



## **FIREPAW**

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

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

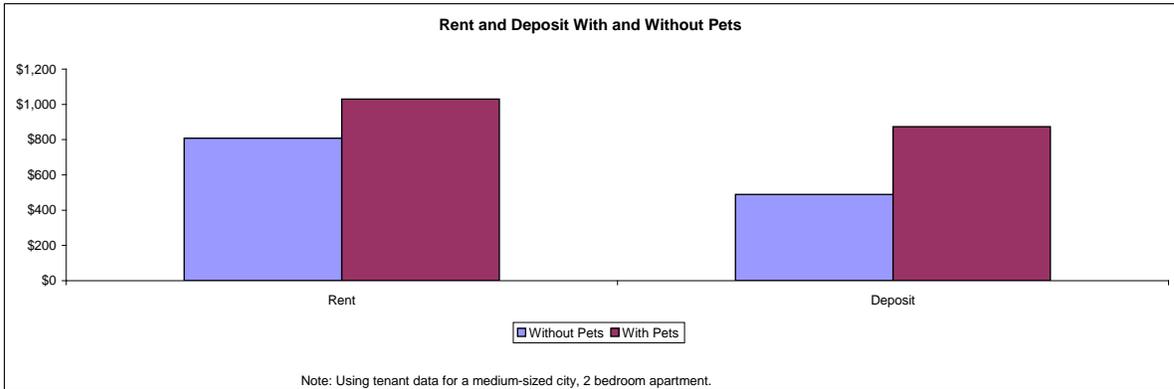
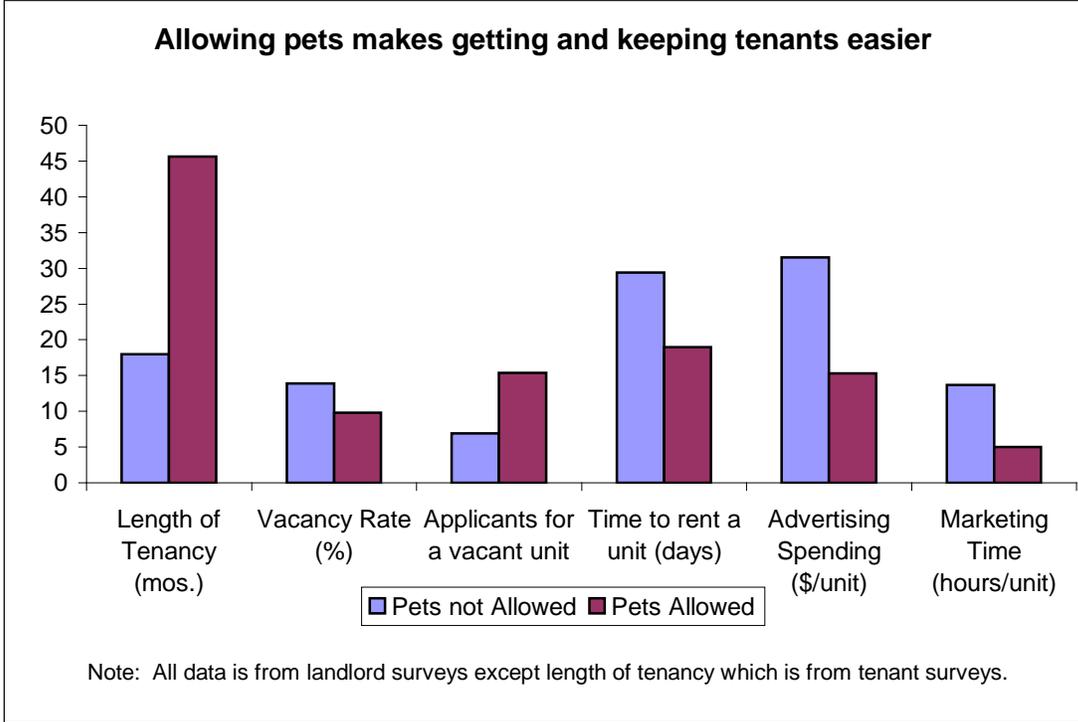
#### **For Immediate Release**

#### **Some Tenants Are Real Animals, and They Mean Real Dough for Landlords, Study Says**

Millions of healthy dogs and cats are euthanized every year in the U.S. There are plenty of people who want to adopt these animals--unfortunately they are unable to because many rental property owners do not allow pets. Many other people relinquish their animals to shelters when they move because their new rentals are not pet friendly. Landlords may want to rethink such policies, however. Results from a new national study indicate there are actually a number of advantages to becoming pet-friendly--including increasing bottom-line profits.

Among other things, the national study examined rentals with regard to pets/no-pets -allowed status, a variety of financial and economic factors, rental, deposit, turnover and damage histories, rental tendencies and trends, and landlords' personal beliefs and attitudes about allowing companion animal renters. The results of the study indicate that the current shortage of pet-friendly rentals is based on a *misperception* by many rental property owners that renting to tenants with animals is too costly and problem-ridden to justify. The results demonstrated that rental property owners with pet-friendly rentals experience tenants who stay longer and are more loyal, have less turnover--meaning less time and money spent renting their units--spend less on advertising their rentals, and fill their rentals more quickly. Just as important, those landlords who welcome pets can receive a separate pet deposit or more rent for permitting pets that more than compensates for any potential problems or damages and actually increases their bottom-line profits. In short, the present study has dispelled the myths about pets and housing... the hard economic reality is that for the majority of landlords it just makes good sense to make their rentals pet-friendly.

<b>AVERAGE ANNUAL COSTS AND BENEFITS PER UNIT FROM ALLOWING PETS</b>	
<b>Total Costs</b>	
Insurance	-\$150
Damage/Unit*	-\$39
Time Spent on Pet Issues (@ \$30/hr)	-\$29
<b>Total Costs</b>	<b>-\$218</b>
<b>Total Benefits</b>	
Increased Rent	\$2,294
Decrease in lost rent from vacant units	\$398
Decrease in Time Spent Marketing (@ \$30/hr)	\$235
Decrease in Advertising Spending	\$24
<b>Total Benefits</b>	<b>\$2,949</b>
<b>Net Benefit per Unit Annually from Allowing Pets</b>	<b>\$2,731</b>
*Note: When all factors are taken into account, there may actually be benefit rather than a cost in terms of average damage due to reduced turnover and increased deposit. However, the figures used here are intended to be conservative. All calculations are estimated averages that will vary by the specific situation.	



Based on their research, FIREPAW has developed an applied three-prong program to assist rental property owners increase their profits while opening up their rentals to pets. The Companion Animal Renters Program [CARP] is **free** to all landlords and includes an Economic Assessment; Needs Assessment; Tailor-made programs; Screening & Assessment Tools for screening potentially problematic tenants; Training on interview and screening techniques; Problem-Solving Techniques and Tools; Customized Pet Policy and Pet Agreement; Tenant Guidelines Booklet; Custom-made Pet Perks Package; Free advertising and registration on Pet-Friendly Referral Listings.

For more information on the Companion Animal Renters Study or program, or a copy of the full report, email: [Info@firepaw.org](mailto:Info@firepaw.org). FIREPAW is a 501 (c)(3) charitable non-profit foundation focusing on research and education to stop animal suffering **Web site:** [www.firepaw.org](http://www.firepaw.org)

*The study published in Anthrozoos, 18(1), 2005*