



# THE 3 MISTAKES TO AVOID WHEN CHOOSING A PET CARE PROVIDER



**FREE  
BONUS  
INSIDE!**



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Hello and happy tails!

I'm so glad you made the decision to download our special report, **The 3 Mistakes To Avoid When Choosing a Pet Care Provider.**

I truly hope that the 3 points covered in this report (and your **FREE BONUS**) prove to be immensely valuable as you go through the process of hiring a pet care provider. The responsibility of caring for another's pets and in some cases their home, is a HUGE one. You must be sure that the person or business you entrust with this duty is honest, reliable, dependable, mature, organized, diligent, and conscientious. This is not an easy task, but if you take the advice outlined in this report, you will be much more likely to start a favorable, long-term partnership with a reputable and dependable individual or company.

In 2010 I launched The DOG Nanny Group, LLC as a sole proprietorship. Within a short time, it grew into a small business with a team of pet sitters. I'm telling you this because the DOG Nanny has been at a few different levels of the business spectrum, so I've experienced the growing pains and can attest to matters from my own personal experiences. I want you to make the best possible choice for your family, whether it is using the DOG Nanny Group or another pet care provider. I just have tons of valuable knowledge and experience in this department and I want to share it with you!

I wish you the best of luck in finding the ideal provider to care for your furry pals.



Big hugs to our furry, feathered,  
and amphibious friends,

*Jody Coopmans*

Owner, The DOG Nanny Group, LLC

828-PET-NANY (828-738-6269)

[admin@marinetedognanny.com](mailto:admin@marinetedognanny.com)



# MISTAKE #1

## HIRING A NON-PROFESSIONAL OR NON-REPUTABLE COMPANY

### The Neighborhood Kid

I love saving money just like everyone else, so I understand the temptation to hire the neighborhood kid as your pet sitter. My first piece of advice for you is – don't do it! You should be very careful about who you let into your home when you're not there.



Trusting the neighborhood kid with the responsibility of your home and your pets, in my opinion, is a real gamble. It's not a "business relationship" and therefore will not be treated as one. Your dog may love the neighborhood kids, but they are just that, "kids". Will they be completely reliable?

I would not want to leave the safety and care of my pets and my home in the hands of someone who might not make it their top priority. You will definitely save some money going this route, but can you be sure that they will even show up? Will they be there as requested and take the best possible care of your home and your pets? Will they be bringing their friends into your home while you're gone? Will they know what to do if there is an emergency? Those are some important questions to ask yourself. In the end, it's your decision but you know as well as I do; you get what you pay for.





## **The Recent Start-Up or “Pet Lover” offering care online**

Avoid any non-reputable companies or recent start-ups. There is a very big difference between a pet sitting company that has a few years' experience in the industry and a person that has had some business cards printed and is posting on Facebook that they want to sit your pet. First, many of these small businesses or “hobby sitters” don't last long. People tend to think that all that is needed to run a pet sitting business is a love for animals. It's not all about puppy kisses and snuggles with kitties (like they thought). It's about the responsibility of caring for clients' homes, their most prized possessions, as well as the safety and wellbeing of their precious pets. These things should not be taken lightly and are no small task! Pet businesses who have been around a while have systems and processes in place that account for every detail of the care of your pet and your home. The “pet lover” you find online or on Facebook won't have any systems they follow to protect your pet or your home. They likely won't have a back-up if they were to fall ill, and I guarantee they aren't going to be available to you 365 days per year. Another downside is that these individuals or start-up companies usually don't last long because they aren't knowledgeable enough about the business side of things. What does that mean for you? The next time you need a sitter, you're going to have to start the search process all over again and find someone new because the last person you used has closed up shop.

My advice is to try and find a reputable, well-established company. How will you know one when you see one? Check out their website. Does it look professional and lay out specifics like company policies or is it just one page that talks about how much they love pets? Do they use a software system with a secure database to house your information and keep track of client reservations? Are they bonded and insured for your protection? Answer no to any of these; keep looking!



## MISTAKE #2

### HIRING AN APP BASED SITTER

The 'On demand' companies or 'Uber' for your pet sitters are another questionable choice for pet care. These companies are tech companies, not pet sitting companies and you never know who is going to show up to care for your pet. They allow pretty much anyone who signs-up to become a contractor.



There is NO interview, and some don't even do background checks. Because these "sitters" are contractors, there is no training, they're not company bonded, and a sitter can sue YOU if hurt on the job! Yikes! App based sitters are solo; they won't have a back-up sitter so if they cannot complete a visit, it will be up to you to find that last-minute replacement.

While an App company advertises "sitters in your area!" and keeps in touch with clients using mass emails, they are not locally owned businesses. There is no local support should something go wrong. When you can reach support staff, they do not know you, or the Marinette/Menominee area at all. I am not going to say that there are no good pet sitters working for these App based businesses, because every once in a while you will find a gem, but most are inexperienced and it really is just a hobby for them. Oh, and if your pet is injured while in the care of an App based sitter, you can expect to pay an insurance deductible for any needed veterinary care, right after you sign their non-disclosure agreement.



Pet parents like these tech companies because it is so easy to schedule a sitter with the App. It really takes no work at all. Most professional pet sitting businesses use a software system, also super easy to schedule visits. The difference is a professional sitter may require a bit more from a client when first getting started. If you're not interested in taking the extra time to supply necessary information, then a professional pet business may politely let you know that they're not the right choice for you. As a professional pet sitter, I can tell you that we prefer clients who partner with us in the care of their pets, so that we can provide outstanding service during every stage of their pet's life.

The benefits of using a professional pet sitting company far outweigh the convenience of clicking an App. A professional pet sitting company will have carefully vetted and background checked staff who are trained in pet care and participate in continuing education. A professional pet sitting business will be bonded, insured, and have staff covered under workers compensation insurance in the case of an on-the-job injury. And should any questions or concerns arise, chances are, when you call the professional pet sitting company in your neighborhood, you will be speaking directly with the owner.





## MISTAKE #3

### NOT DOING YOUR RESEARCH

There are so many choices when considering what care to choose for your pets and possibly even your home, it's important to do your research. If you're going with in home care, are you hiring a local business, someone who contracts as an on-demand sitter, or a hobby sitter? Who will be visiting? Have they had a background check completed? What is their experience with pets? Are they Pet First Aid & CPR Certified? Does the business have good reviews? Are they insured and bonded? It's important that you know these things.



Maybe you think a kennel is what's best for your pet. That may be true. Dogs who suffer from anxiety and get into mischief when left to their own devices, may not be ideal candidates for in-home care. That said, what do you know about your local kennels? What are their drop off and pick-up hours? Does this fit in your schedule? Will they customize a care and feeding plan for your pet? If so, do they charge more? Will they give your pet medications? Is this an additional fee? Years ago, I took my kids to a kennel where giving them a treat cost extra. No kidding! How much time will your



pet spend in their kennel vs. an outdoor run or play time? Is there group play? If so, are big dogs and little dogs kept separate for their safety? What vaccinations are required? What are the hours someone is at the kennel? Is your dog going to be made to “hold it” from when staff leaves at 5-6pm until they return at 7-8am in the morning? 13-15 hours is a long time to go between potty breaks, there is no way my kids would make it! After you have the answers to all these questions, the best way to determine whether or not a kennel is for you is to drop by unannounced and ask for a tour. If they say, “not now” and ask you to make an appointment to see their facility, keep looking! They may be trying to hide something.

You have a cat and not a dog? Same rules apply plus this: If a sitter agrees to come to your home 2-3 times to check on your cat while you are gone for an entire week – run! They aren’t familiar with proper feline care! Of course, you can always transport your cat to a kennel.







I know, making this decision can prove absolutely exhausting! There are so many things to consider when choosing pet care. What if I told you that I have already done most of the work for you? That's right, a 17-point evaluation of the various pet care options above! Take a look at your **FREE BONUS**, a side-by-side comparison of the 5 most frequently used options for pet care in the Marinette and Menominee area. We hope it leads you to the perfect choice for you and your pets.

If you are interested in having us create a customized pet care plan for you, please call the office at [828-PET-NANY \(828-738-6269\)](tel:828-738-6269) or email [admin@marinettedognanny.com](mailto:admin@marinettedognanny.com).

To learn more about the DOG Nanny Group services, [click here](#).


All my best and happy tails!

*Jody Coopmans*

Owner, The DOG Nanny Group, LLC

↓ **FREE BONUS** ↓



	 Professional Local Business Since 2010	Individuals advertising pet care services on line: craigslist etc. <b>Hobby Sitter</b>	App or "on-demand" pet sitters: (Uber for your pet) <b>Rover, Wag!</b>	Friends, Family, or neighborhood kid caring for your pet at their house or in yours	Boarding Facility <b>Kenel</b>
Registered Local Business	YES	NO	NO	NO	YES
<b>Bonding</b> —to protect you from theft <b>Liability Insurance</b> <b>Workers Compensation</b> —protection from on the job injuries on your property	YES YES YES	NO NO NO	NO MAYBE NO	NO NO NO	N/A MAYBE N/A
Fully Vetted, Experienced, Trained Employees with comprehensive criminal background check.	YES	NO	NO	NO	MAYBE
Pet CPR and First Aid Training	YES	MAYBE	MAYBE	NO	MAYBE
Available when YOU need pet care - 365 days per year.	YES	NO	NO	NO	MAYBE
Trained backup sitters available in case primary sitter has an emergency during your reservation.	YES	NO	NO	NO	YES
Fully customizable range of at-home services. Convenient for you & safe for your pet.	YES	MAYBE	NO	NO	NO
Pet's routines for exercise, feeding, and medications go unchanged reducing their stress while you are away.	YES	MAYBE	MAYBE	MAYBE	NO
Pets are not mixed with pets from other homes to reduce the spread of disease or illness and picking-up bad habits.	YES	MAYBE	MAYBE	MAYBE	NO
No inconvenience of packing your pet's things and transporting them. Pets are happy at home upon your return.	YES	MAYBE	MAYBE	MAYBE	NO
Receive feedback and photos every day so you can see for yourself how your pets are doing.	YES	MAYBE	MAYBE	NO	NO
Daily home security checks performed. Mail, newspaper and packages cleared from porch. Trash taken to curb. Plants watered. Lights and blinds alternated to give your home a lived-in look while you're away. Excellent crime deterrent.	YES	NO	NO	NO	NO
Service continues until you contact us confirming your pet is back in your care.	YES	NO	NO	NO	N/A
Business Manager/Owner knows you, your pet, and your Veterinarian. Is familiar with your neighborhood, your home and is prepared to handle any emergency while you are away.	YES	NO	NO	NO	NO
Safe convenient on-line registration. 24-hour booking and billing in the client portal. Update pet and client information at any time. Sitters clock i and out using GPS tracking.	YES	NO	MAYBE	NO	NO
Free Consultation in your home with business owner or manager upon first booking.	YES	NO	NO	NO	NO
More than 200 happy client families and over 35,000 in home pet visits successfully completed. Client testimonials to help you make the best decision for your pet.	YES YES	NO MAYBE	NO MAYBE	NO NO	NO MAYBE