



## **FIREPAW, Inc.**

THE FOUNDATION FOR INTERDISCIPLINARY  
RESEARCH AND EDUCATION PROMOTING  
ANIMAL WELFARE

### **Some Tenants are**



### **Real Animals...**

### **And They Can Be a Rental Property Owner's Finest Asset!**



### ***Why Animals Can Be a Landlord's Best Friend...***

#### **The Benefits:**

Research indicates that one-half of renters have pets. That means that allowing pets in your rental units will *double* your available applicant pool!

Research has also shown that tenants with pets tend to stay longer, have stronger ties and more loyalty to their immediate community and make stronger bonds with their neighbors than tenants without pets. All this means less turnover, less costs to you and less hassle.

The findings also show that tenants with pets on average report being happier and having higher satisfaction ratings overall than tenants without pets. That can translate to fewer conflicts and complaints to management and rental property owners.

### ***Maximizing the Benefits & Minimizing Problems: FIREPAW's Landlords-Pets Program***

FIREPAW has developed a three-prong program for maximizing the benefits of accepting tenants with pets while minimizing-- and in many cases, eliminating-- many of the key problems commonly associated with permitting pets.

Based on empirical research and sound principals in the social- and behavioral sciences we have developed a pragmatic tool for screening out the types of irresponsible and/or problematic pet-owning tenants.

Secondly, FIREPAW will help tailor and develop a well-structured pet policy that holds tenants accountable for their behavior and the behavior of their animals. Separate options such as establishing pet deposit requirements are also considered.

Thirdly, FIREPAW will assist rental property owners develop and implement a well-rounded pet-friendly community within the confines of the rental property. Each custom-designed package of "perks" is designed to enhance tenant satisfaction (thereby maximizing loyalty and the potential for higher rents) while costing rental property owners little to nothing.

### ***About FIREPAW...***

FIREPAW is a charitable nonprofit organization committed to reducing and eliminating the abuse, neglect, abandonment, overpopulation & killing of animals.

FIREPAW's efforts are guided by the belief that substantial and long-term improvements in the treatment of animals can only be achieved through a two-prong process:

#### **(1) RESEARCH:**

- (a) to uncover the reasons that motivate people to engage in animal maltreatment, and
- (b) to determine the best methods for redressing these beliefs and behaviors

#### **(2) EDUCATION:**

Educational programs designed to change the public's consciousness about animal welfare.

For more information on FIREPAW's research, education, community service and consulting projects call or email for a free brochure and literature.

### ***Companion Animal Renters Study [CARS]: FIREPAW's National Landlords-Pets Research Project...***

FIREPAW has received funding from Toby's Fund for a national research project to study the key factors affecting rental housing conditions for tenants with companion animals. The findings of this research lay the groundwork for disseminating FIREPAW's three-prong landlord-pets program throughout the country.

### ***Who Can Benefit from FIREPAW Companion Animal Renters Program?***

All rental property owners can benefit from this program--from the independent landlord with a small number of units to rental management groups overseeing major complexes. The program is designed to assist both rental property owners and property managers.

### ***How to take part in the FIREPAW Landlords-Pets Program***

Taking part in the Companion Animal Renters program for Rental Property Owners is as easy as a phone call. Simply contact FIREPAW for an appointment for a consultation and needs assessment.



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

### **FIREPAW, Inc.**

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