



INFORMATION PACKET



EDDIE SANTOS - OWNER
EDDIE ΣΑΝΤΟΣ - ΟΜΙΕΣ

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For general information about our products or services, please visit our website at <http://www.TobysPetCare.com>

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My name is Eddie Santos, owner of Toby's Pet Care and I'd like to thank you for taking the time to download this special resource I've created just for you. Below you will find some information about my business and how I can help you achieve peace of mind the next time you're traveling or just looking for reliable pet care. I've also gone over some important FAQ's that most people ask, along with some valuable information to read over before hiring a pet sitting service. Your pets and your home are both valuable possessions to you, so I want you to feel confident when you choose Toby's Pet Care as your friendly pet care provider.

I hope you enjoy reading this ebook and learning about my business, and I look forward to developing a fun and lasting relationship between you and your beloved pets,

Eddie Santos
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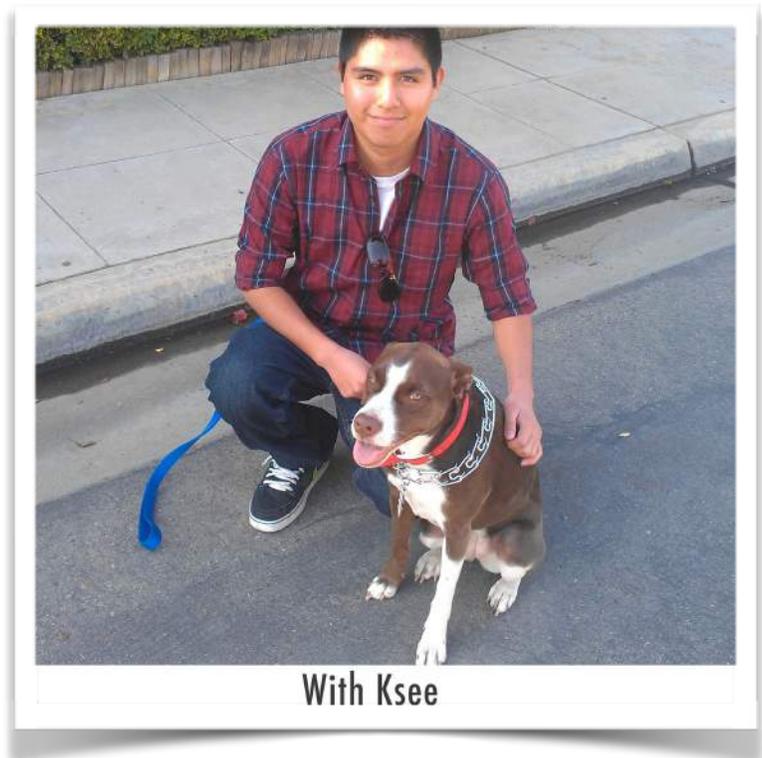


About the Owner

I first started pet sitting back in 2010 when I was in college. I'd been passionate about animals my entire life and so when the opportunity to work with various different kinds of animals came along, I

enthusiastically jumped onboard. I did that all throughout school and after "learning the ropes," I decided to try my luck and open up my own pet care business. It's a very exciting and fulfilling job to say the least, and nothing compares to being greeted by all of my canine and various other pet friends all throughout Fresno.

I often hear people say they hate their jobs, but honestly, everyday is an adventure for me. Whether I'm up doing overnights in Prather or getting to feed horses, chickens and then reptiles all in a single day, it's an absolute blast.



Can it get hectic sometimes?

Yea, definitely, but I wouldn't trade it for anything in the world. People who get into this business do so because they have a genuine interest in animals and growing up I was certainly that type of kid. To me, my idea of fun was going outside and running around with my little dog Toby.

Something that to this day, I still enjoy doing. I'm also a firm believer in seeing pets as extended family members, and when you include them in family portraits and even celebrate their birthdays, how could they not be?

I currently own a 4 year old chihuahua mix named Betsy who may I add, is oftentimes treated even better than my actual family members!

And at the end of the day, that is the same way I wish to treat your beloved pets, to pamper them and make them feel happy and secure in your absence.

My mission with Toby's Pet Care is to bring you the highest quality care in all of Fresno because I know it can be difficult to leave our pet children behind. I strive to provide them with a loving and familiar environment that can't be achieved through other means such as a kennel, while also providing you, my client, with absolute peace of mind.





Professional Pet Care You Can Trust

Toby's Pet Care is fully **licensed, insured and bonded**. Let's take a closer look at what these individual terms actually mean, and why any reputable company you hire should have them.

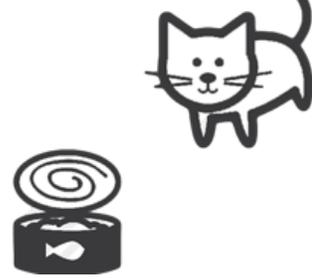
Having a **license** basically means I am able to operate Toby's Pet Care in Fresno and its surrounding areas. Anyone who officially owns and runs a business, needs a license (permit) to be able to operate in their city.

My **insurance** is through *Pet Sitters Associates*, and it is a general liability coverage specifically for those of us in the pet sitting industry. It is meant to cover any accidental damages to your home, property or pets under my care. In the 5 years I have worked with pets, I have never lost a key or even worse, lost or accidentally hurt an animal, and so the insurance is there for your peace of mind.

Bonding refers to the *intentional criminal act* of stealing or damaging someone's property. The bond would then cover the cost of repairing or replacing any lost or damaged items. Again, I have never had any issues with any of my clients' personal items or property, and so the bond is there for your peace of mind.

Any reputable company you hire and especially someone who you are giving access to enter your home should carry the 3 listed items above. Anyone can print out business cards and say they are "in business," so do check for proof if you are ever in doubt or unsure.

I am more than happy to email you any copies of my certificates, and will also carry copies with me to Meet & Greet to show you, if you wish to see them.



Pet Sitting Visits- These visits are perfect for when you are going on vacation or just working late and need someone to check up on the “kids” at home. Each visit is 30 minutes long and includes **feeding, water, playtime, administering minor medications such as ointment, and a potty break outside.**

For those leaving town, I will also give your house a “lived in” look by turning on/off lights, rotating blinds, moving trash cans to the curb, watering your house plants, getting your mail, etc.

This service applies to all other pets as well (birds, fish, hamsters, and so on)



- Dogs require *at least* two visits a day.
- Cats can do well with one visit a day.

The above are guidelines, but everybody’s pet children are different. You can always add more visits if you feel they will need them. For the well being of your pets, I will not accept any pet sits that are “every other day” unless the pet in question is a small critter (i.e. gerbil, hamster) or another low maintenance pet, like fish. Having me visit your pets everyday allows me to see how they are doing and to make sure everything is okay.

The rate is \$19/visit for up to four dogs/cats or other critters.

- *Each additional dog or cat is \$2
- *Additional time may be booked at the rate of \$5 for every 15 minutes extra.
- *You may schedule up to 3 visits a day, if needed.

Doggie Walks- Does your dog have too much energy? Does he get bored easily? Or maybe you just have busy work hours and feel he isn't getting enough exercise?

Dog walks are great for **exercise, weight control, hyperactivity, and can even help with disruptive behaviors.** A 30 minute power walk is sure to relax your canine friend and burn off any extra energy.



Doggie walks are available morning, midday and early evening. I don't walk dogs in packs, so only your pups will receive my full attention.

The rate is \$22/visit for 1-2 dogs for a 30 minute walk.

Each additional dog is \$2, not to exceed more than four dogs at a time.

Or

Receive a **flat rate of \$19 per 30 minute walk for up to four dogs** when you book two or more times per week.

*Walks for up to four dogs only applies to small to medium sized dogs. For safety reasons, all larger dogs will be walked in pairs a time.

Summer Schedule:

Due to Fresno's extremely hot summer weather, all dog walks will take place between 7am-11am during the summer months.

Overnights: Overnight stays are perfect if you're **seeking added security** for your pets and home.

Perhaps you've got an older dog who needs more attention? or maybe you'd just feel more comfortable knowing someone was spending the night with little Fluffy?

With my overnight service, you can relax knowing both your home and beloved pets are in good hands.

All the services provided with regular pet sitting visits are also provided for overnights.

*When booking overnight services, please provide clean sheets, a bed, and a designated area to get ready in the morning.



The rate is \$70/night for a 12 hour stay at your residence (7pm-7am.) This includes a 30 minute morning visit between the hours of 9-10am and a 30 minute midday lunch visit between the hours of 2-3pm.



Pet Sitting vs. Boarding



I often get asked about pet sitting and how it compares to boarding. In my opinion, pet sitting is the best choice for pet care when the time comes to leave your furry family members. In the past, boarding used to be the standard for pet care when people traveled, aside from imposing on a friend or neighbor.

While kennels offer a way to help look after Fido while you are away, it's important to consider that animals are creatures of habit who do better sticking to routines, thus when taken to a kennel some may become scared and nervous which leads to stress. Also, while most kennels are properly set up and are safe, there is still a chance your pet may be exposed to fleas, parasites or kennel cough from the various other pets who are held there.

Finally, when it comes to price, some believe that hiring a professional pet sitting service may turn out to be more costly than boarding, but depending on how many pets you have (and have to board) that's often not the case at all.

Plus, here are a few things that Toby's Pet Care offers that a traditional kennel doesn't:

- **One-on-One interaction.**

Unlike a kennel where the dogs usually outnumber the people working there, my time spent with your pets will be dedicated to them only. Individual attention comes with the service, whereas this is something you would usually have to pay extra for at a boarding facility.

- They'll feel more comfortable.

Dogs and cats generally feel much more secure and comfortable when left in a familiar surrounding such as their home. If you've ever taken your dog or cat to a kennel, I'm sure you've noticed they may recommend you bring something from you - perhaps an old shirt with your scent on it. This is to try and relax your pet who I'm sure just wants to go home!

- Better option for pets with separation anxiety issues.

A dog who does not like being separated from their owner will certainly NOT like being taken to a kennel. Dogs who don't do well with other dogs will also benefit from a pet sitting service.

- Added benefit of watching over your house.

Although pets are the main part of my job, my clients like the sense of security that comes with someone periodically stopping by their house. I don't believe in using car banners to advertise my business, so there is no need to worry in alerting possible burglars that no one is home.

So the next time you're planning on leaving for any amount of time, consider letting your pets sleep in their own bed, play with all their favorite toys and experience the comfort of their own home. Toby's will keep them company until you get back!



3 Mistakes to Avoid +6 Questions to Ask Before Hiring a Pet Sitter

To have the best possible outcome with your pet care service, it is critical to start off on the right foot. Whether you end up booking with Toby's Pet Care or not, I want you to make the best possible choice for yourself and your family of pets.

Below I have provided you with 3 important points I hope will be of value to you in the process of hiring a pet sitter or dog walker. These points are what you want to *avoid* in order to receive the best possible care for your pets.



Let's go over them:

MISTAKE #1

Hiring the Neighborhood Kid

We all like to save some money from time to time, so the temptation to want to hire the neighborhood kid to look after our pets is quite appealing. My recommendation? *Don't do it.* Allowing someone to come into your house and take care of your pets is huge, huge responsibility that I wouldn't trust a child with. I don't mean to come down on children, but let's be realistic here. So many things can go wrong, from accidents to an animal getting sick, and it would simply be too much for your average 13 year old to handle. Furthermore, it wouldn't be a "business relationship" because it wouldn't even be considered one.

Having been in this business for a few years now, I have heard many horror stories from past clients where a child/teenager forgot to do their pet sitting visits or just didn't make it a priority. And why would they? They're children!

Children are interested in one thing for a minute before completely losing interest in the other. That is certainly something to consider if you're thinking of hiring a child to look after your pet and home. Sure, you could save a few bucks, but how could you be certain that they would show up 2x a day or make it a priority to be there at 7am vs getting to sleep in on the weekend?

It is completely up to you to decide whether or not you want to go this route, but truthfully, I do believe you get what you pay for.

MISTAKE #2

Hiring a Non-Reputable Company

Avoid doing business with folks who have merely printed business cards to start their pet sitting business. It takes a lot more than simply being passionate about animals and the ability to print cards to start a business. Pet sitting companies take in a lot of personal and private information from their clients and this should *not* be taken lightly. I know I wouldn't feel comfortable handing over things like keys, security system codes, and other private information to someone who wasn't running an actual business. There are many people who like to offer pet sitting services to earn some extra money, but the majority of them do not have the proper requirements to even be running a safe and reliable pet service. Giving people access to our homes and personal information only for them to be gone the next year is unsettling.

A few questions to ask your potential pet sitting company are:

- Do they have insurance? What about bonding? Is this a professional business or do they merely see pet sitting as easy money?

- Do they have any experience with animals? Do they have an interactive website with details about what they do?

- Is this at least a part time job for them or just a quick summer gig only to be unavailable the next time you need them?

Keep in mind, if your pet sitter is no longer in business the next time you contact them (mainly those who see pet sitting as a “hobby” and not an actual business), you’ll have to find another person which means another Meet & Greet, new paper work, and the hassle of having to set everything up again. Remember, you want to build a long-term and lasting relationship with your pet sitter. They’ll be there for you when you’re on that week long business trip, out of town, etc.

MISTAKE #3

Hiring the Cheapest Pet Sitter

While we should sometimes use price as a gauge to determine the things we buy, it’s important to remember that cheaper isn’t always better. Be wary of people who charge incredibly low fees for their service. Oftentimes these individuals do so because they feel they can’t charge a premium rate as they don’t have all the bells and whistles an established company does. Since you’re trusting them with two very valuable possessions, *I believe your pet sitter should be a professional*, not just someone who only does it on the weekends.

Just like you wouldn't hire the cheapest nanny to look after your kids, you wouldn't hire the \$5 dollar pet sitter to come into your home.

When looking at prices, ask yourself if there is a reason as to why this person or company can charge cheap rates. At what cost are they able to offer you that steep discount? *Low rates usually come from individuals who don't officially own a business*, so these would typically be the ones who don't carry insurance, bonding, have a detailed website, or even have their own business forms in place. If you see someone come in with just a card and a blank piece of paper for all your info, that's usually a bad sign!

I hope the above information is helpful in your process of hiring a pet sitter. I know it can be a daunting task, but if you follow these guidelines, you are setting yourself and your pets for a more comfortable and worry-free experience.

Just remember:

- **Don't leave a kid with the huge responsibility of looking after your pets and home**
- **Hire a reputable company who runs a business and isn't a "hobby" pet sitter**
- **Realize that if the price seems too good to be true, it probably is.**



Q & A Interview with Eddie Santos - Owner

Q. Eddie, how did you get started in the pet sitting industry?

In a nutshell, I started pet sitting when I was 20 yrs old back in 2010. I worked for a pet sitting service all throughout college, and after “learning the ropes,” I decided to try my hand at starting my own pet care business. Working alongside great people who were passionate about animals as I was, motivated me to do the same thing - to create a business of my own in where a day’s work was filled with playing, caring, and interacting with all sorts of wonderful pets. I love my “job” and feel incredibly lucky that I am able to make a living centered on something I thoroughly enjoy.

Q. How are you different from other pet sitting services?

Having worked for a number of years in the pet sitting industry, I have seen many pet sitting companies come and go. What I bring to the table is unique in the way that this is 100% my full-time job. That means taking care of your pets and giving you peace of mind is my top priority. Toby’s Pet Care doesn’t operate merely on weekends or whenever I have free time, like other pet sitting companies do. My clients receive the best possible pet care because I’m not simply a pet sitter or a dog owner, I’m a pet parent who truly sees pets as what they are - family members.

Q. What services do you offer?

Toby’s Pet Care provides in-home pet care. So, whether you are someone who travels often, works late, or even if you’re home, but need pet care services, I am here for you. My clients are mostly dog and cat parents, but I’ll also visit hamsters, birds, rabbits, horses, etc. I offer **three** types of services: **pet sitting**, where I come to your home (if you’re vacationing, out of town, working late etc.), **doggie walks**, and **overnights**, where I sleep over at your house while keeping your pet company.

Q. What is a Meet & Greet and is it necessary?

Yes, a Meet & Greet is absolutely necessary prior to service. This is a 25 minute or less consultation where we will go over paperwork, get acquainted with your pets and gather important information about your home (i.e. where the litter box is, your security system if you have one, etc.) and your pet's routine to adequately provide the right care. Prior to our meeting, it's recommended that you download, print, and sign the necessary forms that are required for service. These can be found at <http://tobyspetcare.com/download-forms/>

This initial consultation is provided free of charge.

Q. How long are the pet sitting visits?

Pet sits and doggie walks are each 30 minutes long, and you also have the option to add more time (\$5 for every 15 minutes extra) if needed. Overnights are a 12 hr stay at your residence (7pm-7am)

Q. What are the payment options? Can I pay when we get back?

Payment is due at the time or prior to service. You may pay in cash or by check. If paying by check, please make it payable to Toby's Pet Care.

Q. What is your key policy?

A copy of your key will be taken at the time of our initial consultation.

While many of my clients opt to keep their key on file for future visits and to enable telephone reservations, I understand you may not feel totally comfortable with this option upon your first booking. Having that said, I have a key system that only I know how to operate, and all keys are securely stored in a locked safe. They are solely marked with the first name of your pet, and so if lost or stolen (has never happened) nobody will know where "Buddy" lives. For new clients, if you choose



not to keep your key on file for future visits, I will be more than happy to make a trip back to return your key to you. After this, there will be a \$20 charge for picking up and returning your keys for all future sittings. For policy reasons, I will not hide your key on your property, and there is no option for you to drop off keys at this time.

Q. Can I use a garage door opener remote instead of a key?

For dog walks, this is usually fine. However, If you're going away for any amount of time and will need me to do feeding, a **key works best**. If there happens to be a power outage while you are away, I will not have access to your pets! It is the client's responsibility for any missed visits due to a malfunction or power outage if using a garage door opener remote.

Q. Can I call you to check in on my pets while I am away?

Absolutely! You can get a hold of me through 3 different ways. You can call, text or email, whichever works best for you. Most clients enjoy receiving a short text message after each visit notifying them everything was ok, and I'm more than happy to do that for you.



Q. Do you do last minute requests?

When booking services, it is best to call ahead and schedule visits *at least* 5 days in advance. By doing so, I am able to book you in and make sure I have availability. For requests put in less than 5 days before you need services, I cannot guarantee I'll be able to fit you into my schedule, and there is a \$10 last minute service fee if I can fit you in. **I currently do not accept new clients who inquire last minute requests.** Please be courteous and schedule early :)

Q. Are there any extra fees during the holidays?

There is a \$3 extra charge per visit on the following dates: Independence Day, Thanksgiving, Christmas Eve, and Christmas day.

Q. Do you administer medication?

Yes, I will administer oral medication only.

Q. Do you provide care for pets with aggression issues?

If the pet has bitten someone in the past, then no, I cannot provide service. If however, your pet is simply a little skittish and just growls when meeting someone new, I will work with you and your pet to get them to feel comfortable. Oftentimes, you can win them over with just a couple of treats! If additional visits are required to socialize with the pet, the standard pet sitting rate of \$19 will apply.

Q. What happens if my pet gets sick while I am away?

If I suspect that something may be wrong with your pet, I will call you at one of the contact numbers you provided during our initial Meet & Greet. If you feel it is necessary to take your pet to the vet, she will be transported to the veterinarian's office for examination and treatment.

Q. Do you offer pet boarding?

No, I am not taking new pet boarding clients at this time.



Q. What is your cancellation policy?

I understand life happens and schedules change, so I will usually give everyone a free pass once. The official cancellation policy is as follows:

For Pet Sitting & Overnights

Except during holidays, you may cancel reservations up to one day in advance without a cancellation fee. If you cancel less than 24 hours from the first visit, there is a \$20 cancellation fee.

During Holidays

Cancellations during holidays must be made 5 days in advance from the first scheduled visit. If you cancel 4 days or less before your first scheduled visit, there is a cancellation charge of 50% from your total bill. Please note that holidays are extremely busy and I hate to turn people away only to have short notice cancellations later. Because of this, **full payment is required to secure your holiday dates**, and like stated above, a 50% cancellation fee is charged if you cancel 4 days or less from your initial visit.

For Doggie Walks

If you cancel your dog walk before I arrive, there is no charge. However, if I arrive for your visit and you happen to be home and simply forgot to cancel, I have to charge for that visit.

Q. Do you have office hours?

Yes, you can reach me by phone, text, or email and expect a reply right away or usually within an hour or two if you contact me between 9am-5pm, Monday through Friday.

*Please note this is only the time I take inquiries and reservations, and not just the times services are offered.



How to Get Started

If you're interested in setting up a Meet & Greet to schedule services for pet sitting, doggie walks or overnights, simply:

1. Give me a call at **(559) 813-5877**, Monday through Friday, between the hours of **9am-5pm** to set up an appointment. You can also email or text message, however, I will need to talk to you over the phone prior to our Meet & Greet to confirm.
2. Before our registration meeting, please review the [Policy and Procedures](#), [Download](#), [Print and Sign](#) the necessary forms for service, and have a copy of your house key ready.
3. Make appropriate payment arrangements. Payment must be made in full prior to service, and currently you can pay by cash or by check. Please make checks payable to Toby's Pet Care.

Thanks so much for your interest in Toby's Pet Care!

Big hugs to all your pet children,

Eddie Santos

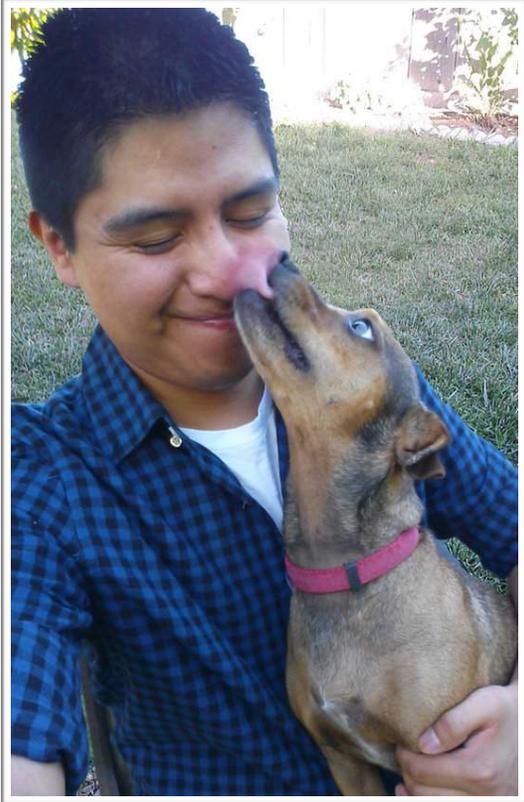
Owner - Toby's Pet Care

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A Few Furry Friends...



Eddie & Toby

