

The background of the entire page is a black and white photograph of a woman with long, light-colored hair, smiling and looking towards the camera. She is holding a large, dark-colored, curly-haired dog. They are standing on a wooden deck with a railing. The dog is looking off to the side with its mouth open, appearing happy.

2 Paws Up Inc

PET SITTING & DOG WALKING

INFORMATION
PACKET

About The Owner



The reason for starting this company is my love of pets, and wanting to create a professional pet care company that pet owners could call on to take care of their pets 365 days a year, without having to rely on friends and family. Someone they can call on to help solve their pet problems.

During the last year while working on my MBA we had to make a decision if we were going to write a traditional paper or a business plan. I chose to write an extensive business plan on creating a caring, knowledgeable pet care service for my community.

I spent more than a year devoting my time by researching all things in the pet care industry. The final piece before graduation was to present my business plan to my peers, professors, and professionals in the pet industry in order to obtain the degree in Master of Business Administration. Thus, upon graduation I opened my doors, and my heart and I have never considered any other kind of career. I am devoted to providing our customers (both furry and human) with the very best that pet care has to offer.

After years of success, I am proud of growing this extraordinary business. My job is both rewarding and challenging. After all, it is my passion, and life purpose.

Barbie Klapp is the owner of 2 Paws Up Inc Pet Sitting and Dog Walking service. Barbie obtained a Master of Business Administration in 2003 from Shorter University. She currently resides in Snellville with her best friend and love of her life, Michael Linz, and six of her own furry four-legged friends.

Mission Statement



2 Paws Up Inc MISSION STATEMENT 2 Paws Up Inc's mission is to provide the highest quality in-home, professional pet care available in Gwinnett County. 2 Paws Up Inc provides unsurpassed personal service to pets, and their parents with 100% communication.

Our company has grown on our love for animals, and that love continues to be the root of our success. We know how difficult and heart- breaking it can be to leave your pets at home, whether you are away for the day or traveling for extended periods of time.

We are dedicated to providing and maintaining a stress-free, loving and familiar environment for your pets. Most importantly providing you, our client with true Peace of Mind.

The Services We Provide



Mid Day Dog Walks: One of our pet sitter's will visit your home between the hours of **11 am and 3 pm** to walk your dog, play ball in the yard or give them some well-deserved love and attention. It's your choice!

Pet Sitting: One of our pet sitter's will visit your home as many times per day as you would like, **Morning, Mid Day, Evening and Late Night** to take care of your precious pets. We will also bring in your mail, take out the trash, and water a few indoor plants at no extra charge. No longer than 12 hours ever goes in between visits. For example, if your pooch were visited at 8:00 PM, the Pet Sitter would arrive at your home no later than 8:00 AM, the following morning.

House Sitting: One our Pet Sitters will spend the night to give your pets, and your home added security. This is a 10 to 12 hours stay and sleep with the pets.

In addition to these basic services we offer a wide variety of options as well as premium services so that you can customize your pet care and house care plan to meet that exact needs of you and your pet. 15, 30, 45, or 60-minute visit options Power Hour Walk Pooper Scooper Service Full Plant Watering Service Quick Let Out Service

Gift Basket Service Pet Photography Service Dog Training & Dog Behavior Home Waiting Service Pet Shopping Service

FOR OUR COMPLETE LIST OF OUR SERVICES & RATES CLICK HERE <http://www.2pawsupinc.com>

What Makes Us 'YOU'nique

We have designed our service with the essential goal to provide our incredible clients with peace of mind. We fulfill this by following our unique 2 Paws Up Inc Peace of Mind Pledge



Professionalism: At *2 Paws Up Pet Sitting* we pride ourselves on the professional care each of our pet-care agents gives. Being professional means a lot to us. We use employees and not independent contractors. We provide training and education, and this translates into dependable, conscientious, trustworthy, and caring pet sitters. Our customers know we will be on time, and go above and beyond the standard of care. We are insured and bonded to protect our customers. *We are members of National Association of Professional Pet Sitters, Georgia Network of Professional Pet Sitters*, as well as a local supporter of the *Lilburn Business Association*..

Reasonable and Competitive Rates: We strive to keep our services reasonable and competitive. It is important to give our customers the choice of being able to leave their pet in a familiar environment, and not having to upset their pet's routine, or exposing them to health issues involved in boarding.

Custom-Made Services: Each of our customers is unique. As a member of our *2 Paws Up Pet Sitting* family, you and your pets will benefit from our distinctive services. *Explore and tailor your pets' needs for the ultimate pet care experience.* We treat your fur babies like we treat our own fur babies. We look forward to meeting you and your pet family at the meet and greet. We offer an estimate of all charges before the meet and greet.



Your Pets
Will Adore
Us!

Superb Staff: All staff and professional pet sitters working for *2 Paws Up Pet Sitting* are employees and not independent contractors. In order to become a member of *2 Paws Up Pet Sitting team*, a candidate must demonstrate the four qualities mentioned under Professionalism: *Dependable, Conscientious, Trustworthy, and Caring.* I look for individuals who work hard, are loyal, compassionate, and understand the meaning of customer service. I do not compromise on these traits, if a person is not up to the standards set at *2 Paws Up Pet Sitting* they will not work for me. *Read about our Professional Pet Sitters.*

Excellent Safety Record: For the safety of the pets in our care, we do not offer pack walks. We provide one-on-one dog walks. With our team of professional pet sitters, if one is unavailable, there is a succession plan in place.

Ongoing Educational Development: At *2 Paws Up Inc* we provide our pet sitters with training and education. Our training includes our sitters are *FetchFind.com Approved.* We encourage our pet sitters to educate themselves regarding all types of pets including yours. We all independently between strive and continue to learn new information pertaining to pet health care.



Technology and Convenience: It is with up to date technology that we assign pet sitting appointments. The same technology allows us to see each appointment for the day, the week, or the month, so we can check and recheck that all pets are scheduled with their professional pet sitter. Our clients stay connected with a Daily Journal that is emailed to you at each visit along with photos so that you know what is going on with your pets and home on demand. Our clients love this! This same technology allows us to help keep our fees competitive and keep the environment greener with less paper clutter. Customers are given a personal log-in to access their profiles, they can schedule pet care, update their password, and upload pictures as well as information about their pets and home. *We publish weekly and monthly blogs, video blogs, e-zines, and run awesome contests and promotions on Facebook, Twitter, LinkedIn as well as promotions being sent to your inbox.*

Unequaled Personal Service with Outstanding Communication: Our customers are family. As family, we treat each customer with respect and care. *We are here to provide our clients with a phenomenal pet care experience. This is done not only with top- notch pet care but also with spectacular customer service. We understand the value of open communication. We understand that open communication is imperative.* Our customers can reach us during office hours, and we monitor voicemail and email after hours. Feedback from our customers is vital and appreciated.



Deliver Personal Service with Outstanding Communication: Our customers, we believe, are an extension of our family. My vision is to serve the county as a resource on pet-related topics and to continue to serve you and your neighbors with high-quality pet-care. We are *insured and bonded* for protection. We offer flexible services, at affordable prices, with an outstanding reputation, and high quality services to our valued customers. ***With a team of professional pet sitters, who are employees of 2 Paws Up Inc,*** if one person is unavailable, there is a succession plan in place. We value and understand communication. You can always reach us during office hours Monday through Friday 9:00 am to 4:00 pm. We monitor emails and messages in the off hours in case of an emergency. We embrace the power of connection. *We recognize that our customers and their furry family is the most valuable way to earn the business of new customers.*

Follow-Up: To best service our customers it is vital that we obtain feedback, so we always follow-up to receive an assessment of your *2 Paws Up Pet Sitting* experience. *We highly encourage our customers to let us know what they loved about the process and what suggestions they may have.*

I've spent a lifetime sharing my home and world with animals, from my first German Shepherd Dog, Hans, to Rocky and Misi Beaucoup, a rescued Standard Poodle and Toy Poodle, three cats, a Cockatiel, and a Myers Parrot that I share my life with now.

In my experience a well-cared for and well-loved pet brings more than just companionship to a person and a household, I've seen that the bond can literally change the dynamics of relationships, inspire the community and lead the way for positive and peaceful change in the world.

As Ghandi said, "The greatness of a nation and its moral progress can be judged by the way its animals are treated." All of us at *2 Paws Up Pet Sitting* make it our priority to provide your pets with as much love and attention as you would. *Our purpose is to provide pet owners with the 'YOU'nique Difference.. We are your "Professional Pet Friends".*



Interview with Barbie



Q. Barbie, what inspired you to get started in the pet sitting industry?

Well, it all began while I was working on my MBA at Shorter College. We had to write a traditional thesis paper or a business plan in order to graduate. I started researching on opening a kennel from the ground up but hit a few road blocks in getting information. I could find books, although, I needed hard facts.

In Memory of Louise Tucker of A Woof, A Whinney, and A Purr, she suggested Pet Sitting. I could do that, having a passion for animals. Reflecting on what a professor once told me "You have to do what you love to do as a child and incorporate that into a career path as an adult." So I went to my professor at Shorter, and he said "Go for it", and I haven't looked back! I never thought I was an entrepreneur at heart until I worked for others. I thought I was dysfunctional because I didn't like having, what I call "drone" jobs. I would get bored so quickly. After all, my parents, my friends all had regular jobs, wasn't that the way you were supposed to go through life, working 9 to 5.

So back in 2003, after receiving my MBA, and taking the advice of my professors I opened the doors of 2 Paws Up Pet Sitting, I haven't looked back! To be able to follow your passion, be happy and successful. You can't ask for any more than that! *You can read more about Barbie's story on the "About Us" page of the 2 Paws Up Pet Sitting website.

Q. Who are your clients?

Our clients are caring pet owners living in the Gwinnett and surrounding counties (Lilburn, Snellville, Grayson, Loganville, parts of Stone Mountain, Lawrenceville, Tucker, and Norcross, who believe in leaving their pets in the hands of caring, qualified and dependable pet setters. Our clients are those who trust us not only with their pets but their homes too. This allows our clients to have peace of mind when leaving their pet for any reason.

Q. Barbie, what makes 2 Paws Up Pet Sitting different from other pet sitting services?

I believe my passion and love for all animals allows me to put my heart and soul into my business. It is my goal that every pet entrusted to 2 Paws Up Pet Sitting receives extraordinary care. When clients leave their pets in our hands they can have peace of mind knowing their pets are well-cared and will be happy and loved in their absence. In order to guarantee all my pet-sitters understand the high standard of care I created the "What Makes Us 'YOU'nique." This system is what sets 2 Paws Up Pet Sitting apart from other pet sitting services.

Q. What is the What Makes Us 'YOU'nique?

Our unprecedented goal is to provide our clients with the confidence that their pets and home are in the best possible hands. We want our clients to leave their homes feeling confident, knowing their pets are receiving the love, attention and care that they deserve. We accomplish this by following our "What Makes Us 'YOU'nique."

Our "What Makes Us 'YOU'nique" consists of 10 steps:

1. Professionalism
2. Top Notch Service
3. Custom-Made Services
4. Superb Staff
5. Excellent Safety Record
6. Ongoing Educational Development
7. Technology and Convenience
8. Unequaled Personal Service
9. Deliver Personal Service with Outstanding Communication
10. Follow-Up

You can read all the details about the "What Makes Us 'YOU'nique" on our website.

Q. What process do you use to screen your pet care providers before hiring them?

I use ONLY dedicated pet care professionals. I work with sitters who demonstrate compassion and dependability. I hire those very special people who understand the bond between pet owners and their pets and are dedicated to strengthening that bond by providing the very best of care to the pets they are entrusted with. After two to three face to face interviews, I run reference checks and a local and national criminal background check. All sitters are then hired on a probationary basis. During this time we work with them to make sure they understand the "What Makes Us 'YOU'nique" system and prove themselves to be the caliber of person we demand on our team. *Read more about the outstanding pet care providers on the "Our Professional Team" page of the *2 Paws Up Pet Sitting* website.

Q. You have several pet sitters on your staff. How is it possible to ensure that they are all keeping up with the standards of 2 Paws Up Inc?

All *2 Paws Up Pet Sitters* are trained to the highest-standards and procedures in our "What Makes Us 'YOU'nique". They are coached one on one and we provide ongoing educational development. Unlike some pet sitting companies, I do not just work in the office; I am in the field daily working alongside of my sitters. We work as a team, each covering the other to make sure our clients receive only the best care. All of our sitters have on the road access to *2 Paws Up Inc* secure database with up to date information on clients and their pets.

Q. Do you think it's better to use a pet sitting service as oppose to boarding your pets?

Most pets become stressed when their owners leave. Taking them out of their home and putting them in a kennel can cause more stress. Some pets become so upset they are unable to eat, become depressed, and may become sick. Also, when you have numerous dogs and cats in the same environment there is a greater chance of diseases being spread; using a pet sitter minimizes this exposure. It's better for your pet to be in their home, where they feel comfortable. With a pet sitter your pet can maintain the same routine, diet, and exercise as well as enjoy the personal one-on-one attention the pet sitter will provide. Another reason to use a pet sitter is having someone checking on your home while you're gone. We can take out the trash, get the mail, and rotate lights to give the home a lived in look.

Q. What services does 2 Paws Up Inc offer?

2 Paws Up Inc provides superior in home pet care. That means a pet sitter comes to your house to take of your pets. We can sit for a day or even a month depending on our client's needs. Clients use us when they travel, work long hours, have a late meeting, are recovering from surgery, or for any other reason they cannot give their pet(s) the attention they need. Most of our clients have dogs and cats but we can take care of other pets such as reptiles, and exotics.

Q. If someone does not have a pet can you provide "gate- keeping" services?

Yes, we have clients who just need someone to come by and bring in the mail and newspapers, check on their home, turn lights off and on to make the home look lived in. So no, you do not have to have a pet to use our services.

Q. Just so I understand you do not board any animals?

We believe pets should be in their own environment. We do have pet sitters who can stay at the client's house if that is needed. We have many clients that like to have overnight/house sitting service. I use this service for my pets when I travel.

Q. Do you have set times your sitters come by and how long do they stay?

Our sitters can visit their client's homes up to 4 times per day.

The "Morning" visit is between 7 & 9 AM.

The "Mid-Day" visit is between 11 & 3 PM.

The "Evening" visit is between 4 & 6 PM.

The "Late Night" visit is between 7 & 9 PM.

For example, if your pet was visited at 8 pm, the sitter would arrive back at your home no later than 8 am the following morning. Our sitters stay from 30 minutes to 90-minutes with your pet family. They can also mix and match the times to design a personal plan for their pets. We structure the our pet sitting to the needs of the pet(s).

Q. Do you have a holiday surcharge?

Yes. Our sitters work hard and have fun taking care of our clients pets, we like to reward them for their hard work during the holidays. 100% of the holiday fee go directly to our sitters.

Q. Barbie, what is a "Meet and Greet"?

Every client is scheduled with a "Meet and Greet" so they can get to know the pet sitter, and the sitter can meet the pets they will be responsible for. During this meeting the sitter spends time with the pet and client. We encourage our sitters to take detailed notes and enter any pertinent information in our secure database to help serve our clients better. Our sitters use the database to retrieve information like emergency contact numbers, vet information, special request or any special needs the pets may have. Service will not be provided until this meeting is completed.

Q. Can a client schedule service any time after their "Meet and Greet"?

Absolutely! We provide all of our clients with an exclusive log-in to their secured Pet Sitting account. They are able to go to *2 Paws Up Inc* website and schedule service, check their personal service calendar, update their password, update pet information, as well as uploading their pet photos. After scheduling their visit, the client will receive a confirmation email.

Q. Do you take last-minute requests?

We're more than happy to schedule pet care for last-minute needs, however we cannot guarantee that a sitter is going to be available on short notice, (though, 99% of the time it really isn't a problem). **We also only schedule service during our regular business hours of 9 AM to 4 PM, Monday through Friday.** You can schedule anytime 24/7 by logging into your pet care portal.

Q. Do your sitters schedule clients directly?

NO! All visits must be scheduled through the *2 Paws Up Inc* office or website. We use scheduling software to ensure all visits are accounted for and assigned a pet sitter. We need all appointments to come into one place so we can schedule sitters and send out confirmation emails to clients. ***It is very important all clients understand that if they do not receive a confirmation email then they are not on our schedule. 2 Paws Up Pet Inc is not liable for visits scheduled without the offices knowledge.***

Q. With so many clients how do you keep up with all the keys?

We no longer keep keys on file at the office. We have gone to the use of lockboxes. This is for reliable service with the least liability. Clients will provide the lockbox with 2 keys to their residence to ensure that a backup key is always available. Clients should purchase a lockbox with at least a four-digit code that either easily hangs from a doorknob or railing, or is wall mounted. You do not need to put the lockbox on your front door; you may attach it to your fence, put it on your back porch, or hide it in another secure location on your property. A secure lockbox provides you with the peace of mind that your key will always be secured at your home. Benefits include: keys will no longer be in the hands of your pet sitter/walker where they could get lost, and remain safely stored at your premises if you move you can take the lockbox with you. our pet care personnel will have immediate access to your home in an emergency. Most lock boxes are reinforced to withstand weather, saws, and hammers. Change the code whenever you need. Lockboxes can be purchased at most hardware stores and some home goods or retail stores, and on Amazon.

Q. Are you bonded and insured, what exactly does that mean?

A dishonesty bond lets you know you will be reimbursed if anything is stolen from your home. Anyone that has workers enter their home should be sure that they have a dishonesty bond. **WE also carry a liability insurance policy that protects from financial loss in the event that we were liable for accidents that occur while caring for our client's pets.** Any responsible, professional business should carry liability insurance. We are happy to provide our clients with proof of insurance and our bond. We can easily email them a copy of our certificates.

Q. How do you accept payment?

We accept payment by Visa, Master Card, Discover Card or American Express.

Q. What about a check or cash?

No, we don't accept checks. The clients can leave a cash gratuity for their sitter if they so wish, but payment for services must be made by credit card. **Your credit card will process 3 days prior to the start of service, and if it's for overnight care then payment will process 5 days prior to the start of service.**

Q. How do you handle pets with aggression issues?

If a pet has a history of behaving aggressively or biting we cannot provide service. That is too much of a liability issue. If the pet is skittish and maybe just growls around those he doesn't know, then we will be happy to work with the client to see if a pet care plan can be designed that works. Our sitter will interview the client and the pet to determine if this is possible. If additional visits are necessary to socialize the pet with our pet care provider then the client needs to be present at all visits and pay the normal service fee until socialized. If at any time our pet sitter or pet owner feels that it is unsafe to perform a service, we will reserve the right to discontinue service without notice.

Q. Can you administer medication?

Whenever possible we will administer medications orally. However, when that is not possible and your pet needs its medicine, then we will attempt to administer medicine orally, only.

Q. If a pet needs discipline how would a pet sitter go about doing that?

Positive reinforcement is the ONLY way we work with pets. We would never hit, spank, slap, yank the leash, yell, shock, or hurt a pet. If there is a disciplinary problem, i.e. toilet training issues, running away, etc., we inform our client of the incident(s) and together we workout a solution..

Q. If a pet becomes ill while under the care of 2 Paws Up Pet Sitting what is your protocol?

If we believe a pet is ill, we would call the client. A decision would be determined, with the client, on what the next step will be. If the decision is made that the pet needs to see a veterinarian, we will transport the pet to the vet's office for treatment. We will not give permission to euthanize a pet.

Q. If a client's principal sitter is not available for a pet sitting, how do you deal with that?

We have a roster of exceptional pet sitters that can provide care for our client's pets if their principal sitter is not available. Because we use a secure database with all of a client's pertinent information the alternate sitter can take over in a seamless manner. If a client would like to meet the replacement sitter a "Meet and Greet" can be scheduled before the sitting date. The cost of the meeting is \$25.

Q. When working with 2 Paws Up Inc what can your clients expect?

Our goal is to give every client the peace of mind that their pets are receiving the best care possible. We will safeguard their home, make sure their pets are fed, exercised, and loved. We will strive to ensure that the client will return home to a happy and well cared for pet.

Q. Barbie, are you happy with 2 Paws Up Inc?

Of course, 2 Paws Up Inc has exceeded all my expectations. I am amazed at all we have achieved since opening in 2003. With every year I have the opportunity to make my business even better for my amazing clients. I love every minute of working with animals, it's a dream come true. I have great clients, great pet sitters, and a growing business. What more could you ask for.

Q. So, you're happy with the company that you have created?

Absolutely, I believe that doing this work is what I'm called to do in a massive, "call from the Universe" sort of way. I have watched it evolve from a small pet care company into an ever growing thriving business. In my experience a well-cared for and well-loved pet brings more than just companionship to a person and a household, I've seen that the bond can literally change the dynamics of relationships, inspire the community and lead the way for positive and peaceful change in the world. As Ghandi said, *"The greatness of a nation and its moral progress can be judged by the way its animals are treated."*

Barbie Klapp, is the owner of "2 Paws Up Inc Pet Sitting" a thriving pet care company in the South East Gwinnett area. We are looking in the very near future to expand further into the Gwinnett County area. Barbie resides in the Snellville, GA area with her husband Michael Linz, and her three dogs, Winston, and Misi Beacoupe, and Gigi, as well as her two cats, Charleston, and Buddy Ellson..

Hear What People Are Saying



*We LOVE Julie!! She is fantastic with our dogs and they love her too! She went beyond the call of duty and brought a halti collar over to work with our high strung schnauzer he is not good at all on a leash, in fact he was so bad on the leash I dreaded our walks. I have now bought my own halti and after only one walk there was a significant improvement in his anxiety on our walks, I anticipate it will only get better. I have Julie to thank for that! I am very, very satisfied with 2 Paws Up (we have been using their services for at least 8 years) and never have any concerns about the well being of my dogs while in their care, they are very dependable and reliable! I would not leave the care of my dogs to anyone else! **Lynn W.***

Lindsay did an outstanding job for us. Liked the way she spent time with Pooby and got her to play. Although Pooby was glad to see us when we returned, we could tell she was well cared for. Thanks Lindsay! Lois K 2 Paws Up did a great job taking care of my old girl! I appreciate the extra TLC she provided. Amy J. 2 Paws Up Inc TESTIMONIALS

What is greater than the fact that my Sophie just adored Helen. Helen took great care of my dog and my home. Bringing in my mail and daily paper was very nice of her. My sweet Sophie is so afraid of thunder storms and Helen not only held her she sang songs to help calm her. Helen is my pick for my favorite pet sitter. **Michelle G**



*Karen was great! She handled a complex house full of animals perfectly. Even our shy kitty warmed up to her. She also had to deal with toilet issues after a water pipe burst in our front yard. We greatly appreciated having a reliable sitter who we can confidently leave our animals with. Thanks for the great service you'll definitely be hearing from us again! **Katherine W***

I wanted to take the time to thank you for your pet sitting services. You have a wonderful way with animals and my dog, Sawyer and two cats love you. I love it that you come to the house. You not only take care of the animals but also check on the house. That is peace of mind while I am gone. You are so great about calling me if you see anything questionable. I know you would go over and beyond to make sure the animals are safe and taken care of.

Dear Barbie, I remember the time I did not leave enough food and you went out and purchased food for my babies. I have never had a lost or sick pet while in your care and that says allot. Thank you for all that you do for me and my precious pets. They are in good hands with you! Sincerely, Julie M 2 Paws Up Inc TESTIMONIALS

*Barbie, you were fantastic! I don't have suggestions for improvement. I think what impressed me the most was home much time you took when you visited to gather information about our dogs, as well as the detailed report stating what you did on each of the visits. Your service is excellent! I will definitely use you again and I will recommend 2 Paws Up to anyone I know who is in need of a pet sitter. **Becky M***

Well I would like to add that my pets would love to say that 2 Paws Up Pet Sitting Service is the Greatest! We never knew mom and dad were missing WUF! WUF!



I would also like to add myself that 2 Paws Up has been a wonderful experience, use to leave and worry about my kids, but since I found 2 Paws Up, I actually can leave home and feel confident that my pets (4 dogs & 4 birds) are getting the same care I would provide which leaves me feeling unstressed and reassured that my pets are happy even when I have to be happy away from them. I could not ask for better care. Barbie is great! And I mean every word of it.

Thank you for the wonderful care you always provide. Teresa B. 2 Paws Up Inc TESTIMONIALS

If you're interested in getting started with 2 Paws Up Inc you have a few simple options... 1. You can call the office at 770-695-3096. 2. You can fill out a Request a Quote form by clicking here 3. You can fill out a Become a Client form by clicking here

Thanks so much for your interest in 2 Paws Up Inc!

Big hugs to your furry, feathered, and amphibious friends,

Barbie Klapp

Barbie Klapp, MBA, Founder & CEO

2 Paws Up Inc

PROFESSIONAL PET FRIENDS

<https://www.2pawsupinc.com>

770-695-3096 Press Zero