



# **FIREPAW, Inc.**

**THE FOUNDATION FOR INTERDISCIPLINARY RESEARCH AND EDUCATION  
PROMOTING ANIMAL WELFARE**

**Animals already get it.  
We teach people.**

## **Companion Animal Renters Landlord's Program** **Outline of Consulting Services Offered**

- (1) **Economic assessment of rental property owner's situation...**Is converting to "pet friendly" rentals financially feasible? What conditions would make it work? Pet deposit requirements? Enhanced advertisement? Monthly pet rental charges? Most likely just the Reduced Vacancy rate and Reduced turn-over will be enough to justify converting at least some units to "pet-friendly" rentals.
- (2) **Needs Assessment & Determination of specifics...**Assess the landlord's regional situation, market availability, competition, amount of potential tenants, etc. to custom-tailor the specifics of the pet-friendly rentals to his/her situation.
- (3) **Training...**On the proper use of **FIREPAW Screening & Assessment Tool for Rental Property Owners** and Interview Techniques to screen out potentially problematic tenants with animals.
- (4) **Coaching...**How to head-off problems before they arise, resolve problems, mediate disputes that may arise.
- (5) **Customizing Pet Policy and Pet Agreement...**Tailor **FIREPAW's** rigorous **Pet Policy & Agreement** to rental property owner's unique circumstances. Incorporate **FIREPAW Information packet for Landlord's: "How to be a Good Tenant-with-Animals"**--require tenants to read, understand and follow guidelines and attest to this in the Pet Agreement so that they are held accountable for their and their animal's behavior.
- (6) **Establishing a custom-made Pet Perks Package for landlords...**Create a tailor-made **FIREPAW Pet Perks Package**--a set of perks for tenants in the pet-friendly rental community. This can be as basic or as sophisticated as the circumstances call for. This perks package is free to the rental property owners and includes a pool of animal welfare individuals and organizations from within the community offering their services to tenants & advice on how to optimally utilize these resources. Example: Pet trainers, pet groomers, animal communicators, etc. scheduled to make presentations at the rental community for tenants.
- (7) **Registering landlord's on Referral Listing of Pet-Friendly Rentals...**Landlords who take part in the FIREPAW Companion Animal Renters Program [CAR] will receive free advertising! They will be listed on the Referral Listing on the FIREPAW web site, given out to tenants who call and/or email FIREPAW for referrals of pet-friendly rentals, and listed on the custom-made Resource Listings on the **FIREPAW information booklet for Tenants: "How to Find, Keep and Enjoy a Pet-Friendly Rental"**. (These booklets will also be distributed by animal welfare organizations across the country.) FIREPAW will also help landlords get free advertising in high-traffic local pet-friendly rental listings.