like the van is our own little private workspace, remember that oftentimes a client may want to come in and stay for a while. That's why it's very important to make sure the van is always presentable. Meaning that your ***van is always clean inside and out, organized, and ready to be seen by anyone.***



TIMELINESS

Being on time is a part of great customer service. Work hard to be on time (or early) for every appointment. ***Respecting a customer's time by being on time*** shows them how much we care.



GOOD CUSTOMER SERVICE

RESPECTFUL

It's known as the golden rule for a reason – treat others the way you want to be treated (with respect). **Treating customers with respect is the foundational block of long-term loyalty.** Since the customer feels that you actually listen and value their opinion, it makes your interaction more personal.

KNOWLEDGEABLE

Our clients expect us to be the best professionals out there. Meaning you should be knowledgeable in every aspect of your work so that you are able to answer any of their questions. That means you know about the breed, the grooming process, pet behavior, pet health, etc. **Being knowledgeable shows professionalism and builds trust with your clients.** With that in mind, there's always room for improvement. Push yourself to study new haircuts, stay up to date with pet news, and more.



BE AWARE OF YOUR ENVIRONMENT

Because we are going directly to a client's home, there are certain things to be aware of in order to provide great customer service. For example, **the client's privacy or the rules of their neighborhood when it comes to parking.** You need to be extra aware of your surroundings because if you are not, you may cross a line unintentionally and not be asked back.

Overall, great customer service means being polite and professional.



CUSTOMER RELATIONSHIP

We want to make sure that the customer's experience is amazing from beginning to end. That's why it is crucial to communicate with them constantly throughout the process.

WHEN YOU'RE ON YOUR WAY

Hello Ms. Miller, I am on my way and will be there in about 20 minutes. See you soon!

WHEN YOU'RE RUNNING LATE

Hello Ms. Miller, I'm sorry but we are running a little late. We should be arriving in about an hour, we will keep you updated. Sorry for the inconvenience!

DURING THE GROOMING

Your cute pup is enjoying her spa day!
(attach a photo, people appreciate photos throughout the process)

WHEN YOU'RE DONE

Your baby's all done! We're ready for you.

It's important to answer any questions a customer may ask appropriately. They may ask for some recommendations for their pet or questions about grooming. Always be polite, accommodating, and patient.

Although it may seem excessive or unnecessary, customers really appreciate it when you communicate.



CUSTOMER RELATIONSHIP

IF A CLIENT IS A NO SHOW

There are times when you may arrive at a client's house on time, but nobody answers the door. Make sure you use all the communication tools you have to try and reach them.

- Call the home phone
- Call their cell phone
- Send them a text message
- Check Moego for any other contact numbers

If there is still no answer, check with the office and decide how to move forward together.

IF AN INJURY OCCURS

Accidents happen. We are humans after all, and we sometimes make mistakes... In case of a pet injury during the grooming process, the way you handle it is key to how the client will react. That's why good communication is essential in this situation.

- Be confident when you approach the client
- Explain in as much detail as you can
- Do not try to cover up or hide anything
- Be apologetic and caring for the pet's health
- Leave the client with as much information and instruction as possible
- Make sure to follow up and check on the pet's health
- Report the injury to the office
 - *It's important to inform the office immediately so that they can be aware of the situation in case the client calls them directly*



CHALLENGING CUSTOMERS

As in every job, we sometimes have "Karens"... or challenging clients. Because you are a professional, we expect you to handle any situation that way - **politely and professionally**. Here are some things that may come up that you should be prepared for.

-
- Some clients are afraid of the grooming process and it's **difficult for them to let go of their pet**. Make sure to reassure them and give them confidence that you know what you're doing

-
- Some **clients want to be in the van**, which is a perk to our service. However, it is still your decision. If the owner being there makes the pet hyper, politely set a boundary for the client. Keep in mind many times clients do stay in the van so it is important for you to know how to work in front of them.

- *In fact, a client staying in the van gives you chance to bond with them. lots of times this patience can build a lot of trust and they then become a lifelong client.*

-
- Some clients do need boundaries. There are times when clients can be overprotective or can overreact or can make an unreasonable request. If that's the case, **call the office**.
-



CHALLENGING CUSTOMERS

- Sometimes, high-end clients may feel like they have the right to be rude. **Don't take it personally. Remember that you're a professional.** The office can support you and help you in dealing with the situation if needed.

-
- Sometimes, a client is fashionably late. If you have to **wait for more than 20 minutes, contact the office and make a decision together** about what to do. It's extremely important to leave a physical note and a message if you and the office decide it's best to leave.

-
- Some clients will make you fix the haircut multiple times. If it's a new client, in the beginning, it is worth it to spend the time to fix it. But if it's a recurring problem, **find a way to set boundaries in a professional way.**

There may be other challenging clients that come your way. Just remember, most of the time the client is right. Although at times it may be difficult, do your best to make their experience with us a great one.

Deal with challenging customers politely and professionally.



CUSTOMER REVIEWS

A lot of our clients come to us through referrals or reviews. Getting a positive review from a client can go a long way, coming your way. **Make sure to tell them to mention your name**, as well as your assistant's, so that new clients may read it and request you.

Although it may seem a little intimidating at first, asking for a review is very simple. Especially when you know the client is happy with your work.

"I'm so glad you're happy with how Snowball looks, when you get the chance I'd really appreciate it if you left a review on Yelp!"

"I'm happy that you love Nemo's new haircut, if you wouldn't mind leaving a good review, I'll send you a link!"

Getting a positive review from a customer can go a long way. Remember it never hurts to ask!





MAINTENANCE

the little things that make a big difference



MAINTENANCE

We have high-end, expensive vans and equipment. The better you take care of and maintain it, the longer you'll be able to use it. We like to say, ***if you take care of your equipment, your equipment will take care of you.*** Meaning, it will operate at its best and as a result, you will look great because everything is clean and working and fabulous. Here are the key things when it comes to maintenance -

ENGINE

- Oil changes are your responsibility. Make sure to check the miles and the sticker. When you need one, call the office and have them schedule an appointment for you.
- If your van is a diesel van, make sure to pay attention to the DEF meter. Fill it up when necessary.
- For any other issues or problems that come up, call the office.

DRYER

- Make sure the filter is not clogged with hair.
- If the dryer is not working or spitting black residue grossness it is broken. Contact the office and they will instruct you on where to take it in to get fixed.

GENERATOR

- The generator needs to be serviced for an oil change every 150 hours (see sticker)
- Use it for a day or two after it's been serviced, and then, check the oil level
- Every morning, you should warm up the generator before turning it on by pressing the button down and holding it for a few seconds. Then turn it on.
- Before turning it off, make sure that the AC is off.
- During the summer, it is common for the generator to overheat, which may cause it to stop working. In that case, open the back door and let it cool off.
- For any issues or problems that come up, call the office.



MAINTENANCE

AIR CONDITIONER

- The AC screen should be vacuumed daily. Once a week clean the inside of it.
- For any issues or problems that come up, call the office.

FULLY STOCKED

- Once a week you will get supplies from the office. Prepare and provide a list of what you need from the office. This ensures that your van will be fully stocked with everything you need at all times.
- If your tools break (i.e. flea comb) let the office know and we will provide a new tool. Remember that a broken tool can be a risk to both you and the pet. Only use proper equipment at all times.

PERSONAL EQUIPMENT

- You are responsible for taking care of your personal equipment which includes things like
 - clippers
 - blades
 - snap-on combs
 - scissors
 - nail Dremel
- Keeping your blades and clippers sharpened is important to get good results and work as a professional
- The tools that we supply are also your responsibility to take care of, store properly, and clean properly

Cleaning properly is key to maintenance. The next few pages are a detailed breakdown of how to properly clean in order to maintain your van.



CLEANING

Vans should be cleaned and sanitized at the beginning of the day, at the end of the day, and in between every client. This is mostly the assistant's job, so train them well. **Every spare moment the assistant is not helping you with a pet, they can be cleaning and organizing so that the van always stays clean.** Here is what cleaning should involve -

- Wipe down all the walls
- Wipe the floor
- Rinse the tub with soap at the end of every day
 - *In between clients just dry the tub so that no water drop stains remain*
- Clean the inside of the ramp in the tub so it doesn't get moldy
- Lift up and clean the bath mat
- Clean out the drains in the tub
- Spray your tools, the table, and the tub with Lysol spray before every client
- Clean your tools of excess hair
- Take out the trash every day.
- Take your dirty towels out every day
 - *It's the groomer's responsibility to take care of washing your towels.*
- Twice a week clean all the cabinets (wipe the inside, clean out the hair, etc)
- Clean out the van once a week. Empty shampoo bottles, broken tools, etc.
 - *There is limited space in the van so make sure to only hold on to what you need.*
- Replace the luffa regularly
- Always have air freshener

There are lots more little things that need to be done when it comes to cleaning. Basically, you should be prepared for a client to walk into the van at any given moment. If a client walks in and sees hairy tools or a dirty van before you start on their pet, it's not a great message. So be aware of the cleanliness state at all times.



CLEANING

Remember, cleaning includes **all parts of the van**. That means, you also have to make sure that you are regularly cleaning these parts as well -

FRONT OF THE VAN

- Throw away trash, don't leave food or drinks, etc.
- Vacuum regularly so the AC doesn't break
- Ensure that you are fully stocked with business cards
- Check that insurance and registration is handy and valid
- Keep organized and not too crowded with unneeded items

BACK OF THE VAN

- Keep hoses organized and rolled (not all tangled up)
- Take out dirty towels at the end of the day
- Make sure that nothing stinks or is wet

OUTSIDE OF THE VAN

- We have the outside of the vans professionally cleaned once a month, but in the city, the exterior can get very dirty so have your assistant wipe the outside regularly.

Your van is your personal office. Keep it clean and organized as you would with any other workspace.



DEEP CLEANING

Once in a while, we do a company deep clean. The managers will check each van to ensure that it is fully stocked and cleaned. If there are any needed repairs, they get fixed.

During this deep clean everyone cleans together. However, you and your assistant should perform a deep cleaning of the van once a week. That means, taking everything out of cabinets, cleaning under the table, thoroughly wipe down all of the walls, cleaning fan screens, etc.

Occasionally, there are special cleaning circumstances to be aware of. Most commonly, if a dog has fleas -

FLEA DEEP CLEAN

If you get a dog with a lot of fleas, your cleaning has to be extra thorough.

- Put the towels you use in a separate, closed bag.
- Close all the cabinets and drawers when you dry the dog.
- When washing, try to only use your hands. If you use a luffa and a brush, throw away the luffa afterward and sanitize the brush.
- At the end of the day, put a flea bomb in the van.

It is crucial to clean properly if a dog has fleas or a bad skin condition because **we want to make sure we don't pass anything on to other clients.** So be aware of which tools you use and clean everything.

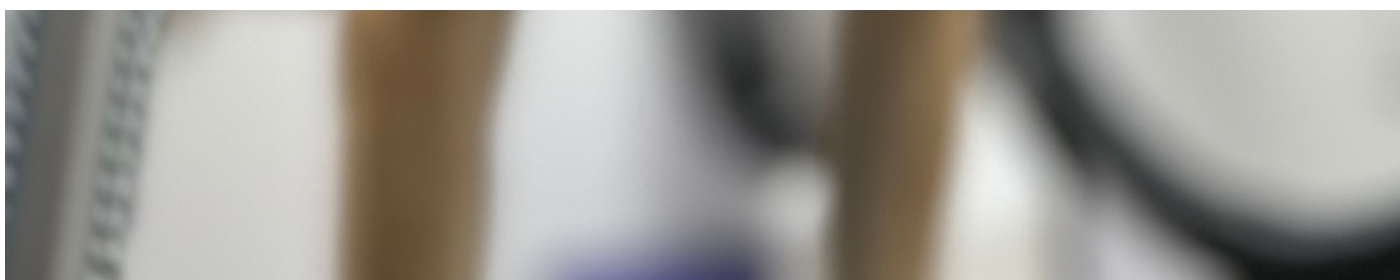
Having a clean and organized workspace not only makes you look better, it helps you work better.





YOUR FUTURE

what it means to join the HG team



***We are so thrilled that
you are joining our
grooming team.***

***Hollywood Grooming has
lots of opportunities for
you to learn, grow, and be
successful. We are here
to help you become a
great groomer so we can
continue to be #1 in LA.
Welcome to the team.***

