



FIREPAW

THE FOUNDATION FOR INTERDISCIPLINARY RESEARCH AND
EDUCATION PROMOTING ANIMAL WELFARE

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

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For Immediate Release

FIREPAW Announces Companion Animal Renters Program

Millions of companion animals are abandoned by their family members every year. Many of these innocent victims never get adopted and are senselessly euthanized. One of the leading reasons people abandon their companion animals is related to the limited rental housing options available to people with animals.

In an effort to redress the shortage of pet-friendly rental housing--thereby reducing the amount of abandoned and euthanized companion animals--FIREPAW is pleased to announce the Companion Animal Renters Program. This is a multi-level program comprised of (1) a national research study of landlords and pet-friendly rentals (the Companion Animal Renters Study--CARS] and (2) a unique, applied three-prong program to encourage and assist rental property owners to offer pet-friendly housing. The customized landlords program is tailored to meet the unique needs of all types of rental properties--from single unit buildings to large complexes. In conjunction with the program for landlords FIREPAW has also developed an information and resource packet for tenants: "How to Find, Keep and Enjoy a Pet-Friendly Rental".

Anecdotal evidence and findings from pilot study interviews indicates that tenants with animals mean good business for rental property owners. To begin with, offering pet-friendly rentals *doubles* a landlord's tenant pool. Additionally, with the right conditions tenants with animals tend to stay longer (that means less turnover, and fewer costs and hassles), be more loyal, have less complaints, and have stronger bonds within their rental community. Dr. Pamela Frank, co-researcher on the national landlords and pets study and developer of the Companion Animal Renters Program said, "An increasing amount of savvy landlords already know that pet-friendly rentals can mean good business. One of FIREPAW's goals with the national study and the three-prong landlords program is to get the word out to many more rental property owners about the economic advantages and the overall attractiveness of renting to tenants with animals."

While they are hoping for donations to help defray some of the costs, the Companion Animals Renters Program is free to rental property owners and managers. The same goes for renters with the Tenants Information Packet. FIREPAW is a charitable, nonprofit organization and donations are tax-deductible. For more information contact FIREPAW, Inc., 228 Main St, #436, Williamstown, MA 01267 ; 518-462-5939, email: Info@firepaw.org or visit their web site at: www.firepaw.org.