



www.pawtographs.org

MAYDAY PETS™

**(Company Name) to Sales Associates
Enhancing Your Customer Relationships
Through the “Needs Analysis”**

We have embarked on a mission to support the Pawtographs™ Initiative, **MAYDAY PETS™** in an effort to save any pet from being left behind in a home when a family is moving.

As you know, your ability to open the lines of communication can be the difference in whether you obtain a listing or not. With the challenges of the economy, it is important to realize that regardless of your own personal circumstance, people need you to “listen.”

The economy has affected our country in many ways. One, in particular, “Neglect to Animals” has had devastating repercussions as family pets have been left behind in the home with no means of survival. Many have starved to death and have been confined to basements, laundry rooms, and even cages with no food, water, or veterinary care.

It is critical that amongst the common questions that include, “why are you moving,” “what is your timeline,” and “have you found another home, yet?” that you also include the following, as these questions may prevent a tragedy:

- "Is your new residence pet friendly?"
- "Is it possible for a friend or family member to house your pet until you are more settled?" (Should the customer not be in a position to take their pet with them.)
- If there are no other options, Breed Rescue and Shelter Information can be found on www.pawtographs.org website.

ASSIST CUSTOMER WITH THE BELOW:

If the customer has a mixed breed:

1. Go to www.pawtographs.org
2. On the homepage, click on the link **MAYDAY PETS™**
3. At this point, you may post your pet for adoption or, as a last resort, enter your zip code in the left column section named "Find Animal Welfare Groups" where a list of shelters within your area will be available -

If the customer has a pure breed: (Pure breed rescues will not euthanize the animal as they want to preserve the breed.)

1. Go to www.pawtographs.org
2. On the homepage, click on the link, "If you are looking for a rescue for a specific breed" -
3. Scan the list to find their breed and the available rescue organizations.
4. If the Breed Rescue is at full capacity, you may also offer to sponsor your pet. This will afford the rescue the time and financial support they need to keep the pet until they can find it a home.

Much like you would supply a family moving into a new area with helpful information, this is an opportunity to provide your customer with the important resources they will need in the event they CANNOT take their pet with them when they move.

MAYDAY PETS™ encourages organizations and individuals to take proactive measures and immediate action to prevent any pet from being left behind when a family is moving.

*Wikipedia: **Mayday** is an emergency code word used internationally. It is used to signal a life-threatening emergency by many groups, such as police forces, pilots, the fire brigade, and transportation organizations. The call is always given three times in a row ("Mayday Mayday Mayday") to prevent mistaking it for some similar-sounding phrase under noisy conditions, and to distinguish an actual mayday call from a message about a mayday call.*

COMPANY LOGO



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MAYDAY PETS™ MAYDAY! MAYDAY! MAYDAY!

Dear Sales Associates:

As I am sure you realize, the economy has affected our country in many ways. One, in particular, "Neglect to Animals" has had devastating repercussions as family pets have been left behind in the home with no means of survival. Many have starved to death and have been confined to basements, laundry rooms, and even cages with no food, water, or veterinary care.

With this, we need your help. We ask that you please take notice to your surroundings both at home and while in the field, during a workday. We ask that you communicate frequently with your clients who are moving as their new residence may not be "Pet Friendly." Our AWARENESS and COMMUNICATION can make all the difference!

We also wanted you to know that there are resources for both the animal and the family. There are also two links of specific notice on the www.pawtographs.org website which may serve as a reference for both you, your clients, and your friends. One is the **MAYDAY PETS™** link which will enable a pet owner to either post their pet or search for an Animal Welfare Group in their geographic area. The second is the "Breed Rescue" link which will provide families with a list of breed rescue organizations. Since Breed Rescues are trying to preserve the breed, they will not euthanize the pet. And should you come in contact with a homeless animal, please contact the local animal control agency or the SPCA.

Above all else, do not place yourself, under any circumstances, in a compromising position. Safety is our first priority. Should you come in contact with a situation where an animal is threatened in some way and you are uncertain how to handle the situation, please contact the local authorities and report the incident to your supervisor, immediately.

Sincerely,
XXXXXXXXXXXXXX

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With this, we need your help. We ask that you please take notice to your surroundings both at home and while visiting friends and family. We ask that you be aware of pet activity in and around any vacant home. Your AWARENESS and efforts can make all the difference!

We also wanted you to know that there are resources for both the pet and a family struggling with the challenges of moving to a new home that is "NOT" pet friendly. In difficult times, some people do not openly communicate and active listening can become one of our biggest resources.

Should someone you know face the difficult situation of no longer being able to keep their pet, there are two links of specific notice on the www.pawtographs.org website which may serve as a reference. One is the **MAYDAY PETS™** link which will enable a pet owner to either post their pet or search for an Animal Welfare Group in their geographic area. The second is the "Breed Rescue" link which will provide families who have a specific breed with a list of organizations to contact. Since Breed Rescues want to preserve the breed, they will not euthanize the pet.

Also, should you come across a homeless animal, please contact the local animal control agency or the SPCA. Above all else, do not place yourself, under any circumstances, in a compromising position. Safety is our first priority. Should you come in contact with a situation where an animal is threatened in some way and you are uncertain how to handle the situation, please contact the local authorities and report the incident to your supervisor, immediately.

Sincerely,

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(Company Name) is a partner of the **MAYDAY PETS™** Pawtographs™ Initiative to Help Homeowners and Their Pets as They Prepare for a Move

Is your new home pet friendly?

As with all of us at (Company Name), our pets are part of the family and we extend our deepest thoughts for a stress-free move. We also understand that in some situations, families may move into a new location that is not “pet friendly.” Of course, we realize you may have a friend or family member who may be able to take care of your “loved one” until your circumstances change, but we also did not want to ignore the fact that there are situations where some families can no longer take care of a pet and they have exhausted all efforts to find their pet a new home. In that event, we wanted to provide you with these options:

If you have a pure breed: (Pure breed rescues will not euthanize the animal as they want to preserve the breed.)

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