

Step 1: Advertising your pet

Start by taking **good photos** of your pet (a photo of your pet's face and your pet's whole body). A photo of him standing by a person will be helpful in showing his size. If your pet is an indoor pet, then you will want to take the photos indoors. A photo of him on his favorite bed and/or playing with a favorite toy would also be good. Photos are very important... a pet profile with a great photo will get the most attention by potential adopters.

Next, compose your **pet's biography**. Begin with his age, weight, color, and sex. Provide his medical information, such as if he/she is neutered or spayed; last vaccinations given and when; heartworm prevention history (if applicable); flea/tick prevention history; and if he has had any other medical treatments such as dentals, etc. Be sure to say if he has any conditions requiring medications or other forms of treatment. Also, include if your pet is micro-chipped.

If your pet is not micro-chipped, you should consider speaking with your veterinarian about this. A pet with a micro-chip stands a much better chance of getting back home. Sometimes it takes several weeks or more for a pet to bond with his new family. During this time, if he were to escape from his new home, the micro-chip should help lead those finding him back to his registered owner. A micro-chip can be implanted by a veterinarian or a low-cost clinic.

You are probably aware that many, many pets are being euthanized every day in shelters everywhere. **If your pet is not spayed or neutered**, then you may want to consult your vet about this. Spaying and Neutering will prevent your pet from being used solely for breeding and would prevent unwanted litters. It may also make your pet more adoptable. To find a low-cost spay/neuter clinic in your area, click on the blue button Find A Clinic at the bottom of this page.

Describe the ideal home you would like to find for your pet. List any commands he may know and say whether or not he is crate-trained. If he is house-trained and has a particular way of letting you know he has to go outside (such as ringing a bell), describe this. If he has had any formal obedience training, this would be good to include as well.

If your pet has a medical or behavioral problem, you need to disclose this! It may take a special person to adopt a pet with issues, and consequently it may take longer to place your pet. But the applicant should know of any issues up front since they may not want that responsibility. If you don't disclose this information, your pet may be passed along from home to home and finally end up at an animal shelter, and you certainly don't want that!

Next, list your **re-home fee**. Please do not put "free to good home" or \$0! If you have a family member or a good friend who wants to adopt your pet, then you don't need to charge a re-home fee, as long as you're sure they can provide a good home for your pet. Otherwise, it's important to set an re-home fee. You may already know that there

are dishonest people who search for pets (especially free or low-cost) for various unsavory reasons. Sometimes pets are sold to dog-fighting rings or to research facilities. Pet flippers are also a problem, as they get pets cheaply, then turn around and sell them, thus making a profit. Many purebred and unaltered pets are also acquired by unscrupulous people, **solely** for breeding. Sadly, there are also people who hoard great numbers of pets — thinking they are rescuing them. At the very least, a pet can end up in a home that simply does not provide the veterinary care and home environment the previous guardian gave them, which is very sad for the pet. When deciding on your fee, please also consider this important point — that if someone can't afford to pay you an appropriate re-home fee, they may not be able to afford proper veterinary care, such as yearly checkups, vaccinations, dental care or a medical emergency that may arise, grooming care, plus all the other things that will keep a pet healthy and happy. If your pet has been vetted such as spayed/neutered, micro-chipped, and/or vaccinated, consider checking with your local animal shelter or a local rescue group to find out what their adoption fee is for your type of pet. This will also help you come up with an appropriate re-home fee. Ideally your fee would be at least equal to the shelter's or rescue's adoption fee. However, an appropriate re-home fee doesn't *guarantee* that you'll be screening out the "bad guys." Thoroughly researching any applicant is the most important thing you can do for your pet!

Now, make a flyer. Try to include several photos of your pet, your pet's biography, your re-home fee, and your contact information. Display your flyer in as many pet-related businesses as possible. Look for grooming shops, veterinary clinics, and pet stores. Always ask the manager of the business for permission to post your flyer and where to post it. You can also email your flyer to friends, family, and local rescue groups. Remember that even though a rescue group may not have room for your pet, they may know of a prospective adopter looking for a pet like yours! You could also ask if they would be willing to help you through the re-homing process. If you are on Facebook, post your pet's picture and information, and ask your friends to share. Also, post your pet on our Adoptable Pets Page and then be sure to share your pet's profile on social media sites by using the share buttons on your pet's page.

This resource is provided by ReHomeYourPets.com.