



# PET-FRIENDLY HOUSING AND RENTERS

As the demand for pet-friendly housing continues to rise, it is crucial to consider the benefits of adopting pet-inclusive policies for your rental properties. Research indicates that pet-friendly properties attract a larger tenant pool, command higher rental income, and foster longer tenant retention. By accommodating pets, you can significantly reduce vacancy rates and enhance tenant loyalty.

## ADVANTAGES

-  Increased Tenant Pool
-  Higher Rental Income
-  Longer Tenant Retention
-  Responsible Tenants

## ADDRESSING CONCERNS

While potential property damage and noise complaints are valid concerns, these can be mitigated through clear pet policies, deposits, and renter’s insurance requirements.

# 75%

*of rental properties in Texas are pet-friendly, highlighting a significant market trend.*

*By transitioning to pet-inclusive policies, you can align with this growing demand and enhance your property's marketability.*

*Adopting pet-friendly policies is not merely a trend but a strategic move to maximize revenue growth and meet the evolving needs of today's renters. We encourage you to consider these benefits and make informed decisions to enhance your property's value.*

## THEA GAMBLE

Owner/Broker  
Licensed in Texas and New Mexico

