

# PET PERFECT

*American households with pets now outnumber those with children, which is elevating the status of pets in real estate. Some real estate professionals are marketing pet-friendly residences. ①*

*Nearly 80% of consumers say that seeing signs of a pet in a home for sale wouldn't deter them from making an offer on the home, as long as there was no property damage. Two in 10 respondents even said a pet-friendly home would make them want to increase their offer, according to a 2024 survey conducted by Quicken Loans. ①*

**The survey findings offer valuable insights for crafting effective marketing strategies, particularly for targeting prospective homebuyers with pets or a pet-friendly mindset. Here are some strategies:**



## **Highlight Pet-Friendly Features:**

*Emphasize features like fenced yards, durable flooring, or built-in pet amenities (e.g., pet washing stations) in home listings. Showcase these attributes as value-added benefits for potential buyers.*

## **Increased Buyer Interest:**

*Pet-friendly marketing not only attracts more buyers but can also lead to higher offers. Buyers who see a home as ideal for their pets may be willing to pay a premium. ②*

## **Create Emotional Connections**

*Highlighting pet-friendly features can create an emotional bond with potential buyers. For example, showcasing a home with a pet-friendly backyard or amenities like a pet washing station can make the property more appealing. ③*

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