## POWER OF PETS

In 2016, 61% of U.S. households owned a pet or planned to own one in the future. Given that, it's important to know how buyers feel about pets in the home. When searching for a home, 95% OF CONSUMERS believe it is important that a housing community allow animals.



## IMPORTANT TO BE NEAR HOME FEATURES CLIENTS FIND ANIMAL AMENITIES IMPORTANT (WITH REGARDS TO PETS) 54% walking path 91% fenced yard 49% animal store 66% laminate flooring 19% washing station 37% animal grooming 32% dog park 11% dog door 22% animal kennel 7% cat litter closet 3% animal pool 3% built-in dishes and beds

