



## Explanation of 4 Day/Per Week Flat Monthly Subscription Group Dog Walking Service Rate

Professional dog walking businesses that offer flat monthly subscription service rates do so because they're the most straightforward, beneficial, and economical option for clients and their dog(s). They're designed for consistency of use and are discounted to reward it (unlike competitor per day service walk rates that are costlier on average because they don't require any upfront commitment). Consider flat monthly subscription service rates as buying in bulk, or renting your dog's space per month.

To calculate our four (4) day per week group walk flat monthly subscription service rate, we count how many total walking days (M-TH) there are on an annual basis. Then we subtract two (2) federal holidays (Christmas Day & New Year's Day) & four (4) winter holiday period closure days from the total annual walking days because we do not count those as walking days when calculating flat monthly service subscription rates on an annual basis. All other federal holidays are included as walk days because a walk that falls on one of these federal holidays is moved to the remaining non-federal holiday in the same week. Next, we divide the adjusted total annual walking days by twelve (12) to find the average number of walking days per month. To arrive at our average daily rate per walk/monthly (on annual basis), we then divide our four (4) day per week flat monthly subscription service rate by the average number of walking days per month.

Keep in mind that certain months have more walking days in them than others. Thus, some months will appear to be a better deal than those months with fewer walking days. However, your flat monthly subscription service rate remains constant so please focus on the average daily rate per walk/monthly (on an annual basis). For example, in calendar year 2021 the following calculation was used:

<b>208 (total annual walking days M-TH)</b>
– 2 (federal holidays; Christmas Day & New Year's Day)
– 4 (winter holiday period closure days)
<hr/>
<b>= 202 adjusted total annual walking days</b>
202 (adjusted total annual walking days)
÷ 12 (months)
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<b>= 16.83 average number of walking days per month</b>
\$500.00 (4 day per week/flat monthly subscription service rate)
÷ 16.83 (average number of walking days per month)
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<b>= \$29.71 average daily rate per walk/monthly (on an annual basis)</b>