Turn Multifamily Pet Problems into Profits

The Ultimate Edge for Property Managers

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Introduction

Managing a pet-friendly apartment community can be a rewarding experience, but it comes with its share of challenges. Pet waste, unregistered pets, and hidden pets often create stress for property managers, lead to unnecessary costs, and disrupt community harmony.

The PooPrints Dog DNA Registration Program offers a groundbreaking solution that simplifies pet management, reduces costs, and improves tenant satisfaction—all through an innovative online registration software that makes Pet Audits and Pet Status tracking effortless.

This comprehensive guide explains how PooPrints transforms pet management challenges into opportunities for profit and efficiency. Learn how PooPrints empowers property managers to ensure accountability, maintain cleanliness, and create a pet-friendly community where both pet owners and non-pet owners thrive.

The Growing Demand for Pet-Friendly Housing

The demand for pet-friendly rental properties is rising rapidly. In Canada, **7.9 million pet dogs** and **8.5 million pet cats** were reported in 2022, these numbers continue to grow.

Recent PooPrints "Pet Audits" across Canada claim that **35- 40% of pet-friendly units in our communities have a dog**. You might have dogs and other pets not yet registered in your community if your numbers don't represent these numbers. Depending on your pet rules, you may have **pet rent** or **pet deposits** worth collecting. Pet owners are actively seeking housing options that welcome their furry companions, making pet-friendly policies essential for competitive apartment communities.

However, with this demand comes the challenge of managing pet waste and enforcing pet policies. Hidden pets, unscooped waste, and the administrative burden of tracking pet information strain property managers' time and resources. These issues can also damage landscaping, create health hazards, and lower tenant satisfaction.

Enter PooPrints:

The Game-Changing Solution

The PooPrints Dog DNA Registration Program addresses these challenges head-on, using cutting-edge DNA technology and an online resident registration system. The program ensures that every pet is registered, every unit is accounted for, and every tenant understands the importance of responsible pet ownership.

What Is PooPrints?

PooPrints is a revolutionary dog waste management program combining DNA technology and innovative online registration software to provide a seamless solution for property managers.

Here's how it works:

1. **Online Resident Registration:** Residents receive a custom online link to confirm their "Pet Status." This includes identifying whether they are pet owners or non-pet owners. Non-pet owners are required to declare their status, ensuring no pets are hidden to avoid deposits or pet rent.
2. **DNA Cheek Swabbing:** For pet owners, dogs are swabbed for a DNA sample under the supervision of your team. This quick, non-invasive process creates a unique DNA profile for each dog.
3. **DNA Kit Submission:** The DNA kit is linked to the resident's profile and mailed to the PooPrints lab for processing.
4. **Waste Enforcement** (as needed): Unscooped waste samples can be matched to registered dogs' DNA, ensuring accountability and discouraging repeat offenses.

Key Features of the Online Registration Software

- **Comprehensive Pet Status Tracking**:
  The system tracks the status of every unit, distinguishing between pet owners and non-pet owners. This clarity helps staff quickly identify pet-related needs and ensures compliance with pet policies.
- **Inclusion of All Pets:**
  While PooPrints only registers dog DNA, the system also logs other pets (cats, birds, reptiles) and non-pet owners at no additional cost. This feature provides a full snapshot of every unit, aiding emergency responses and improving policy enforcement.

- **Ease of Use**:
  The platform is user-friendly for both residents and staff, minimizing administrative workload and ensuring smooth implementation.

The PooPrints Process: Simplified Pet Management

Step 1: Share the Registration Link

Residents receive a personalized link to declare their pet status. Non-pet owners must confirm they have no pets, which reduces the likelihood of hidden animals and ensures compliance with lease terms.

Step 2: Conduct Cheek Swabs

Residents with dogs schedule a swabbing appointment. They perform the swab themselves under supervision, so staff never need to handle the animals directly.

Step 3: Submit the DNA Kit

The DNA kit number is entered into the online system and mailed to the lab. The process is simple, seamless, and takes minimal time.

Step 4: Enforce Pet Policies

If waste is found, a sample is collected and matched to the registered dog's DNA. Offending residents are notified, and corrective actions are taken, ensuring a cleaner and more pleasant community.

Why Choose PooPrints?

Time-Saving Technology

PooPrints' innovative software streamlines pet management, saving property managers valuable time. By automating pet audits and centralizing pet information, the platform ensures compliance and reduces manual administrative tasks.

Immediate Results: Compliance improves from day one.

96% of communities using PooPrints in Canada have never required to send a waste sample.

Cost Savings

- Pet owners pay for DNA kits: The one-time $97 registration fee is borne by residents, eliminating additional costs for property managers.
- Enforcement recoups costs: Charge-back penalties for unscooped waste cover clean-up, administrative, and testing expenses.
- Reduced maintenance costs: With fewer pet-related damages and cleaner common areas, properties save significantly on landscaping and repair expenses.

Revenue Opportunities

PooPrints helps identify unregistered pets, unlocking additional income:

- **Pet Rent:** At $40/month, registering 10 hidden pets generates $4,800 annually.
- **Pet Deposits:** A one-time $300 deposit for each pet adds $3,000 instantly for 10 pets.

Enhanced Community Reputation

A clean, well-maintained property attracts responsible tenants and boosts retention rates. Pet owners appreciate accountability, while non-pet owners enjoy a hygienic living environment. Position your property as progressive, responsible, and eco-conscious community.

Empowering Property Management

PooPrints provides an easy-to-use dashboard for streamlined management:

- Track compliance: See which residents have registered their pets and identify any unregistered units.
- Monitor turnover: Stay updated on resident changes, ensuring pet records remain accurate.
- Access emergency information: Knowing which units have pets can be critical during emergencies.

Environmental Benefits

Eco-Friendly Solutions

PooPrints supports sustainability by reducing dog waste in common areas, promoting cleaner landscapes, and enhancing community health.

Health and Safety Benefits

Uncollected pet waste poses health risks, carrying harmful bacteria and parasites. PooPrints ensures a safer, healthier living environment for all residents.

Green Marketing Opportunities

- Showcase PooPrints as part of your eco-responsible initiatives.
- Attract environmentally conscious renters by highlighting your commitment to sustainability.
- Leverage green certifications to further elevate your property's appeal.

Long-Term Benefits of PooPrints

Increased Property Value

By maintaining clean common areas and minimizing pet-related damages, PooPrints enhances your property's aesthetic and financial value.

Improved Tenant Satisfaction

Proactive pet management fosters a harmonious living environment, improving tenant retention and reducing complaints.

Expanded Rental Pool

PooPrints shifts the focus from pet **breed or size restrictions** to responsible ownership, allowing you to attract a wider range of tenants.

Conclusion

The PooPrints Dog DNA Registration Program is more than a waste management system—it's a transformative tool for property managers. By streamlining pet registration, promoting accountability, and enhancing community health, PooPrints saves time, reduces costs, and increases tenant satisfaction.
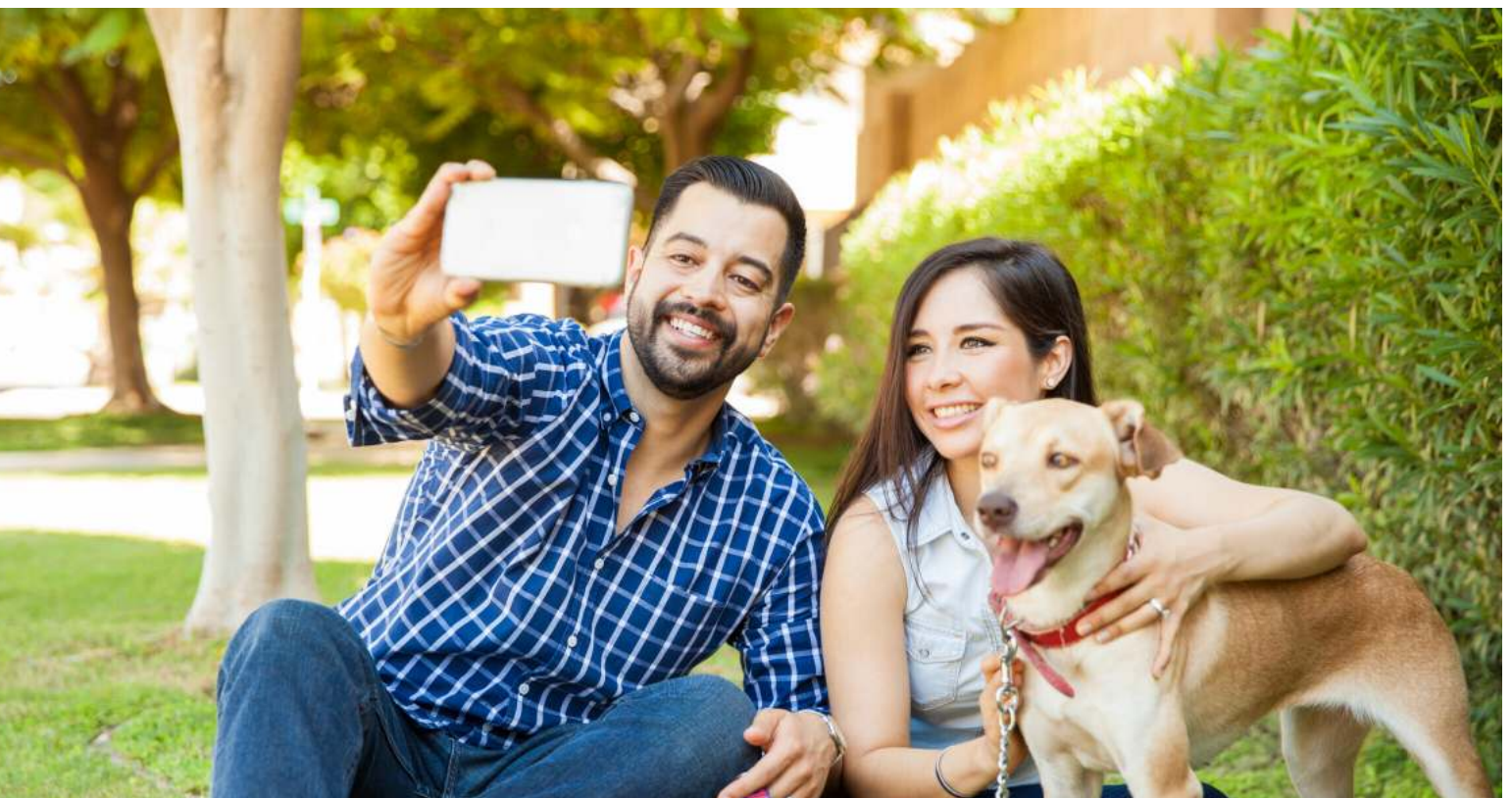
Frequently Asked Questions (FAQ)

1. What is the PooPrints Dog DNA Registration Program?
PooPrints is a pet management solution that uses online registration software and DNA technology to hold pet owners accountable for cleaning up after their pets. It helps maintain a cleaner, healthier environment in apartment communities by identifying waste left behind through DNA matching.

2. Can PooPrints track the pet status of each unit?
Yes, the system tracks the "Pet Status" of every unit, including dog ownership and other pets. This information helps property managers manage pet records and assists emergency responders in urgent situations.

3. Can online registration help with pet audits?

Yes, PooPrints makes it easy to manage "Pet Audits" by requiring residents to complete a simple online registration, helping identify unregistered pets and ensuring compliance with community pet policies.

4. How does the DNA registration process work?

Dogs are registered through a simple, non-invasive cheek swab, which is sent to our lab for DNA analysis. The dog's DNA profile is stored in the community's database, enabling identification if waste is found and linked to a specific dog.

5. What benefits does PooPrints offer property managers?

The program reduces dog waste, improves cleanliness, lowers maintenance costs, and enforces responsible pet ownership, leading to a more harmonious living environment.

6. How does the program benefit tenants?

Tenants enjoy a cleaner environment with less risk of dog waste, fewer pet-related conflicts, and a more sanitary property for all residents.

7. Are there benefits for pet owners?

Yes, registered pet owners can access discounts on pet-related services through our partnered providers.

8. Is the DNA swab safe for dogs?

Yes, the DNA collection is non-invasive, painless, and harmless. It involves a quick swab of the dog's cheek.

9. What happens if a dog owner refuses to participate?

Participation is mandatory as part of the lease agreement. Non-compliance may result in fines or lease non-renewal, depending on the property's pet policy.

10. How are violators identified and penalized?

If waste is found, it is sent for DNA testing. If the DNA matches a registered dog, the responsible owner is issued fines or other penalties based on community rules.

11. How long does registration take?
The registration process is quick, with DNA results available within one to two weeks.
Registration lasts for the dog's lifetime and is transferable to other communities.

12. How much does PooPrints cost?
The program has a one-time setup fee of $200 CAD. Each DNA kit costs $97 CAD, and
waste collection kits are priced at $149 CAD. Most communities offset these costs by
charging a registration fee to pet owners.

13. What are the environmental benefits of PooPrints?
The program reduces harmful dog waste, protecting green spaces, water sources, and
wildlife by ensuring proper waste disposal.

14. Can PooPrints help reduce neighbor disputes?
Yes, by identifying the responsible pet owner for waste, PooPrints prevents the
uncertainty of "who did it," reducing potential conflicts between residents.

15. Is PooPrints only for apartment communities?
No, the program is suitable for any property with multiple dogs, including
condominiums, townhouses, HOA communities, parks, and municipalities.

16. What support is available for property managers?
PooPrints provides comprehensive support, including training materials, registration
help, and resources to ensure smooth program implementation and enforcement.

17. Does the program violate tenant privacy?
No, PooPrints collects only DNA data related to dogs for waste management purposes

Learn More

- **About Us**
- **The Science Behind PooPrints**

Get Started Today

Say goodbye to hidden pets, unscooped waste, and costly maintenance. Embrace PooPrints today to turn pet management challenges into profitable opportunities and create a clean, thriving community where everyone benefits.

Ready to learn more or receive a quote?
Contact PooPrints Canada today!

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