

# Entrepreneurs

**BUSINESS**

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## OPEN FOR BUSINESS › Minnesota Pets LLC



**Veterinarian Rebecca McComas** of Minnesota Pets listens as client Liz Powell talks about Quincy, her Rhodesian Ridgeback who died in August. McComas delivered the flowered tin that contains Quincy's ashes. Henry, the family's dog, and Powell's toddler, Cameron, partially hidden, look on.

PIONEER PRESS PHOTOS: RICHARD MARSHALL

**Owner:** Rebecca McComas, veterinarian

**Type of business:** Gentle pet euthanasia at home. I am a mobile veterinarian who will visit your home and help ensure that your pet has a peaceful death in the relaxed, familiar setting of home.

**Number of employees:** One

**Location:** I live in Woodbury and serve the greater Twin Cities metro area

**Contact information:** 651-354-9423; MinnesotaPets@gmail.com; MinnesotaPets.net

**Tell us what your business does.** I do only one thing, pet euthanasia in a client's home. My role is to work with clients to create the most positive and meaningful experience possible when it's time to euthanize a pet. Euthanasia of a pet can be one of the most difficult decisions a person can make. I educate clients about their options, support them in making decisions that are right for them and facilitate a smooth and peaceful experience for everyone.

**Why are you launching it now?** The relationship between people and their companion animals has changed dramatically over the last several decades. Today more people



Quincy's clay paw print is shown next to his photo, left, and the family's Rhodesian Ridgeback, Henry.

share their lives with companion animals than with children. Pets have become very important in terms of companionship, emotional support and unconditional love. I believe loving pet owners need and deserve the opportunity to say goodbye to their pets in a positive and meaningful way. I can think of no more peaceful, private, relaxed environment than at home.

**Where did you get the idea for your business?**

We had to put down our two rescued beagles a few years ago. Although it was a difficult time,

being able to do that in our home really helped make it meaningful for us. At that time, I realized that this is the good death that I would wish for all dogs and cats when it's time. I want to help others have the type of experience that we had with our pets.

**How did you develop your business plan?**

I didn't do a traditional business plan. I had minimal start-up costs. I developed a network with a few other veterinarians around the country who are doing this and they have been a wonderful source of

information and support. I suppose no one goes into this line of work unless they enjoy helping people.

**How are you financing your business?**

I am financing this with personal savings.

**How do you see current economic conditions affecting your business?**

The love that people have for their pets is constant, as is their wish for providing them with good care. Economic downturns affect veterinary medicine to some extent, but I don't believe that this business will experience a significant downturn. The fees for this service exceed that of a typical veterinary practice due to the relaxed pace and travel expense, but I believe it is very affordable and worthwhile for many pet owners.

**What makes your business unique?**

I fill a niche in the veterinary community by providing a service that many veterinary clinics do not provide. I am different from other mobile veterinary services in terms of my singular focus. I am very flexible with evening and weekend appointments and I have partnered with an excellent pet cremation service to make the entire process

seamless and simple for clients.

**What was the biggest obstacle you had to overcome to get this business going?**

For veterinarians, performing euthanasia can be an emotionally draining aspect of clinical practice. I wasn't sure if I wanted to do this every day.

**How did you overcome the obstacle?**

After thinking it over, it became clear to me that I view it as a tremendous honor to be present for this significant event and to help people through one of life's most difficult circumstances.

**How will you know if the business is successful?**

It's not so much the finances or the numbers that I generate, but how the people remember their experience that really matters. I will know that I am doing my job well when I have satisfied clients. That is my number one goal. There is no greater feeling than when I receive a note from a client thanking me for the care I have provided.

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