

Dee-O-Gee
Helena, MT

When Diane Stilson's dog developed health issues in 2021, she began searching for quality food and supplements. She discovered Dee O Gee in Bozeman, after a holistic veterinarian's referral. Diane was impressed with the store and the associates, who were very helpful and knowledgeable. She soon discovered that Dee O Gee was looking for franchise partners. Diane started investigating the franchise and learned about their species appropriate and holistic approach to pet care, as well as their philosophy of taking care of pets and customers. She felt Dee O Gee was a needed business in Helena that aligned with the community and her passions.

Diane had little business experience and was referred to Regional Director Ryan Loomis at the Helena SBDC. With Ryan's help, Diane was able to secure an SBA business loan for $876,000, which allowed her to open her business in Helena. Dee O Gee currently has one full time manager, four part time employees, and two commission based groomers. As the business grows Diane plans to add up to four more groomers.

"Working with Ryan at the SBDC in Helena has been a really valuable experience as I've started my small business!"

Diane Stilson, Owner