

Home to Home Tips:

WRITING YOUR PET'S BIO

No one knows your pet better than you, so now is your time to help them shine and find them a great, new home.

THE BASICS:

Start out with your pet's greatest strengths, skills, and personality traits. Why would someone want to adopt your pet? What does your pet love? What motivates them? What is a favorite thing they like to do or a place they like to go? List quirks or traits that a potential adopter will find cute and irresistible. Are they crate trained, housebroken, walk well on a leash, etc.? Really emphasize the positive!

KEEP IT SIMPLE:

Short and sweet is best, with an emphasis on the sweet. Your pet's bio should be a simple snapshot of their personality. When potential adopters contact you there will be more time to answer their questions in depth. These one-on-one conversations will allow you to better explain all of the information and details that wouldn't fit into your pet's profile.

BE HONEST:

Always be honest about your pet's behavior and other important factors that a potential adopter may need to know. It can sometimes be easy to focus too much on the negatives; so while we encourage owners to always be honest, try to present the facts in a positive way. Again, keep it simple. Details can be explained further in a one-on-one conversation to those who are truly interested.

PICTURE PERFECT:

A good photo is the most important part of your pet's profile. Give potential adopters something they can feel a connection with. It's hard to make a connection with a blurry picture or looking at the back end of an animal. Simple backdrops are best, removing clutter and unnecessary objects. Avoid anything that will distract from your pet. Try to submit 2-3 good, quality pictures, including the pet's face & eyes. The eyes will speak volumes to the hearts of potential adopters.

