

PIHI IMPACT 2024

Pet-Inclusive
Housing Initiative

PRESENTED BY

Michelson
Found Animals





INTRODUCTION

The Pet-Inclusive Housing Initiative Impact report highlights our steadfast dedication to keeping pets and their people together no matter where they live. Our work centers on the development of actionable resources, tools, strategic partnerships, and research designed to increase reach and positively influence outcomes; both through balanced legislation and collaboration with the housing industry. In this way, we ensure more housing availability for all companion animals.



ROSS BARKER
PROGRAM DIRECTOR



2024 OBJECTIVES

Establish Michelson Found Animals as the leading voice for pet-inclusive housing.

Support legislation that expands access to rental housing for people with pets.

Increase the number and quality of pet-inclusive rental properties.

Impact the success of housing-related outreach by animal welfare organizations.

Where are you on your pet-inclusive journey?

Pet-Friendly		Pet-Inclusive
Dogs or cats generally allowed		Dogs and cats allowed
Multiple breeds restricted		No breed restrictions
Dogs over a certain weight restricted		No weight restrictions
Pet fees required		No unreasonable pet fees
No pet amenities		Basic pet amenities

OBJECTIVE #1: THE LEADING VOICE

PIHI has led the important discussion about what it means to be pet friendly vs. pet inclusive. This critical distinction informs rental housing providers, animal welfare organizations, and policymakers in crafting better decisions on policy and more effective communication for various constituent groups.

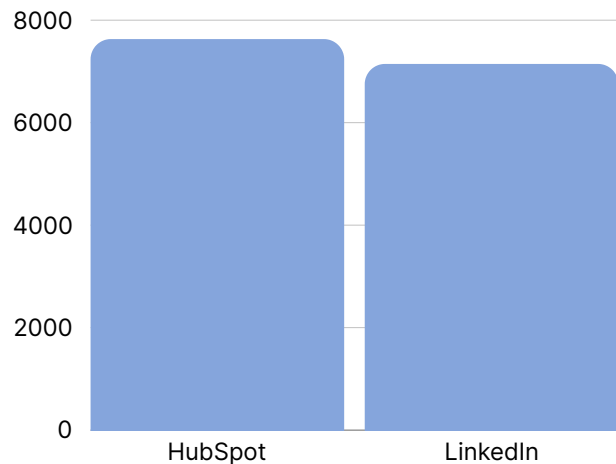
THE LEADING VOICE'S REACH

PIHI Newsletter Unique Opens:

HubSpot: 7,631

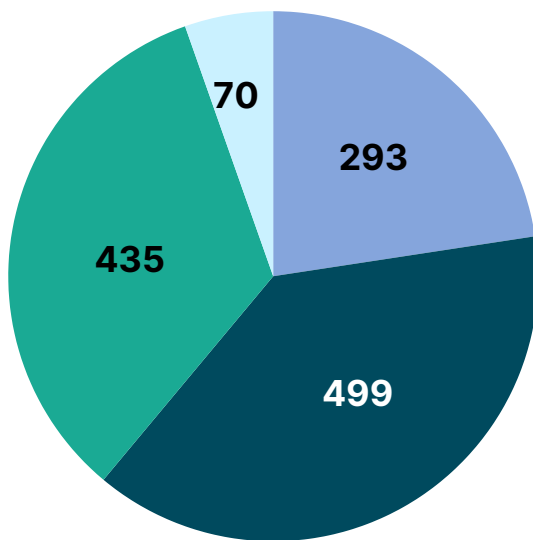
LinkedIn: 7,146

PIHI Newsletter



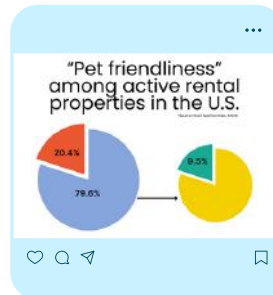
PIHI Website Resource Downloads:

Pet Owners Animal Welfare Orgs
Housing Providers General Resources



Total Downloads: 1,297

PIHI LinkedIn Content Performance:



Posts: 134

Impressions: 110,082

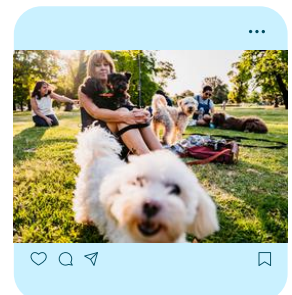
Members Reached: 48,158

Avg. Eng. Rate: 8.4%

PIHI Blog Performance:

Multifamily
Insiders Hits: 12,565

LinkedIn
Impressions: 6,066





The Pet-Inclusive Scorecard

How does your property stack up?

Pet-Inclusive Housing Initiative

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OBJECTIVE #2: INCREASING PET-INCLUSIVE HOUSING

We are working to increase the number and quality of pet-inclusive rental properties through engaging rental housing providers with our Pet-Inclusive Scorecard and celebrating their efforts to provide more homes for pets.



Pet-Inclusive Housing Initiative

2024 PETS & HOUSING AWARDS

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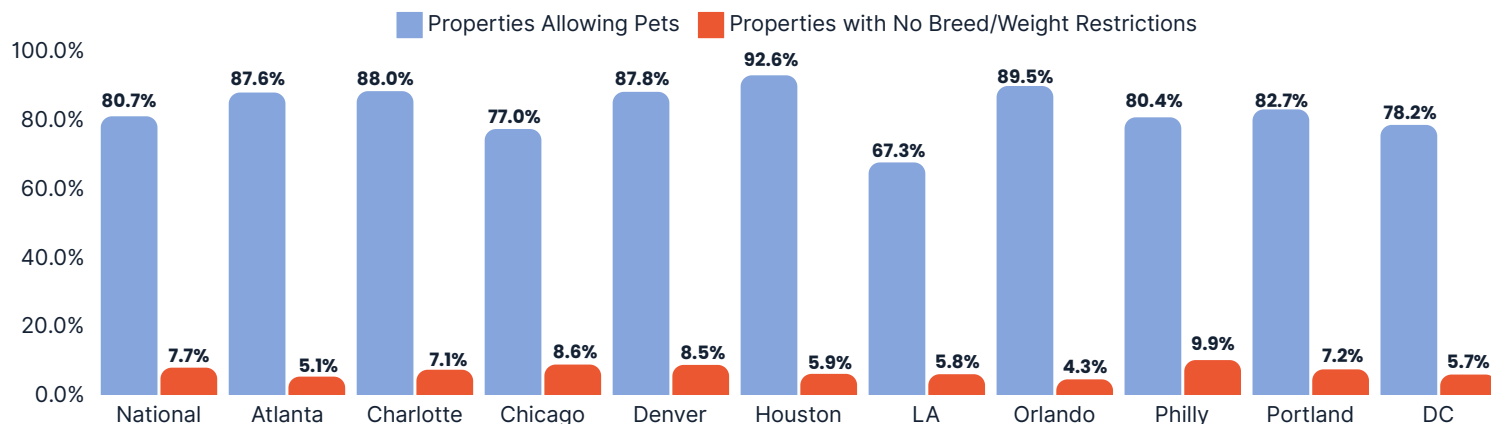
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THE NATIONAL GAP

Pet-Friendly vs. Pet-Inclusive

This chart shows the percentage of properties in the U.S. and 10 major markets that are "pet-friendly," meaning that they allow at least one pet, regardless of restrictions. It also shows the percentage of properties with no breed or weight restrictions. None of the listed markets are above 10% when it comes to more pet-inclusive policies.



**Based on Smart Apartment Data, 12/2/24*

THE PET-INCLUSIVE LANDSCAPE

Our data allow us to demonstrate the gap between pet-friendly and pet-inclusive rental housing nationally and in specific markets. These data points are eye-opening and, along with the trends we see in more granular views of restrictions and fees, confirm the need to continue pushing for more pet-inclusive housing.

PET POLICIES AMONG PROPERTIES THAT ALLOW PETS

80%
Breed Restrictions

64%
Weight Restrictions

52%
Pet Deposit

65%
Pet Fee

76%
Pet Rent

OBJECTIVE #3: SUPPORTING LEGISLATION

Much of our work is in collaboration with multifamily housing providers. At the same time, reasonable and balanced legislation must also be part of the landscape. To that end, we work with MCPP and provide insight and data that support advocates developing mutually beneficial pet policies at the federal, state, and local level.





OBJECTIVE #4: IMPACTING ANIMAL WELFARE OUTREACH

6

New, actionable resources for animal welfare organizations to use to engage rental housing providers with pet-inclusive policies.

2,000+

Followers of the Pet-Inclusive Housing Initiative LinkedIn page are in the know on all things pets and housing.

10

Pet-inclusive educational presentations to thousands of animal welfare industry professionals from across the country.

14,000+

Unique opens of both monthly Pet-Inclusive Newsletters, offering important insights into the pets and housing landscape.

THE ROAD AHEAD



2025 promises to be a strong year for PIHI, as we fully leverage the compelling data, unique resources, and strong relationships we have developed in 2024. We will solidify our thought leadership role and will continue to focus on closing the PF-PI gap. Our path to this will be through influencing pet legislation and policies and motivating the housing industry toward pet inclusivity. Aspirationally, we will continue to push out from a place where pets are merely allowed to a new place, where pets are broadly considered to be part of the family - including when it comes to housing.

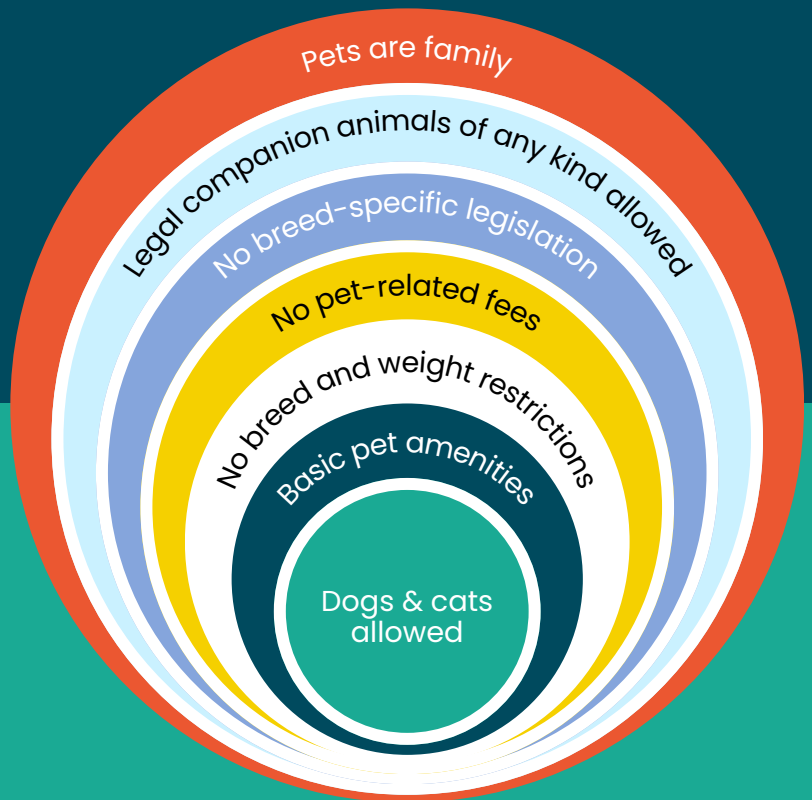
2025 AND BEYOND



2025 OBJECTIVES

- Actively advocate for **pet-inclusive legislation** at local, state, and federal levels through elected officials, research, outreach, and partnerships with key stakeholders.
- Establish **highly visible, balanced thought leadership** around the issue of pets and housing, promoting constructive tension to drive change.
- **Create a competitive environment** within the housing sector by recognizing and rewarding progress in pet-inclusive policies and practices.

ASPIRATIONS





Michelson Found Animals

Saving Pets, Enriching Lives.