



Changing World of Rental Property Pet Damage



Property



Experienced Pet Damage **85%**

30%



increase in average rent for pet owners vs. non owners



Advertise pets okay **27%**

80%



of renters required to pay pet deposit vs. 60% in 2013

Renters with Pets

75% Renters Own a Pet



73%

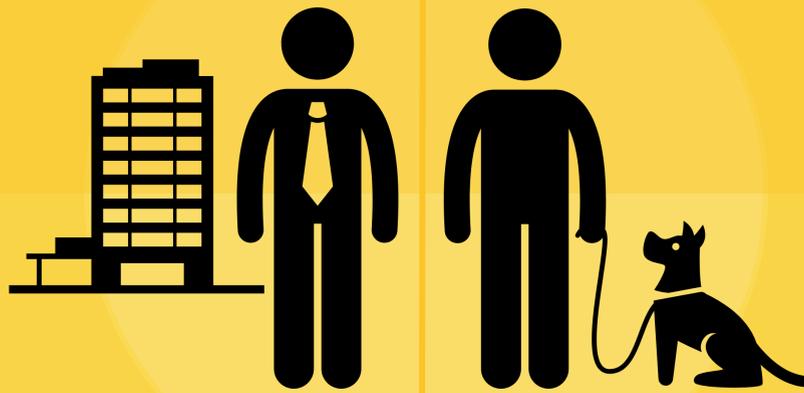
Millennials own pets

70% of ESA Letters are fraudulent



8 months

rent 8 months longer than non pet owners



9/10



tenants with pets said pet policies place



65% of pet owners earn **\$50K or more.**

Average pet damage from dogs is **\$850 a year**



\$16K

First Fine for violating Fair Housing Act

\$37K

2nd Violation

\$65K

Three or more violations

Fines dependent on frequency