

# Pet grooming her specialty

## Kasey Hurley grows King City business

By **DAWN WITHERS**  
The Salinas Californian

Clipping, washing and grooming cats and dogs is hard work.

Just ask Kasey Hurley, owner of Pets and Such in King City, who has been seeing 12 clients per day as summer starts the busiest time of year for her business. She works solo.

"My mom groomed dogs for about 25 years and the opportunity came about for me to do it here, so I took it up," Hurley said.

She purchased her business three years ago. The pet grooming store in King City has been through various owners during its 30-year existence, but has never deviated from its mission to help pets look (and smell) their best.

Hurley said she knows her clients well — she has many regulars — and gets one or two new clients each week. During her busy season, Hurley said, she sees up to 15 clients per day packed into her four-day work schedule. She works a shortened week, she said, because she has three children — Tatum, 2, Twyster, 6, and Taylor, 9 — two of whom have busy after-school schedules. Hurley said working in King City has allowed her to get to know many other business owners and build working relationships with the local veterinarian, who often refers clients to her.

"This last year we've really started to get a lot busier," Hurley said. "People are hearing about us more, and I guess since the town is growing more business is starting to pick up a bit."

Hurley, who has lived near King City for 10 years, said a challenge of having a business in the area is that so many residents are willing to drive to places like Salinas to do their shopping and don't always spend their money locally.

With the city's growth, she said, she hopes that changes and more people spend money locally, allowing businesses like hers to grow.

"Right now, the only service I



RICHARD GREEN/THE SALINAS CALIFORNIAN

Kasey Hurley, owner of Pets and Such in King City, grooms Moose, a border collie and Catahoula mix, on June 2. Moose is owned by Bill and Karen Whitney of King City.

offer is pet grooming, but a lot of people travel with their pets, and if they go to Salinas there's a PetSmart (which offers grooming services)," Hurley said. "They are such a big chain they can fit them in that day. I'm booked for the rest of week and a lot of people don't want to wait."

As for expanding her business, she said that may happen once her children are done with

### **PETS AND SUCH**

n **BUSINESS:** Pet grooming

n **ESTABLISHED:** Purchased three years ago.

n **EMPLOYEES:** One.

school, when she expects to have the time to work more. She said she'd like to stay in King City because of her relationship with her clients.

n **ORGANIZATION:** Privately owned.

n **LOCATION:** 209-D S. Vanderhurst Ave.

n **INFORMATION:** 385-4043.

"My clients, I consider them my friends," Hurley said.

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