



Guide to being a Purrfect cat sitter

I would like to set Purrfect Company apart from other sitting companies due to our amazing customer service and passion for cats. Since 2016 we have consistently received 5 star reviews on Google and Facebook. I would love this to continue. Therefore its important you're always super cat friendly, always cat inquisitive with the owners and always go back to them quickly and with as much information as possible. When meeting new customers face to face you need to show you have a great love and understanding for cats. Your messages also need to reflect this when you're contacting them via text or over social media. This will build confidence and trust with the customer and more importantly with their cats.

As a Purrfect Company cat sitter you are expected to...

- Provide an excellent customer service and follow up on all of your customer enquiries
- Arrange and attend initial cat booking meetings on time.
- Keep up a high standard of communication at all times with your customers.
- Arrange the collection of keys and returning them back to the customer. Sometimes customers can pop keys through your letterbox if that works out easier for the both of you.
- To be reliable and ensure you turn up to all booked cat sits and stay for the full 20-30mins.
- Demonstrate at all times your passion and knowledge for cats.
- Look after your customer's cats as if they are your own. Build up trust and a loving relationship with them.
- Respect the customers home and look after keys and their home security.
- Capture good photos and/or videos of the cats you are sitting and send these to the customer with a friendly message. Keep our Facebook page updated with photos and fun information.
- Keep communications fun and friendly but also professional.
- Keep your Google sheets booking spreadsheet updated with all your bookings.
- Register yourself as self employed with HMRC and keep your tax returns updated.

Finding your first booking...

The best way to get new customers is by word of mouth. Tell everyone you know what you are doing. You can tell friends and family and advertise this on your social media. I will also advertise your services in your area on Facebook and Gumtree. You can use the flyers in your welcome pack to put through houses or leave them in local shops, cafes, vets and pet services. Customers will phone or message the central number, which is with me, on 07793108307. I will collect as much information from them and send this onto you in order for you to contact them and arrange their initial booking meeting. Customers may also come through to our Facebook inbox or may email from our website. I will keep you updated to make sure you do not miss an enquiry. Once you have arranged the initial booking meeting with the customer, all communication will continue on between the two of you. You are not required to let me know what is happening with each of your enquiries. Upon your first contact with the customer you



will need to explain to the customer the service provided, the costs and whether you are available on the dates required. You will also need to explain that you need to book an initial booking meeting in order for you to meet the customer and their cats before the booking. It is best to get as much information from the customer before the meeting so you can complete parts of the booking form before the meeting. I would make sure to get the cats name, age, sex, customer name, tel no, address and dates required.

Initial Booking Meeting with customers...

It is important you meet with the customer and their cats before the booking is agreed. This gives the customer and their cat the opportunity to meet you so that they can make sure they're happy with you coming into their home. This is also an opportunity to make sure you feel comfortable with the home, the cat and the location of the house. If you don't feel happy, you do not need to continue with the booking. Just let me know and we can speak with the customer. Please let me or the customer know within 24 hours after the meeting so that they can arrange something else.

You will need to be super friendly upon arrival and super keen to meet their cats. Make sure you already know the cats names and the owners names before you get there. I always fill out as much information I already know from previous conversations on the booking forms before arriving.

I recommend not moving towards their cats when you arrive but kneel down and put your hand out and call for the cat to come to you. Most of the time this will happen and the cat will like you and put their head into your hand for a stroke. Do not go to the cat as this may stress the cat out. The customer will normally tell you about their personality. If a cat is shy and doesn't come out, do not worry. Remind the customer not to worry either as its important not to stress the cat out. The customer will respect this also. As long as they can show you a picture or something so you can recognize it when sitting. Customers may say that their cats are very shy and do not come out for strangers, but you'll be surprised that when sitting if you are patient they normally become your best friend.

First initial meeting booking safety...

When you get a new booking, try and find the customer on facebook first and check them out. Please make sure I know about the new customer and when the meeting is by recording it on your google sheet. It is your responsibility to stay safe when cat sitting. Always make sure you let someone know where and when you are going to sit for your cats. I cannot take responsibility for you when you are going to cat sits. If at any time you do not feel safe during the initial meeting please leave and contact me immediately. If you do not feel safe or happy to do the booking after the initial meeting, please contact me. You do not have to do the booking if you do not feel happy or comfortable with the cats, customer, property or area of the booking.

What you need to take with you to the booking meeting...

2 x Purrfect Company colour booking forms with carbon copy paper between them.



Your Purrfect Company clipboard

Your DBS Check

Copy of the Cat Sitting Insurance Document

Pen

Vet locations crib sheet – all vets with addresses and telephone numbers which you can create.

What to do at the initial booking meeting...

Make sure you fill in all the information you have already received from the customer on the booking form before you arrive, ie address and dates, cat names, owner names, booking cost. This will help save time when you are there. You don't want to take up too much of yours/their time. Aim to stay about 15 mins, but if you're both happy and it goes on longer, do not worry. Briefly explain what you will do on each of your visits and tell the customer that if they have any questions as you both go through the booking form, to let you know.

Use the booking form to take down all the necessary information. When you get to the last section about food and litter ask the customer to show you where the bowls/food and litter trays are. Seeing where they are will make it a lot easier to remember. Try and take down as many notes as possible, as its easy to forget before the booking commences.

When taking the Vet information down, use the cribb sheet to help you record all the details including the telephone number. As the customer keeps the second sheets its important all the information is filled out. Its important to tell them that you will contact them asap if you notice there is something obviously wrong with their cat. You will need to ask if its ok for you to take them to their vets on your behalf. We are covered by our insurance company 'Pet Business Insurance'. If anything happens whilst you are cat sitting you must call me immediately.

Make sure you put the correct total costs down on the booking form. This is the cost to them. They can either pay by cash or bank transfer (using the details on the form). Bank transfer is preferred. They must pay prior to the booking. You can say that their dates are pencilled in but not official until we receive full payment.

Please get them to sign the form before you leave. It doesn't mean the booking is official, it just means that as and when they pay, they agree to you looking after their cats and entering their home. It also means that if they cancel within 2 weeks of the booking they do not get a refund. This is to prevent last minute cancellations.

Depending on how far away the booking is you can arrange to pick the key up from them nearer the time or take the key that day.

Updating your Google booking spreadsheet..

I will create your own Google booking spreadsheet which you will have access to. I will go through the sheet with you over the phone to make sure you know how to enter the information. You can use this sheet to work out the cost to the customer and the cost to you. You need to transfer all the details of the booking to the spreadsheet. You should enter the information after the first enquiry and complete the rest of the information after the initial booking meeting. When the customer pays me, I will update the spreadsheet and pay you on your last day of the booking. For repeat bookings you can use the confirmation tab to create a



screenshot and send this to your customer for confirmation of the booking. Once the customer pays, I will send a confirmation/invoice for the booking and mark this on your spreadsheet.

Collecting the key from the customer...

About a week before the booking, get in touch with your customer to arrange to collect the key and chase the payment if they haven't already paid. When you pick up the key, check with the customer that all the details are still the same and amend if required. Sometimes the cat food might have changed or the cat may have got ill.

When the booking is finished keep hold of the key until your customer is home. You can then drop it back through their door at some point. This is to prevent any issues that might occur if the owners cannot get back home when expected.

What you are expected to do at each cat visit...

- Stay at least 20 – 30 minutes.
- If the cat is not present after 20 minutes (out in the garden somewhere) and you've made many attempts to find and call the cat make sure the rest of your duties are done and leave. If the cat is shy and hides, do all you can to find the cat and talk to it. I would stay 20mins. You may find after your third visit the cat would have got used to your voice and will come out to say hello. Don't be disheartened if this doesn't happen.
- If the customer requests you let the cat out in the morning and bring them in the evening please make sure they are aware that we would prefer not to do this and keep the cat in throughout the whole booking (for our peace of mind). If the owner would still like us to do this, please make sure the customer is aware that if the cat does not come in after 20 mins of calling we will have to leave the cat outside. Mark this on their booking sheet.

Duties at each visit...

- Give the cat lots of strokes, love and attention. You may put the TV or radio on whilst you are in the house.
- If the cat likes to play, use the toys available to you to exercise the cat.
- If required, remove poop from the litter trays and dispose of it however you're supposed to (normally down the loo or bag it and bin it). When you feel its required change all the litter so its fresh. Be sensible and do not leave dirty litter for when the customer comes home. Put the binbag out and change it if it starts getting a bit stinky.
- At every visit you must remove all previous food from the cats bowls and clean the bowls under hot water with washing liquid. Do not give the cat new food in a dirty bowl.
- Change the water once a day, ensure the bowl is washed.
- If required by the owner, give the cat a brush using the brushing tools available to you.
- If required, give the cats treats as per the owners requirements. Do not bring or give the cats your own treats in case they are allergic to them.
- Medicine – make sure you give the correct amount of medicine as per the details in the booking form. If you are required to give the cat an injection please speak to me before doing the booking as I will arrange a tutorial.



- If you're asked to, make sure you water any plants, open and close the curtains, and put the bins out on the correct day.
- Pick up all mail and put to one side. I like to sort the mail for the customer.
- At either the AM or PM visit once a day, or at each visit, take a good photo/video of the cat and send it to the customer via the way they've requested to be contacted. Include a short message to tell the customer what you've been up to and their cats are ok. Nice quirky messages and a different type of photo each time will be great. You do not need to message at every visit during the day unless customer has requested this (ie, if you attend 2 visits a day, just one message from either the AM or PM visit will be fine, but keep it consistent, so the customer knows when to expect a message). If you're running late please keep the customer updated as they may worry. I normally let the customer know when I will be with their cat for the first couple of sits. Some customers will care about the time you get there more than others.
- When leaving the house, make sure you've closed and locked all doors and windows and you have the key in your hand. If you lock the key in the house please contact me straight away and let me know.
- On your last visit make sure you leave a Purrfect Company thank you card, with a little personal message about your overall visit. Only leave these for those people that have been away 5 days or longer. Example: *Sophie has been a joy to look after. We've had lots of lovely cuddles. Thank you for using my services. I hope to see her again soon.x*

Sickness...

Should you find yourself sick and therefore unable to attend an Initial Booking Meeting please let me know ASAP. I will see if I or another sitter can get there or we will look at getting the meeting rearranged.

If you find yourself sick throughout a cat sit booking and unable to make the sits please let me know straight away. If we can not find another sitter to help with the sits then we will need to use your nominated 'reliable helper' for the visits you cant attend. This is the person you nominated when applying for the role. They need to be very reliable as the responsibility of their actions will fall on you whilst they are looking after the cat.

Facebook Inbox...

You will have access to the Purrfect Company Facebook page as an editor. The inbox will always be looked after by me as a priority. If I am not available, I will arrange for someone else to monitor it. Please let me reply first unless I ask you to go back to them or the person messaging is already your customer.

I will contact you to let you know there is a customer waiting for you. You would then be expected to get back to them within the day. Please use the Facebook inbox tool to mark that enquiry as yours. If you have any issues please let me know.

Communications between sitters at Purrfect Company...



All communications between you and I will be done via Whatapp so we can keep an eye on the history of our messages. There are also two Whatsapp group chats between all sitters which you will be invited to. One is for all important notifications, incl pay or looking for sitters to help cover other sits, the other is a more casual group to share photos and general chit chat and support. Our network is really lovely and friendly..

Facebook page posts...

Once in a while you will need to take photos of your cat customers and put a nice little comment on the Facebook feed. Its important we do not use the cats names nor tag the owners in the pictures for security. If you have any queries about this please let me know.

Customers...

All new customers in areas of multiple sitters will be shared out fairly by myself. If you are not available to do the booking or if you are fully booked we can offer the sit out to another sitter. Once a new customer's first booking is complete that customer will always be that sitters customer. If that sitter cannot do the next booking it will be offered out to someone else, but that customer will go back to the original sitter for first refusal of further bookings.

If a customer comes to us from a flyer put through a door by you (write your name on your flyer) that customer will be yours. This obviously applies to areas with sitters sharing locations.

Purrfect Company prices and cat sitter earnings as of 1st April 2022

Customer prices...

These are the total prices for a 30min cat sitting visit once or twice a day. Payments are preferred to be made by bank transfer (cash as last resort), using the sitters name and one of the cats names as reference. If customers would like to pay by cash, please let Heather know. Keep the cash to one side up to 3 weeks before the start date. The sitter is required to transfer the amount owed to Purrfect Company before the booking starts.

Customers are now able to pay in instalments or by credit/debit cards, just let me know at the time of the prebooking meeting and I can arrange this with your customer directly.

If you cat sit without the booking information added to your Google booking sheets, this could risk disciplinary action as the sit will not be covered by the Purrfect Company insurance policy.

Standard

x 1 a day £11.50

x 2 a day £20

Bank Holiday

x 1 a day £17.25

x 2 a day £30

Christmas Day & Boxing Day - tbc in 2022

x 1 a day £30



x 2 a day £54

Cat Sitter earnings

Earnings are per customer, per day. In order for you to be paid correctly and on time please ensure all customer details are correctly added onto your Google booking sheets. I make payments on Tuesdays and Fridays. If the customer has paid me and the booking is over 4 weeks away, I will put the monies to one side in the Purrfect Company account until nearer to the start date. If the customer cancels within 3 weeks of the booking you will receive the full pay on the day the customer cancels. If the customer cancels before 3 weeks, the full payment will be refunded back to the customer. If you get paid before the booking starts I would strongly recommend holding the money back until the booking starts just incase the customer is entitled to a refund due to the current Covid terms and conditions. If you're not sure, please ask me.

Standard

x 1 a day £9

x 2 a day £17

Bank Holiday

x 1 a day £14.50

x 2 a day £26

Christmas Day & Boxing Day x 3 rate - tbc for 2022

x 1 a day £24

x 2 a day £46.50

Thank you - please contact me if you have any questions.

Heather