



WHY BEING PET-FRIENDLY IS GOOD FOR BUSINESS

HERE'S WHAT WE RECOMMEND:

- Seek insurance with no pet-related restrictions
- Require proof of renter's insurance with liability
- Eliminate breed and size restrictions
- Loosen restrictions on number of pets
- Instead of breed or size restrictions, consider an agreement requiring that the owner keep the pet in legal compliance (spayed/neutered, vaccinated, always contained)
- Eliminate or reduce pet deposits and fees and rely on standard security deposit when possible
- Allow residents to foster pets for local shelters/rescues with no fees



Pet owners are more connected to their neighbors, decreasing conflicts, and potentially increasing renter/community satisfaction



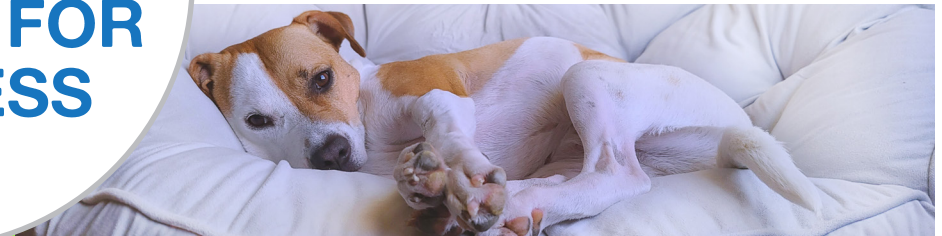
Residents in pet-friendly housing stay an average of 21% longer reducing turnover and vacancies



Fewer than 10% of all pets cause damage of ANY kind, and the average is \$210, easily covered by a traditional security deposit



83% of owners say pet-friendly vacancies fill faster



PET-FRIENDLY HOUSING DEFINED:

- Pets are allowed
- No dog breed restrictions or weight limits
- Pet deposits/fees are not prohibitively expensive



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