

THE STATE OF PETS IN RENTAL HOUSING

DECEMBER 2024 REPORT



PRESENTED BY

 **PetScreening**



**2024
REPORT**

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EXECUTIVE SUMMARY

Pets have always played a key role in rental housing, and their numbers surged during the pandemic. Four years post-COVID, it's essential to evaluate current pet-related challenges and trends, compliance, and the effects of pet-inclusive policies in the industry.

The State of Pets in Rental Housing survey by PetScreening aimed to assess these aspects, gathering responses from 1,715 property management and leasing professionals in 2024, primarily from multifamily (68%) and single-family (32%) sectors, including both PetScreening clients and non-clients.

- Among PetScreening clients, 60.7% of single-family respondents and 46.5% of multifamily respondents said having a pet-friendly property has increased resident satisfaction. Among PetScreening customers, 28% of single-family respondents and 17% of multifamily respondents said **having a pet-friendly property has increased lease renewals**.
- Across both PetScreening clients and non-clients, unauthorized pets brought into the home were, on average, the highest-ranked **pet-related challenge**, followed by property damage, screening assistance animal accommodation requests and pet waste.
- **Breed bans are common among non-PetScreening respondents**, as 94% said their breed restrictions include Pit bulls. Other commonly banned breeds include Rottweilers (84%), Pit bull Terriers/Staffordshire Terriers (72%) and Doberman Pinschers (67%). While large dog breed restrictions were prevalent, **the survey didn't indicate a direct correlation between those banned breeds and increases in damages or incidents**.
- All respondents said an average of 28% of their units incur **pet-related damage**. Among PetScreening clients, the average was 26%; among non-clients, the average was 31%.
- PetScreening clients saw an average increase of 22.2% in **pet-related revenue** after implementing PetScreening.
- PetScreening customers have a greater degree of understanding of the **HUD/FHA guidelines** that mandate reasonable accommodations for residents with assistance animals.
- **Forty-four percent** of residents managed by non-PetScreening respondents have a pet.



The survey findings indicate the value of optimizing pet-related strategies to enhance resident satisfaction and boost operational efficiency. Furthermore, they underscore the importance of adapting management strategies and updating pet policies to better cater to the modern renter.

PET-RELATED CHALLENGES & TRENDS

Having pets onsite creates revenue opportunities but presents challenges as well. Operators often try to manage risk in part by imposing breed restrictions, weight limits and pet fees, although pet policies are continually evolving to better accommodate the growing demand for pet-friendly accommodations.

PET-RELATED CHALLENGES

When examining the current state pet-related challenges, unauthorized pets and associated damages are the most frustrating for non-PetScreening respondents.



What are the most challenging pet-related issues you experience?

- #1** Unauthorized Pets in the Home
- #2** Property Damage
- #3** Pet Waste
- #4** Screening Assistance Animal Requests
- #5** Pets Off-Leash
- #6** Bites or Physical Harm
- #7** Pets in Unauthorized Community Areas
- #8** Pet Noise



PET AMENITIES

Among the most popular pet amenities identified in the survey include on-site dog parks, outdoor pet amenities, and pet waste stations. When used by pet owners, these amenities not only offer practical benefits by reducing pet-related wear and tear within individual units but also foster a sense of community among residents.

For housing providers, investing in such amenities can lead to increased resident satisfaction, a stronger community atmosphere, and a competitive edge over properties lacking these features.



What pet amenities do you offer to your pet-owning residents?

59% Pet Waste Stations

41% Outdoor Amenities

35% On-Site Dog Park

28% Nearby Veterinary Care

24% Pet Social Events

15% Grooming & Spa

11% Pet Water Fountain

2% Dog Walking Services

1% Boarding & Day Care



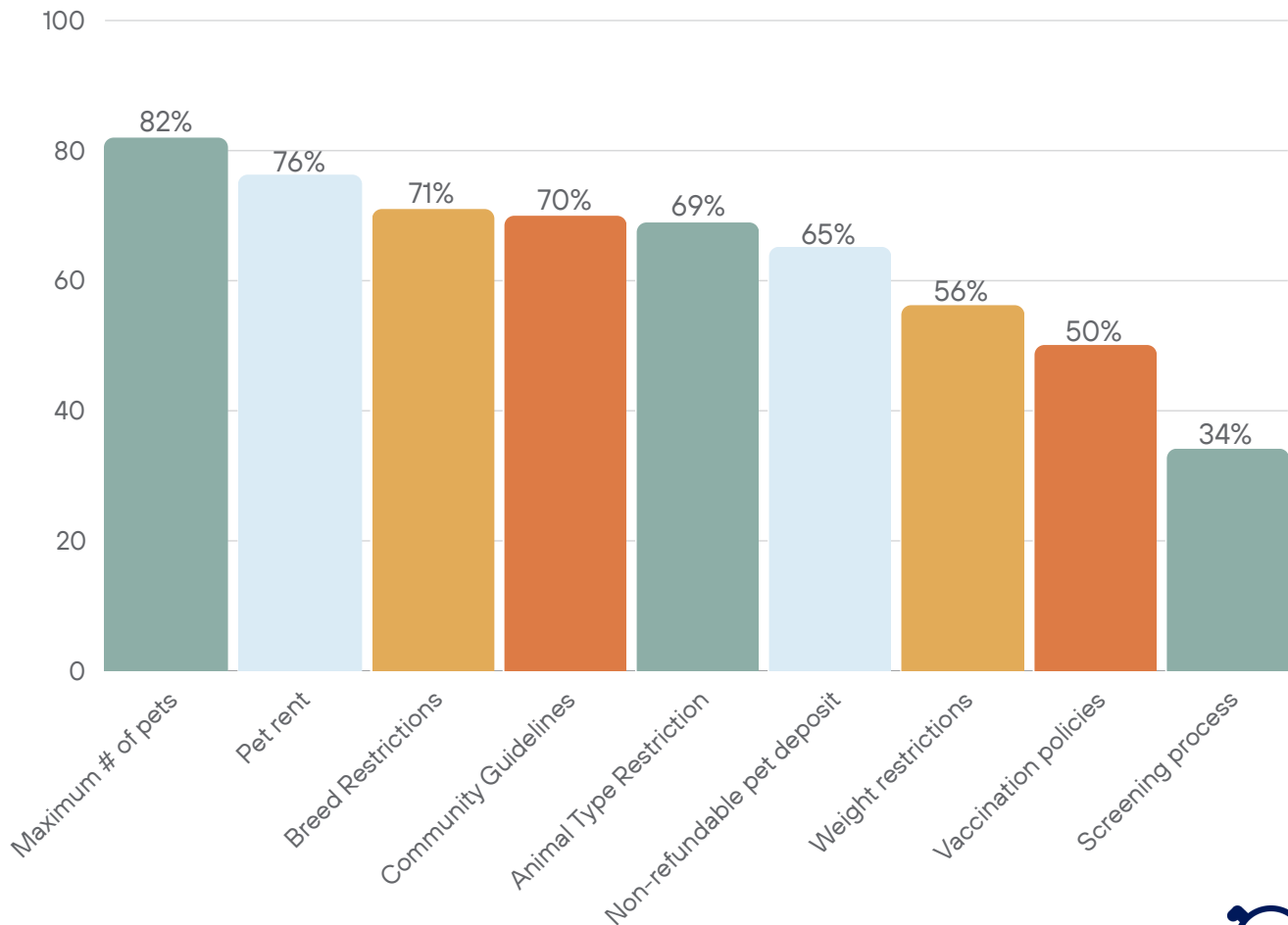
CURRENT PET POLICIES

Eighty-two percent of surveyed non-PetScreening respondents say their communities have a maximum pet per unit policy, while **71%** have pet restrictions, **76%** require pet rent and **70%** proactively have community guidelines (leash guidelines, pet-pickup, etc.) for pets. However, only **34%** have pet screening or interview guidelines in place.

When comparing the highest ranked pet-related challenges to current policies, there is a clear opportunity for improvement.



What is included in your pet policies?





PetScreening helps enforce pet policies so communities can lift breed and weight restrictions to welcome more pet-owners.

BREED RESTRICTIONS

PetScreening non-PetScreening respondents were asked about their breed restrictions, Pit bull and Staffordshire Terrier mixes were among the most restricted breeds at **94%** and **72%**, respectively. Rottweilers were restricted at **84%** of communities while Doberman Pinscher (**67%**) and Wolf-Hybrid (**66%**) rounded out the top five. These restrictions were consistent in both multifamily and single family rental properties.

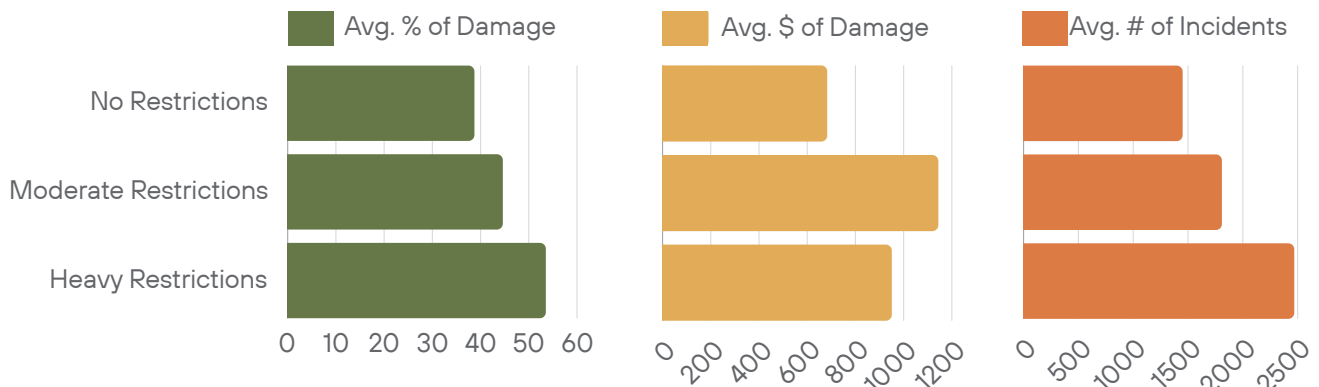


What are your breed restrictions?

94%	Pit bull	61%	Chow
84%	Rottweiler	54%	Akita
72%	Staffordshire Terrier	46%	Cane Corso
67%	Doberman Pinscher	43%	Alaskan Malamute
66%	Wolf-Hybrid	40%	Great Dane
64%	German Shepherd	39%	Presa Canario

DAMAGES & INCIDENTS

Data indicates no direct correlation between number of restrictions and an increase in damages or incidents. Robust screening practices can help better understand each individual pet coming to a property and the risk they may pose.



PROPERTY DAMAGE

Non-PetScreening respondents say that, on average, **31%** of their units with pets have pet-related damage. However, with the right screening procedures in place, rental housing operators can reduce incidents of damage, thereby reducing repair expenses and allowing them to turn units more quickly.



Non-PetScreening respondents experienced pet damage, noise complaints, and unauthorized pet issues. Implementing PetScreening decreased issues by 5%



How many pet bites occurred in the past 12 months?

Less than 0.1%
pet bites per 100 units

PET BITES

Obviously, pet bites are a concern for rental housing operators. But screening technology and systems can help them see which pets have a history of biting and make risk assessments accordingly.



ASSISTANCE ANIMAL COMPLIANCE

One of the primary challenges for rental housing operators is compliance with HUD/FHA guidelines that mandate reasonable accommodations for residents with assistance animals.

Data from PetScreening customers and non-PetScreening respondents shows that PetScreening customers have a greater degree of understanding of these guidelines.

When asked to rate their familiarity with the guidelines on a scale of 0 to 10, with 0 being not familiar and 10 being extremely familiar, PetScreening customers averaged a 7.1 score, while non-PetScreening respondents averaged a 6.1 score, indicating they are at additional risk of Fair Housing violations in the evaluation of reasonable accommodation requests.



On average, how many assistance animal requests do you receive a month?

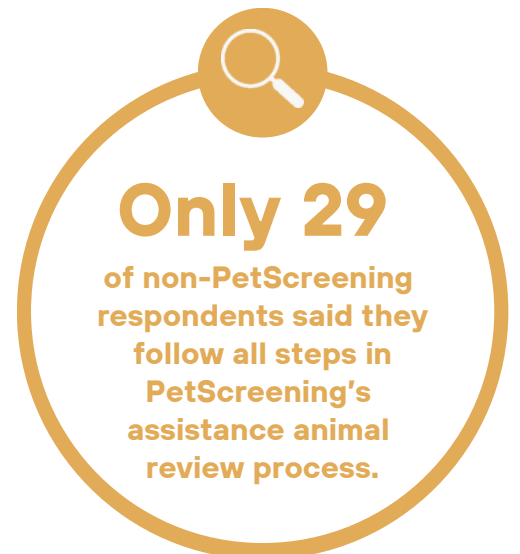


14.5
requests per
100 units



How do you screen assistance animal accommodation requests?

- 69%** Request documentation from healthcare provider
- 39%** Get written documentation from rental applicant
- 33%** Validate documentation with healthcare provider
- 33%** Authenticate documentation legitimacy
- 25%** Verify documentation meets HUD guidelines
- 13%** Verbal confirmation from rental applicant
- 9%** No process exists



THE VALUE OF BEING PET-INCLUSIVE

Operators who welcome pets onsite experience an array of financial and operational benefits. Among PetScreening customers, **60.7%** of single-family respondents and **46.5%** of multifamily respondents said having a pet-friendly property has increased resident satisfaction; **28%** of single-family respondents and **17%** of multifamily respondents said having a pet-friendly property has increased lease renewals. Additionally, PetScreening properties implementing structured pet fee policies through PetScreening experienced a positive financial impact, with an average growth in pet-related revenue of more than **22%**.

By being more pet-inclusive and having streamlined pet policies and procedures, operators are successful in reducing the impact of the most common challenges. In fact, properties adopting PetScreening report fewer instances of property damage, which could lead to less repair costs and the ability to turn a unit faster.



What benefits do you see from being pet-inclusive?



#1. Higher Resident Satisfaction

#2. Decreased Vacancy

#3. Higher Pet Revenue

#4. Increased Resident Renewal Rates



FINANCIAL IMPACT

Pet-inclusive communities reported higher rents, increased renewal rates and decreased vacancy. Further, properties implementing structured pet fee policies through PetScreening experienced a positive financial impact (**median 25% growth in pet-related revenue**).

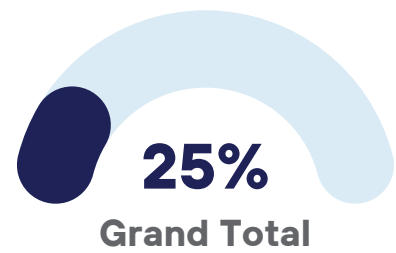
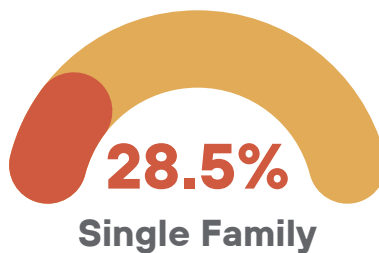
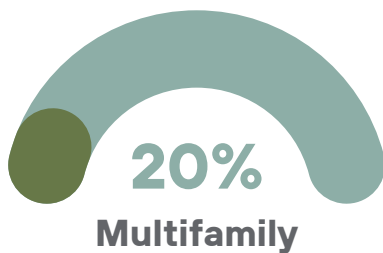
This growth highlights the significance of accommodating pet owners in rental properties, as it not only enhances tenant satisfaction but also contributes to the overall profitability of the property. By fostering a pet-inclusive environment, property managers can tap into a broader market of potential residents who value inclusivity and convenience for their furry companions.

28% *Average percentage of pet occupied units incur pet damage*

\$592 *Average dollar amount of pet damage incurred per unit*



After implementing PetScreening, how much has your pet revenue has increased?



THE PETSCREENING PARTNERSHIP

As the industry continues to improve its pet-inclusivity, it is imperative to find the best technology partner. Customers said the ability to screen assistance animal accommodation requests was the most important service provided by PetScreening. Customers also valued PetScreening's ability to control risk and provide tiered pricing for pet rent and fees.



What PetScreening services are most important to you?



Assistance Animal
Screening



Legal
Authentication



Risk
Management



FIDO Score
Pricing



Reporting
Dashboard



Automated
Notifications



On a scale of 1 to 10, how likely would a customer recommend PetScreening to a colleague?

8.8

Avg. Customer Rating



"It is a great service that helps stay on track with residents' accounts regarding their animals. This service helps save me time which is always helpful!"

"We trust the process."

— A PetScreening Client



CLOSING | WRAP-UP

Today's renters love their pets. They view them as members of their family. So providing residents and their pet companions with a best-in-class living experience is a must and can give operators a significant competitive advantage.



PET-RELATED CHALLENGES & TRENDS

There is a shift toward more inclusive pet policies that cater to renter expectations and market demands. This includes the adoption of a variety of pet amenities, which are perceived as crucial to resident satisfaction and retention.



ASSISTANCE ANIMAL COMPLIANCE

Property managers face many accommodation requests monthly, highlighting the need for streamlined review processes and ongoing education to ensure compliance with regulations and effective management of the requests.



THE VALUE OF BEING PET-INCLUSIVE

Pet-friendly practices and implementation of clear pet policies and procedures effectively mitigate the most prevalent pet-related challenges. Communities that embrace pet inclusion report higher rental rates, improved renewal rates, and lower vacancy levels.

By partnering with the right technology, operators can loosen pet restrictions, allow more pets onsite, boost pet revenue and drive resident satisfaction while also managing risk and handling assistance animal accommodation requests.



Learn more at www.petscreening.com.

