

FOR IMMEDIATE RELEASE

Media Contact:

Stephen Bardy, 407.248.1747

sbardy@petallianceorlando.org



Pet Alliance of Greater Orlando Calls for Pet Policy Change; Your Move, Rental Industry

New Apartment Registry Initiative launched to promote pet-friendly housing

ORLANDO, Fla., January 26, 2017 – The Pet Alliance of Greater Orlando, the go-to pet experts of Central Florida, has a goal to **end pet homelessness**. Today, it takes the inaugural step toward said goal by launching its Apartment Registry Program meant to expand the amount of rental properties allowing cats and dogs, regardless of breed or size.

Last year, nearly 1,800 pets were turned over to Pet Alliance of Greater Orlando due to lack of available, pet-friendly housing for displaced tenants. The organization’s initiative looks to decrease the number of animals surrendered by 20 percent and aims to show the positive impact to the bottom line for rental facilities with pet-friendly policies.

“Of the **400 calls received daily** at the Pet Alliance of Greater Orlando, **20 percent** are from pet owners inquiring about relinquishing their companions due to rental property restrictions on breed and size,” said Stephen Bardy, Executive Director of the Pet Alliance of Greater Orlando.

The Apartment Registry Program is designed to entice local apartment complexes to lift breed and size restrictions on pets by increasing their visibility to the **more than half a million residents looking for pet-friendly housing.**

“With this initiative, the Pet Alliance of Greater Orlando can refer callers to the ‘Registered Apartment Partner’ page so they can search for housing options that let them keep their companions,” said Bardy.

Pet Alliance is offering benefits to the rental complexes that agree to join the registry. The nonprofit will host direct links on its website, give recommendations to callers looking for animal-friendly housing and host signage at its facilities for all complexes who are a part of the registry. They’re also offering special educational and/or medical resources for residents of each complex and is providing opportunities for interactive volunteer activities in the communities or at one of its facilities.

The Pet Alliance is pleased to have 13 apartment complexes registered to date. Visit petallianceorlando.org for the current listing.

More information on the impact of pet-friendly rentals:

A national study conducted by The Foundation for Interdisciplinary Research and Education Promoting Animal Welfare, FIREPAW Inc., showed the following:

- Tenants in pet-friendly rentals stayed an average of 46 months, instead of 18 months for tenants residing in facilities prohibiting pets.
- The rent premium charged to tenants with animals was between 20 to 30 percent higher than the average rent.
- The amount spent on advertising for “pet-friendly” vacancies was \$15 per unit compared to \$32 per unit.
- The difference of damage costs for tenants without pets was \$40 less than tenants with pets. A much smaller difference than the amount of damages between tenants without children and tenants with children, which was \$150.

For more information on the methods used in the FIREPAW Inc. study or for additional facts, visit petfinder.com.

About Pet Alliance of Greater Orlando

As the go-to pet experts across Central Florida, the Pet Alliance of Greater Orlando does good things for dogs and cats and the people who love them. Formerly the SPCA of Central Florida, our goal is to provide compassionate and knowledgeable services for pets and to be leaders in innovative animal care and veterinary medicine. More than 10,000 homeless dogs and cats will turn to the Pet Alliance of Greater Orlando for caring, compassion, and hope through our animal shelters this year. Our highly skilled veterinarians will help and heal an additional 45,000 animals in our veterinary clinics. Providing shelter for animals in crisis, disaster response efforts and pet food pantry for dogs and cats in need, we will help thousands of additional animals this year.

#