

## Why a Pets-Allowed Policy Makes Cents

For rental property managers, it makes good business sense to maintain a policy that welcomes responsible pet owners. Here are some of the benefits.

- **You'll attract more potential residents.** Almost 50% of renters have pets.\* A pet-friendly policy will increase the marketability of your housing property or community.
- **You'll increase the average length of occupancy.** Once pet caregivers find a housing property that welcomes their cat, dog, or other companion animal, they are likely to rent for a longer period than residents without pets.
- **You'll foster goodwill.** Research has proven time and again the benefits people get from sharing their lives with pets. Pets help us live happier and healthier lives. Allowing pets in your housing community will not only help your residents, but also will help you and your company by generating a positive public image.
- **You'll have a larger number of responsible residents.** Responsible pet caregivers—those who are good neighbors and whose pets are well cared for—are more likely to be model residents in other ways, too. Because they know that pet-friendly housing is scarce, responsible pet owners generally strive to abide by all housing rules, even those not related to pets.

The keys to success are **accepting only responsible pet owners**—those who meet certain requirements such as having all their pets spayed or neutered—and **establishing effective pet-keeping policies**—such as requiring that cats be kept indoors at all times.

You can take a number of specific steps to ensure you accept only responsible pet owners and then effectively guide pet-owning residents once they move in.

*\*Source: American Veterinary Medical Association, 1996.*

From The Humane Society of the United States