



Webinar

What is the Perfect Pet Licensing Program?

Aligning Pricing, Policies, and Processes to maximize pet licensing program benefits for all parties.

Presented by: Grant Goodwin, CEO

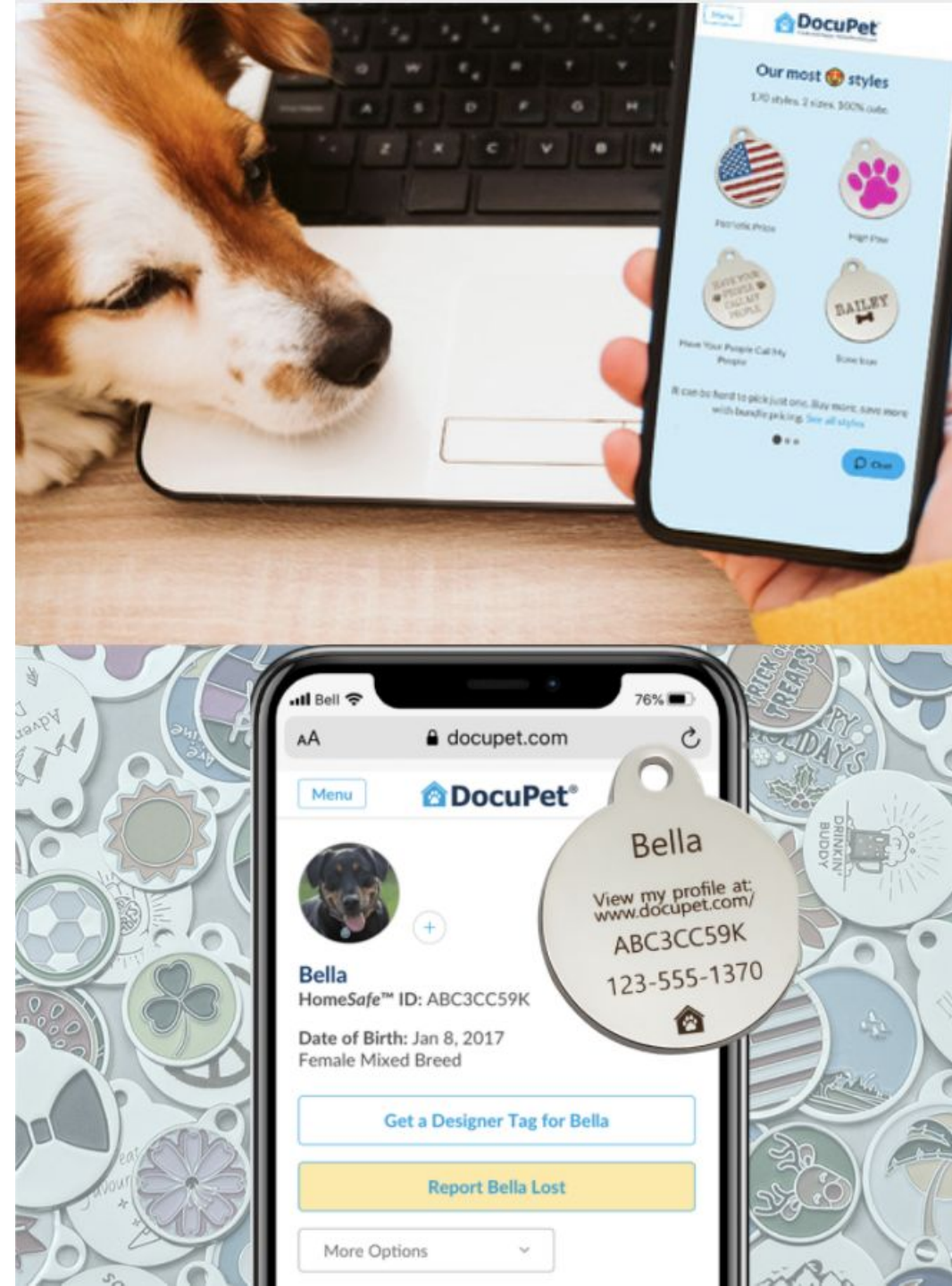
June 17, 2021





On tap for today

- The state of pet licensing today
- Why licensing is confusing for pet owners
- Pricing, process and policy Recommendations
- Streamlining Communication
- How we can work together moving forward





What is DocuPet?

DocuPet is America's only complete licensing solution. Our mission is to bridge the "licensing gap" across the US to...

- Increase revenue for local animal care and protection
- Get more pets home safely with better tags and services
- Increase pet owner education and engagement
- Make licensing program administration easier and less costly



Now Serving 57 Communities

Including 6 partners and
15 communities in California



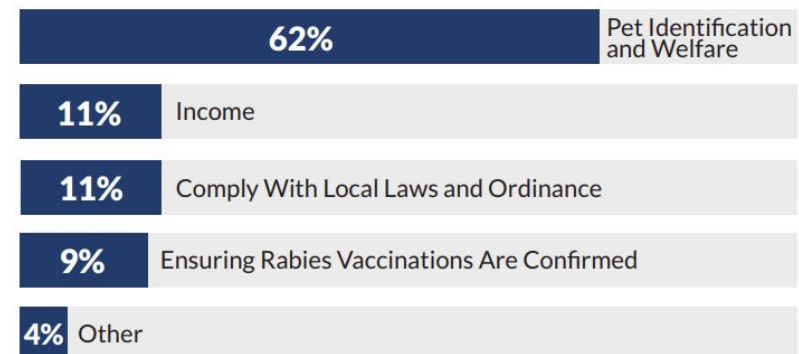


Why Pet Licenses Matter.

Pet Licenses are **mandatory** and necessary because:

- Pet Tags help lost pets get home quickly and affordably
 - 1 in 3 pets will become lost at some point in their lifetime
 - Stray pets represent a high proportion of shelter intakes
 - A tag tied to a digital record with **accurate** pet and pet owner information makes all the difference
- Pet License Fees are a primary source of local animal care and protection
 - Most animal shelters are deemed to be under-funded
- Rabies is endemic in many southern regions and is a serious public health concern
 - Most US communities require valid rabies vaccinations as part of their licensing ordinances

What is the most important reason to have a pet licensing program?





How are we doing?

Despite state and local ordinances, pet licensing compliance is endemically low.

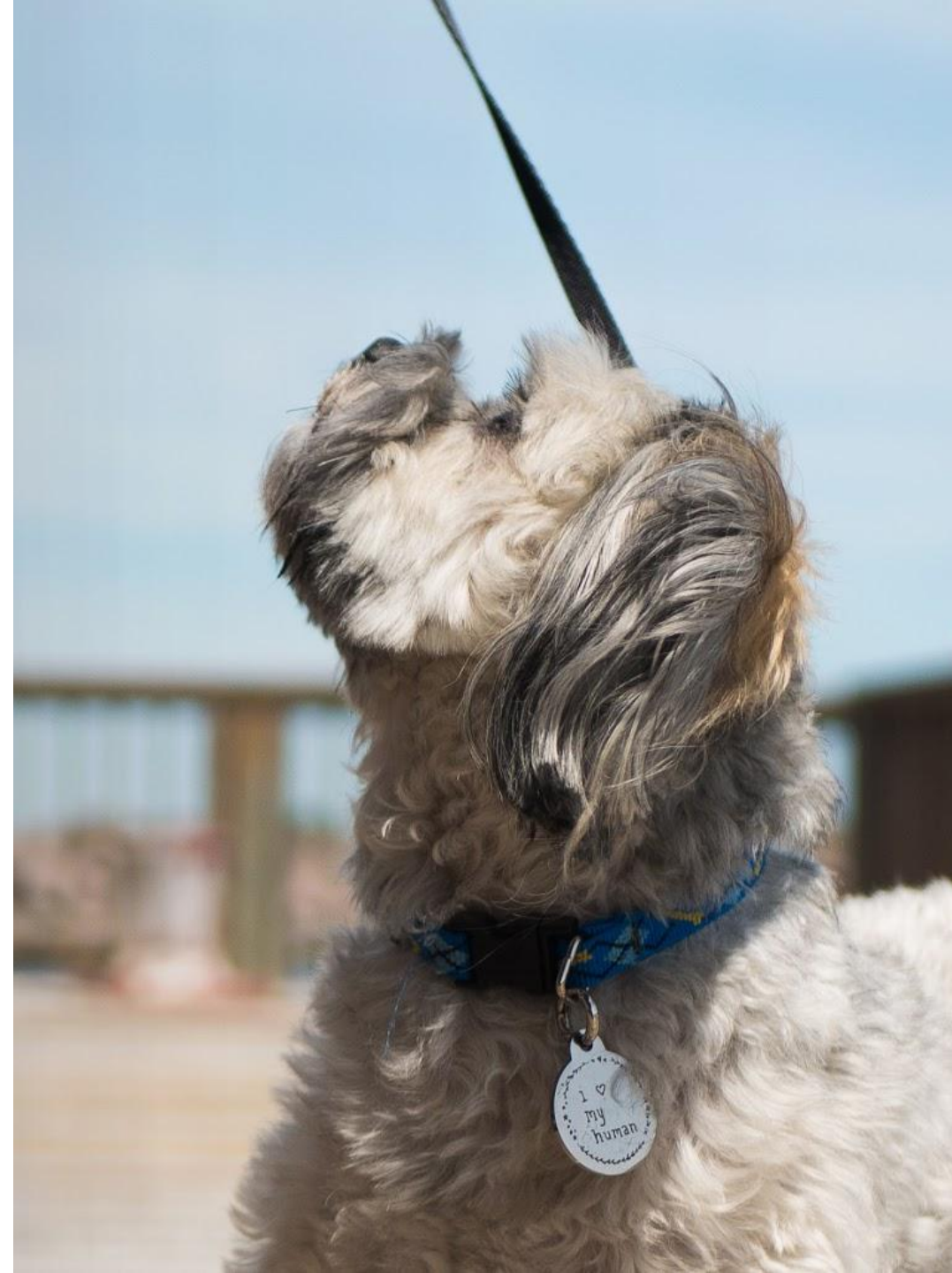
Average Compliance in US:


23% for Dogs

7% for Cats

13% Overall

We are missing some 5.9 million dog licenses:
(\$148 million per year)





“What? Why?!”

“What do I have to do?”

“How much is it?”

“What’s the deal?”

“I have a tag already, thanks.”

“Sounds like a tax grab to me”

Hmphf!



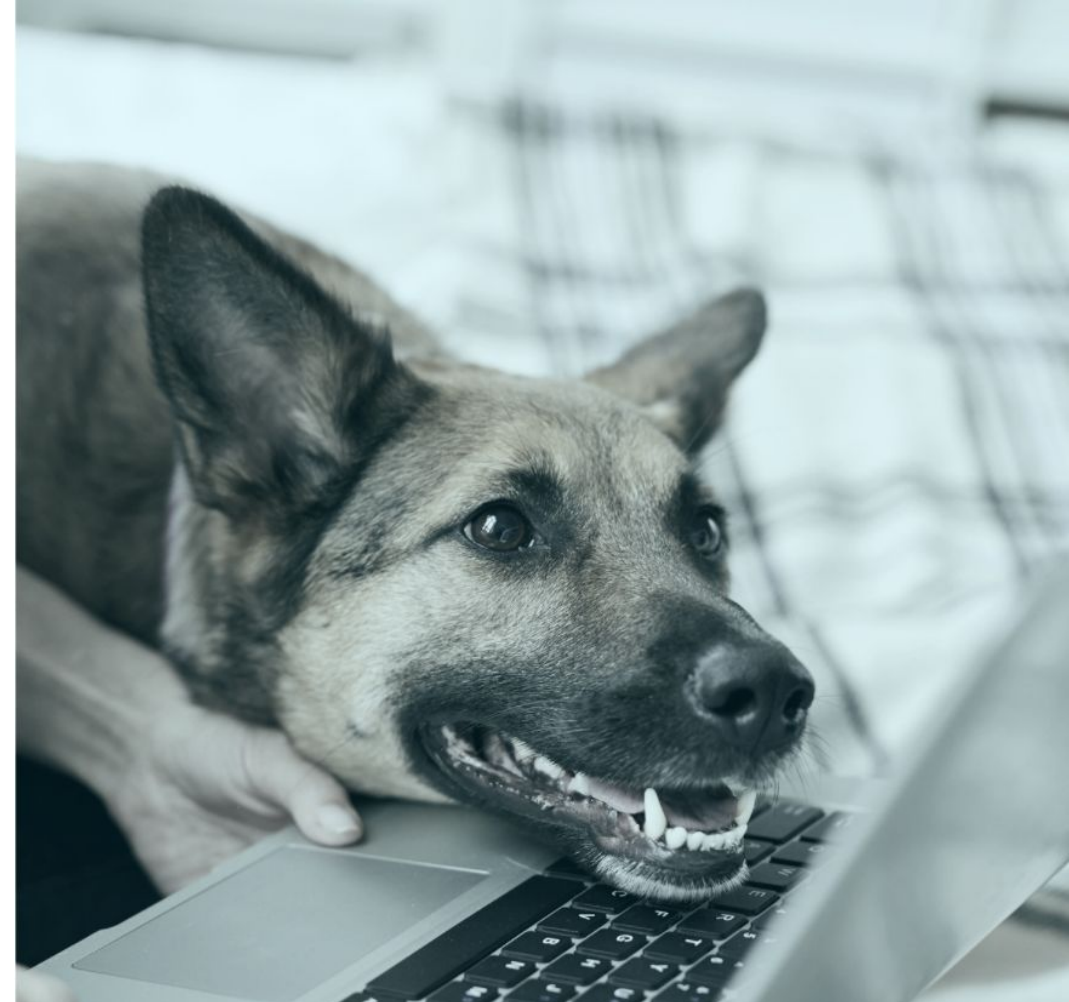


I'm confused...

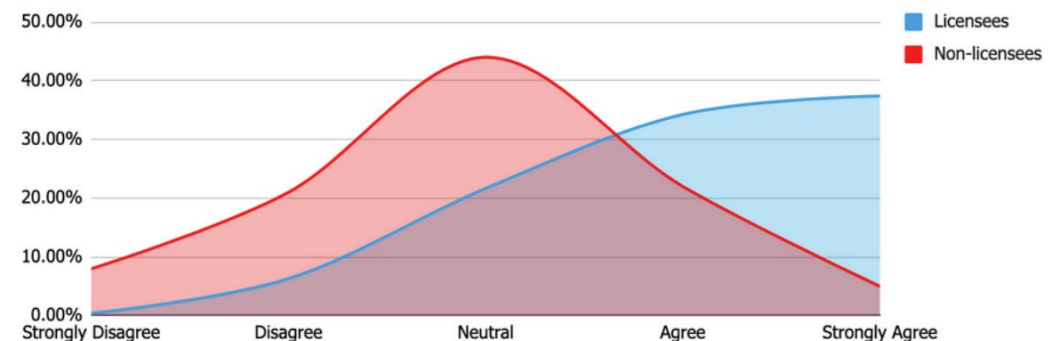
From a pet owner's perspective, the what, how, how much, when, where, and why of pet licensing are not clear.

And, unlike many of the bureaucratic processes we are required to follow, the "deal" is different everywhere. Not by state, but by county, and often by city within a county.

Let's review our **pricing, policies** and **processes** variances and keep pet owners - especially the non-licensing ones in mind as we do.

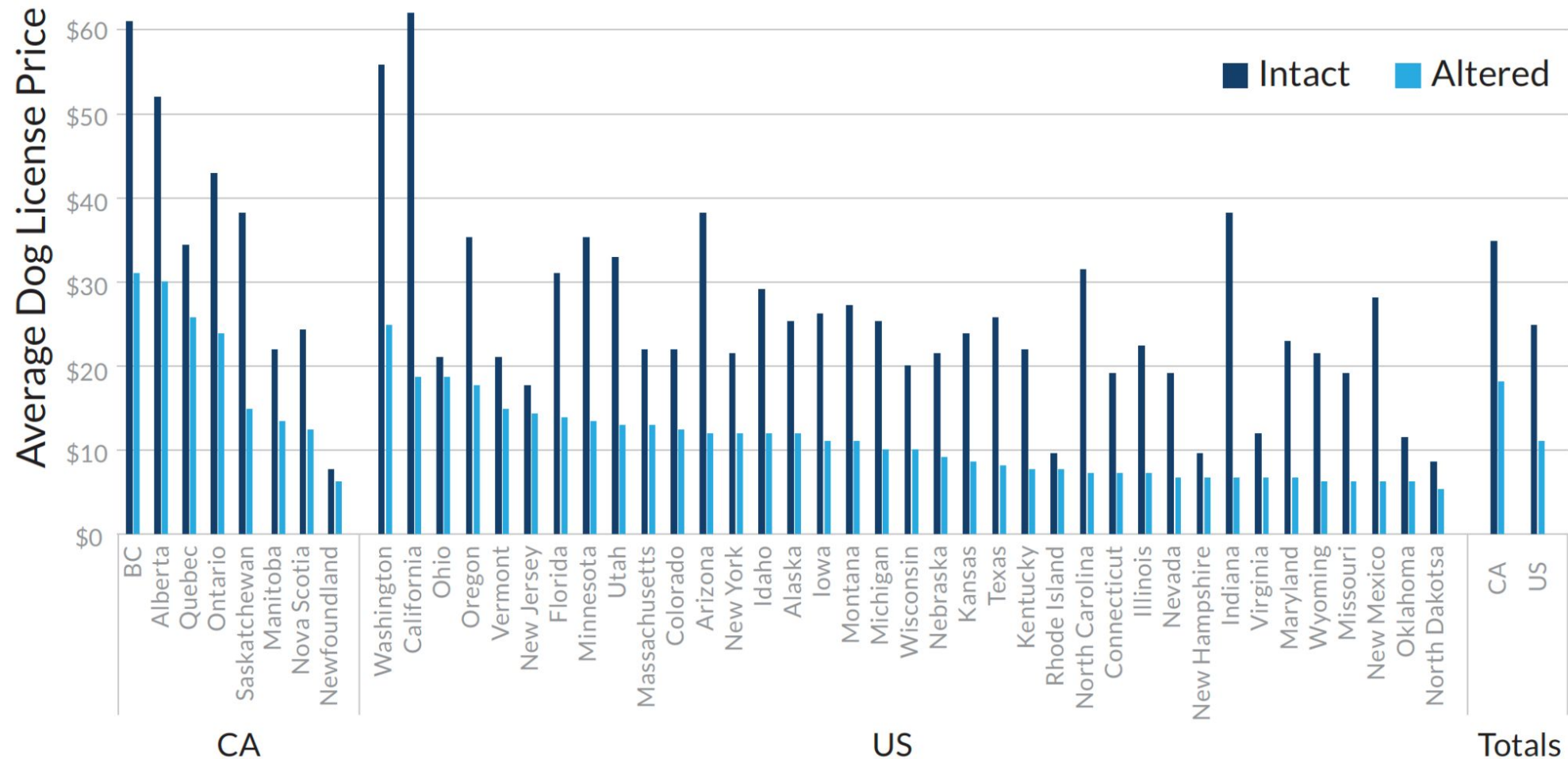


"People in my dog-owning community understand how and why to license dogs."





How much is a license?



	FEE	SENIOR'S FEE (60+)
Unaltered Dog	\$30.00	\$20.00
Spayed/Neutered Dog	\$15.00	\$10.00
	FEE	SENIOR'S FEE (60+)
Unaltered Dog	\$50.00	\$25.00
Spayed/Neutered Dog	\$25.00	\$8.00
	FEE	
Unaltered Dog	\$78.00	
Spayed/Neutered Dog	\$18.00	
LICENSE TYPE	ANNUAL FEE	
Unaltered Dog	\$60.00	
Spayed/Neutered Dog	\$20.00	
Unaltered Cat	\$10.00	
Spayed/Neutered Cat	\$5.00	

	FEE	SENIOR'S FEE (60+)
Unaltered Dog	\$30.00	\$15.00
Spayed/Neutered Dog	\$15.00	\$7.50
	FEE	PENALTY FEE
Unaltered Dog	\$77.25	\$92.70
Spayed/Neutered Dog	\$36.05	\$43.26
Spayed/Neutered Dog - Senior's Fee	\$23.18	\$27.82
Unaltered Neutered Cat	\$25.75	\$30.90
Spayed/Neutered Cat	\$20.60	\$24.72
	FEE	SENIOR'S FEE (60+)
Unaltered Dog	\$48.00	\$31.00
Spayed/Neutered Dog	\$30.00	\$15.00
	FEE	
Unaltered Dog	\$60.00	
Spayed/Neutered Dog	\$25.00	



Why so different?

Politics:

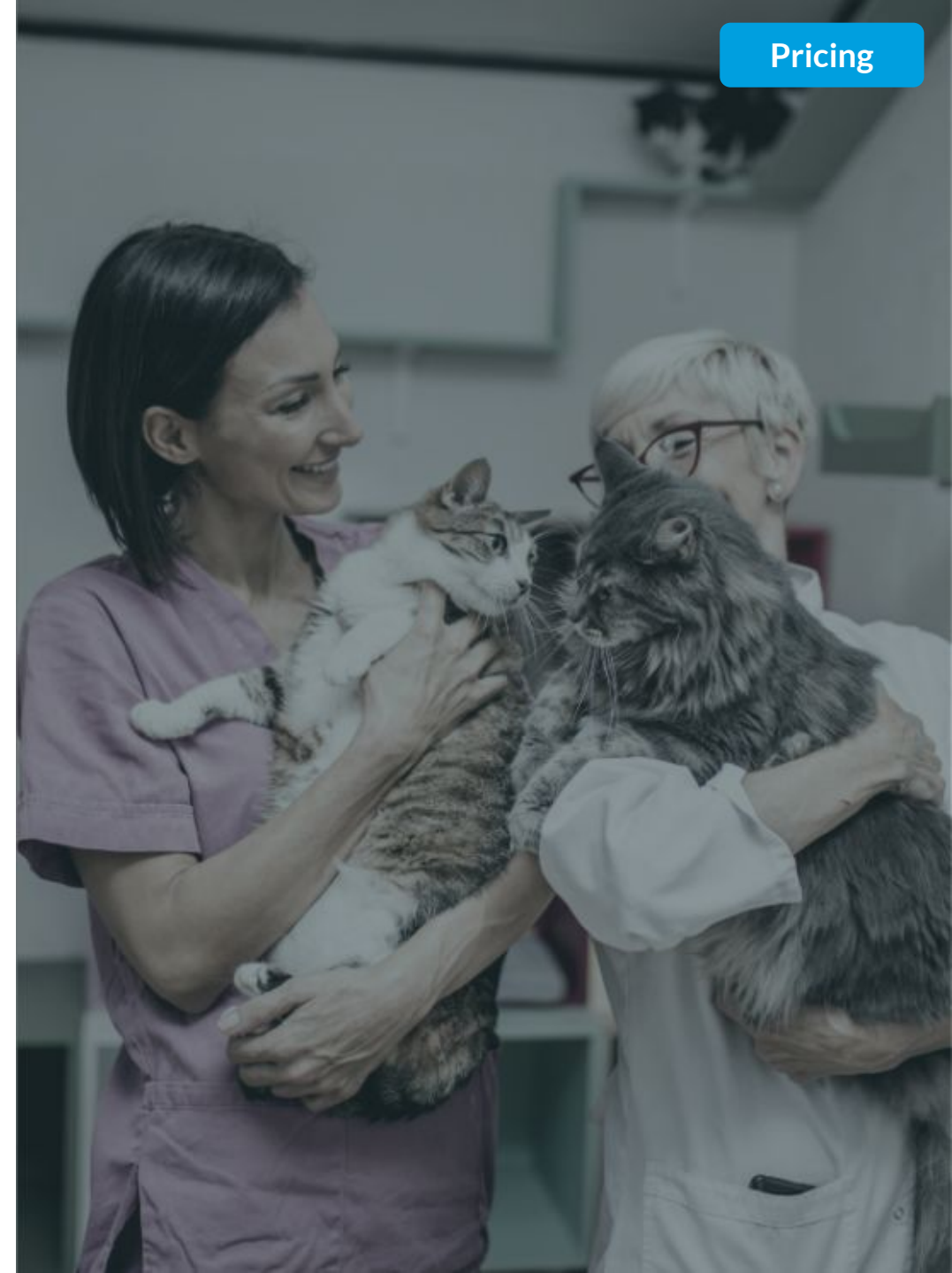
- “We could never charge that much here.”
- “Seniors get discounts on pretty much everything.”
- “Someone complained to a board member, so...”

Promotion:

- Price Hacking
- Simplification
- Cat License Compliance Rates

Red Tape:

- Fixed Ordinances
- Hoop Jumping





What's the right price?

Price elasticity of demand for pet licensing is not well known, BUT when we compare Price vs. Compliance, we see something unexpected...

	Intact Dog License Fee	Altered Dog License Fee
Unhealthy Program Average	\$37.80	\$15.60
Healthy Program Average	\$41.20	\$20.10
% Difference	8.9%	29.2%



Pricing Recommendations

Keep it simple:

- Have a one sentence answer to “what does it cost?”

Make it logical:

- Why the discount for altered pets?
- Why are cats cheaper than dogs?

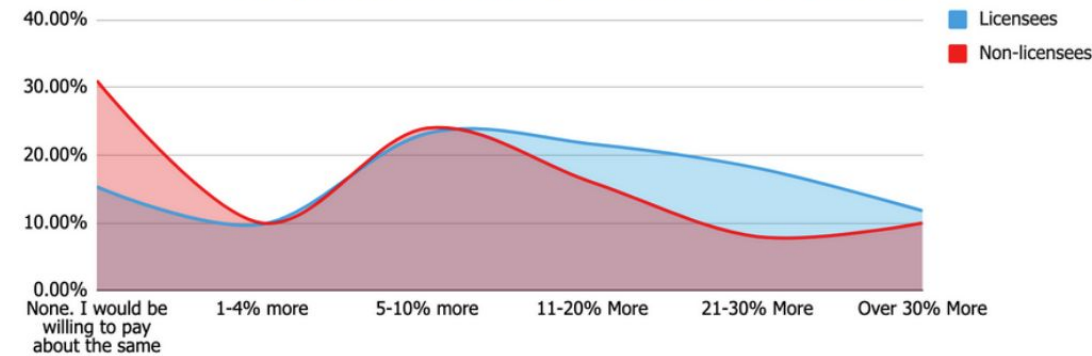
Don't cats count?

- Consider licensing cats and making the fees the same as those for dogs

Fines, Late Fees and Citations

- Non-compliance should be associated with a penalty
- The bigger offender is the never licensed vs. the non-renewal

“How much more would you be willing to pay for a dog license if 100% of sale proceeds went to your local animal shelter?”





When is this good 'til?

“For one year, unless your rabies expires earlier than that, or unless you’re in Muddleton in which case it is good until December 31st, but again only if your rabies is still valid then. Oh wait, did you buy a one or three-year license?”





Policy Recommendations

Make it One Year

- Licenses should expire annually (or earlier if the rabies vax expires)
- Three-year licenses provide you with less touch points, can lead to refund requests, and are more likely to have out of date information.

Allow for License Extensions

- Since licenses expire with the rabies vaccine, allow pet owners to provide updated records and have their license extend to the full purchased term

Calendar-tied expirations are yuck!

- Driven primarily by “Old school” mentality of annual colored/shaped tags
- Varied license value at all times of the year
- Staffing pinch points during “licensing season”



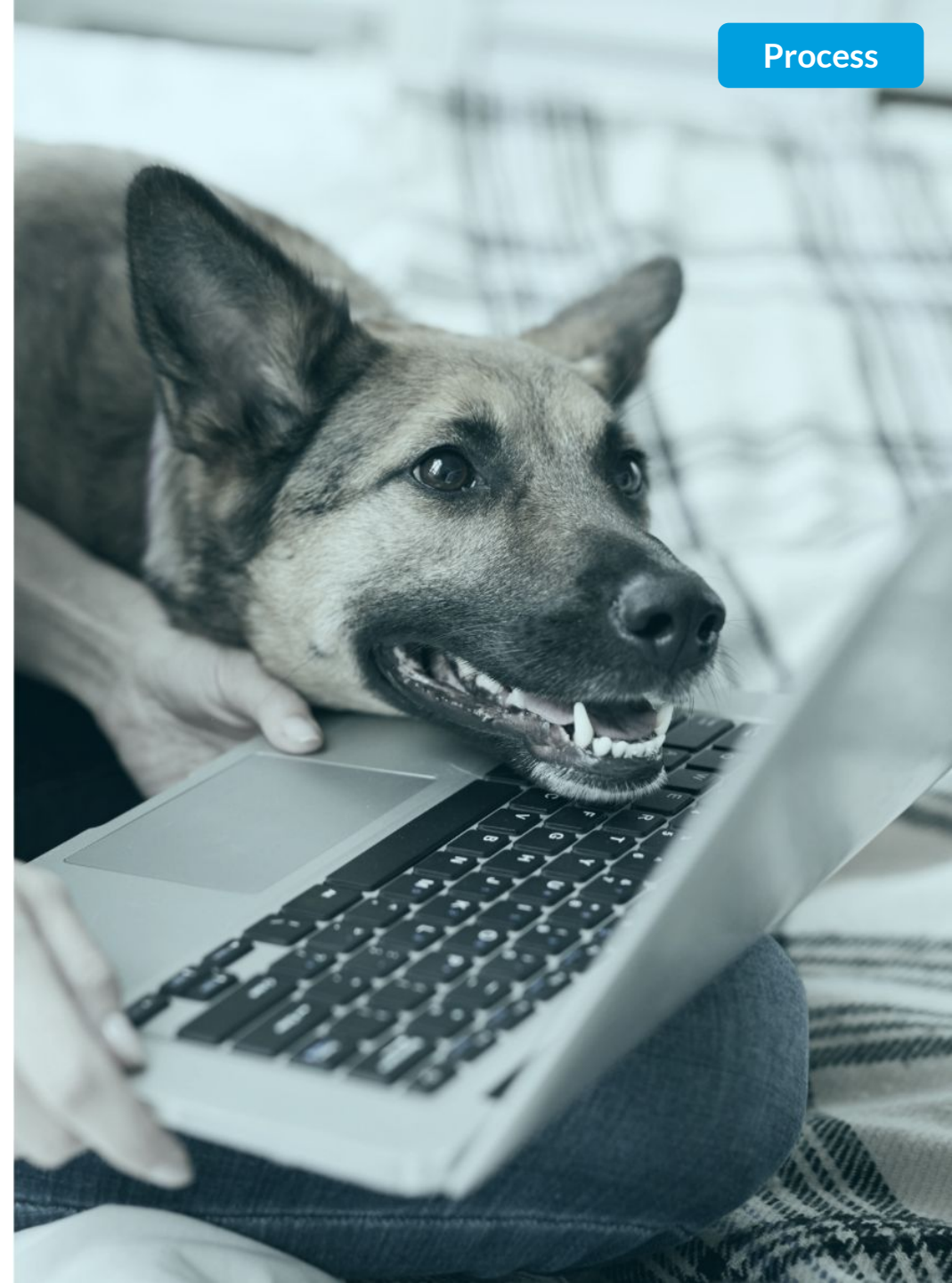
What do I have to do?

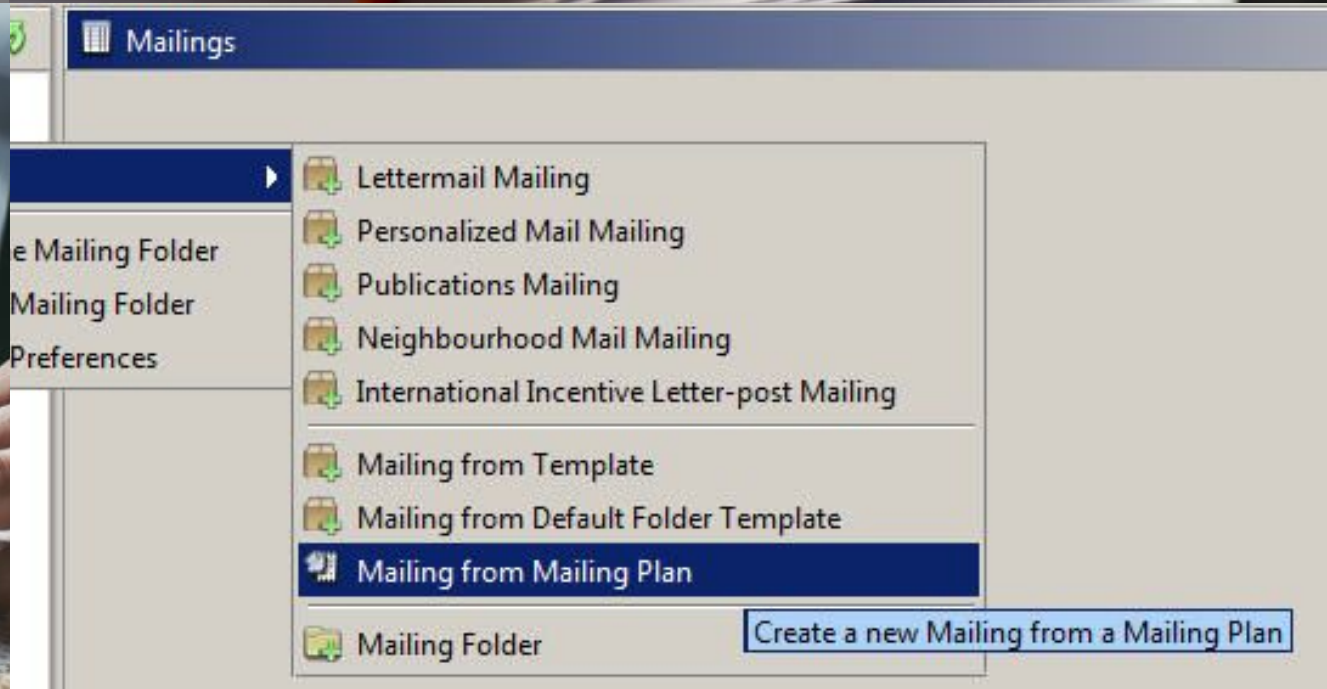
“What paperwork do I need?”

“Is this what the vet sold me?”

“Can I go online?”

“The check’s in the mail”





Process



Sales Channels

Each Sales Channel has its own tale...

Over The Counter:

- Low convenience
- Time consuming for staff
- Higher data accuracy

Mailed In Forms:

- Data accuracy can be iffy
- Time consuming for staff
 - Backlogs can form
 - Paperwork and payment inaccuracy leads to additional time and pet owner frustration
- Tags need to be mailed

Vet Clinics:

- High convenience
- Low overhead cost (often just a small commission)
- Lack of education results in mis- or under-informed pet owners
- Data and payment confusion and delays are common
- Data accuracy can be a major concern
 - New vs. Renewal! Ack!
- Data entry is time consuming

Online:

- Data accuracy is improved
- Low staff time required
- Handling New vs. Renewal is troublesome for most online systems
- Tags need to be mailed



Process Recommendations

- Online wins
 - Um...thanks (!) to COVID, this is a great time to get people online for good
- Get an email address
 - Communication is easy and (usually) free
 - Ongoing record maintenance (syncing, reminders) is made simple
- Allow for “Temporary Licenses”
 - Permit residents to purchase a short-term license and provide their documentation later
 - Ideal for in-the-field sales too!
- Consider requiring vets to submit rabies vax records with email addresses
 - An email with a link to an online registration form (and no need to provide documentation) can drive new licensees - with clean data and low staff involvement!

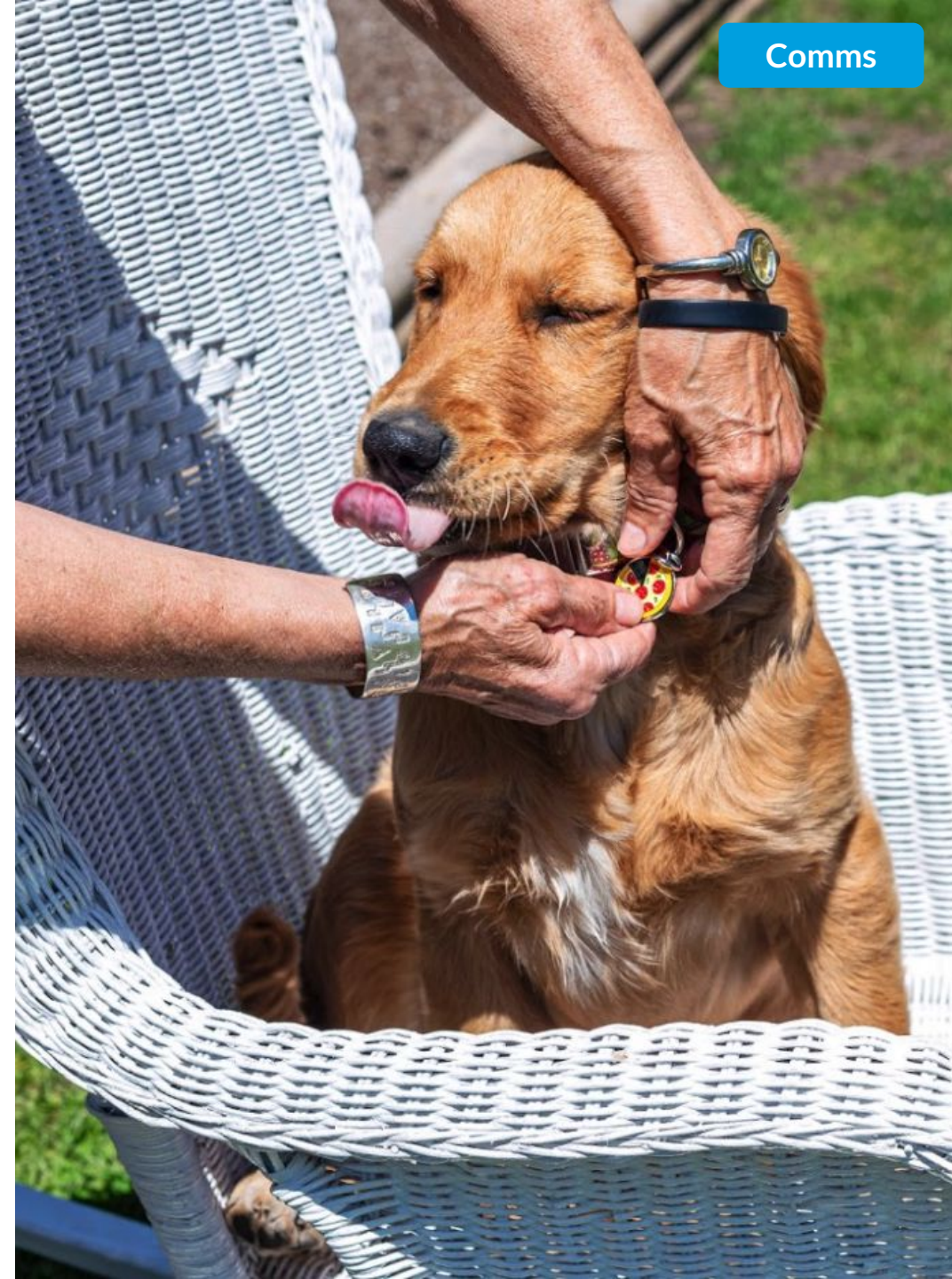


So, why do I have to do this anyway?

Do we do a good job of explaining the “why” of mandatory pet licensing?

Are we leveraging the opportunity to communicate throughout the lifecycle of a pet license effectively?

Can we, in fact, turn our licensees into referral agents?





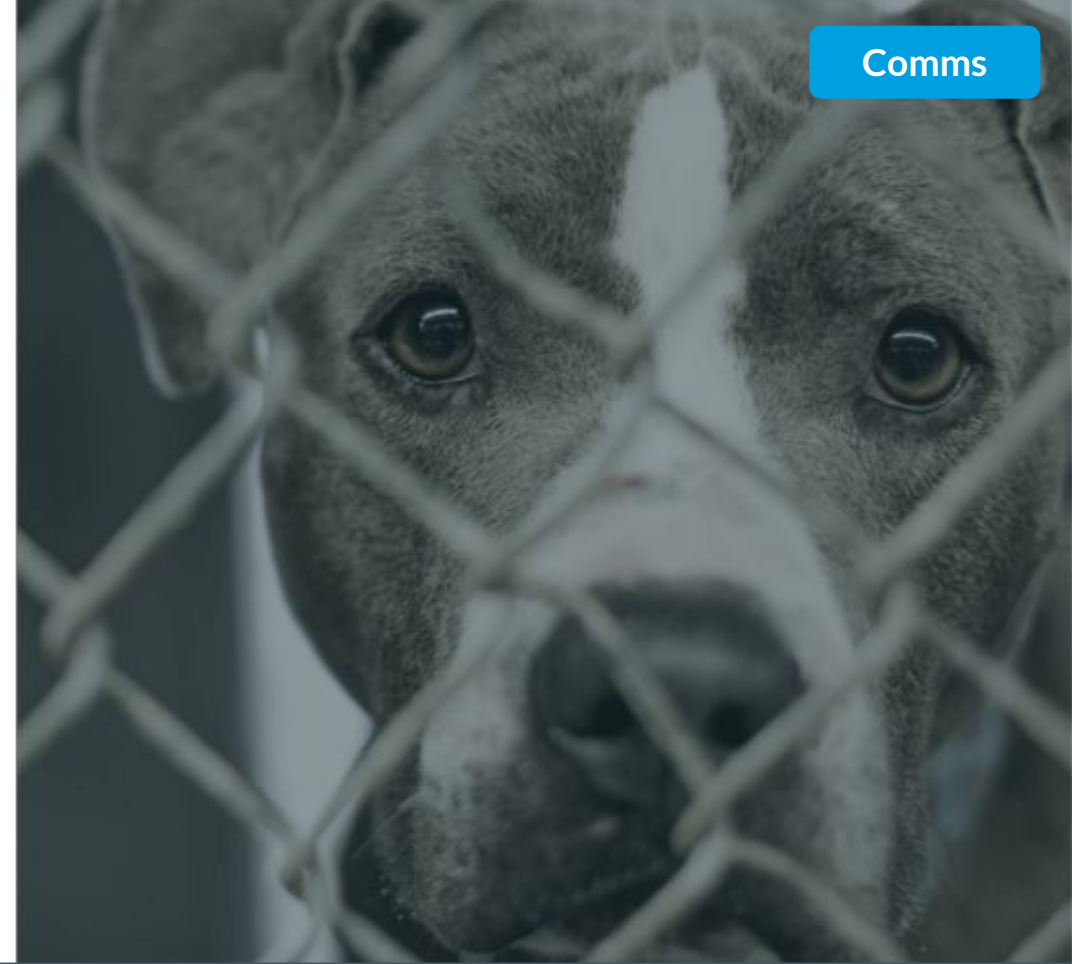
It's for us ...

“Dog licenses are mandatory in Muddleton. In fact, licenses are mandatory in nearly every community across North America. Why? Because licenses help keep pets and the communities they live in safe.

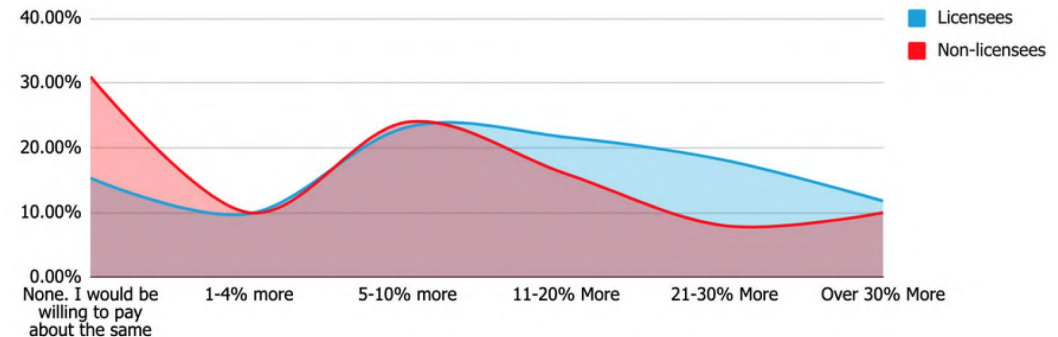
“Lost pets can end up in our shelter, and license tags tied to digital records allow us to get them home quickly to you - without taking up a valuable spot here.

“And license fees help us do what we do to protect and care for the animals in our community that might not yet have a home as loving or permanent as yours.”

Comms



“How much more would you be willing to pay for a dog license if 100% of sale proceeds went to your local animal shelter?”



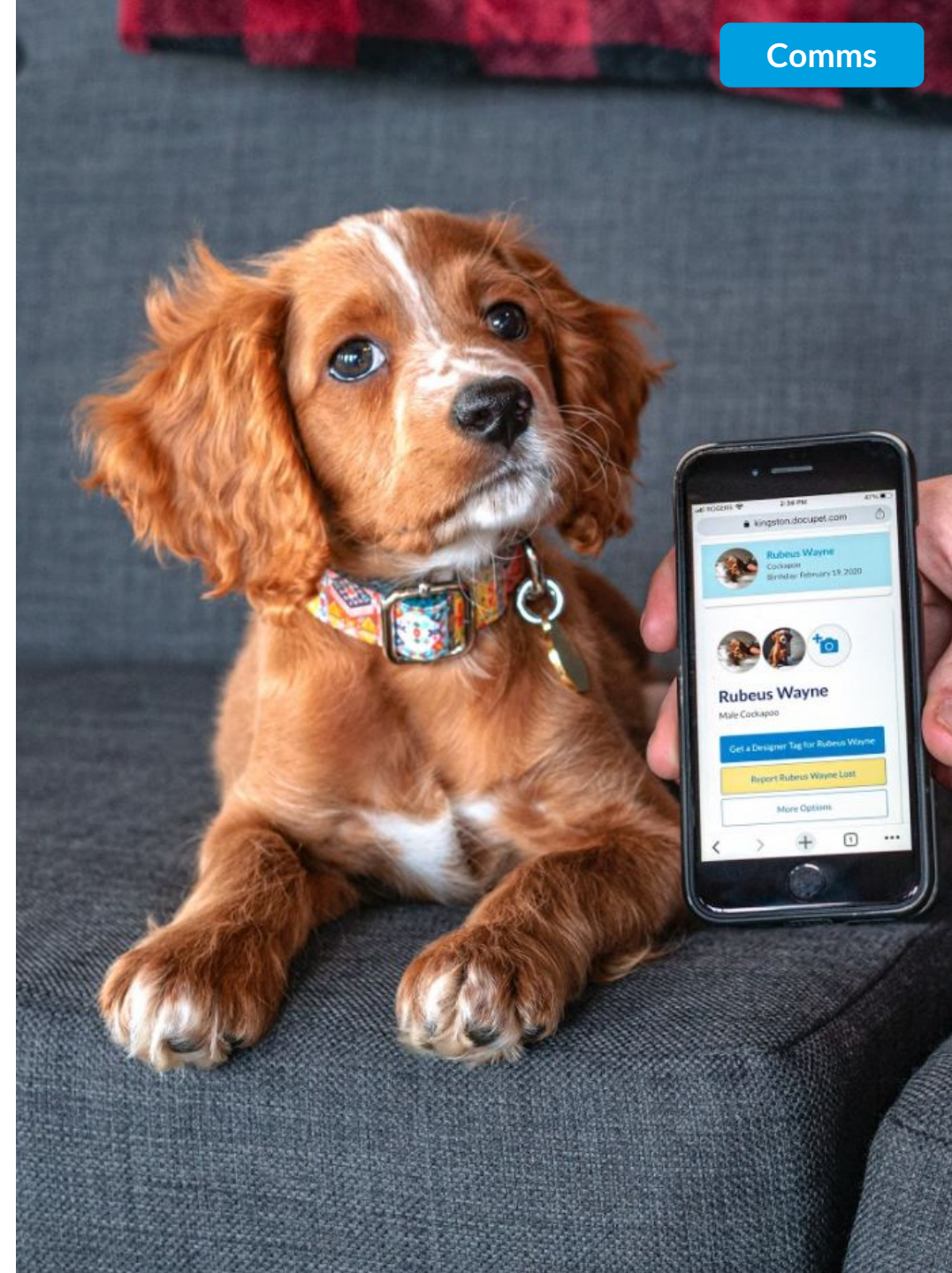


It's for you too!

“These tags are special. If your pet gets out, we’re here with our team to answer the call, support whoever has found your pet, and do all that we can to make a quick and safe reunion.

“They are also special because they show everyone your pet meets that you’re on our team. You’re supporting our efforts to keep every animal our community safe.”

Comms





Your licensee fan base

Imagine you are launching a new product for, say, home owners. Maybe it's a tech-laden door bell, or a new take on a cleaning product. How much would you pay for a 1% market share?

Licensing program organizations have a 23% market share among dog owners today. Woah! Not bad!

The best products don't require advertising - they rely on their customers to become referral agents. Can pet licensing possibly be the same?



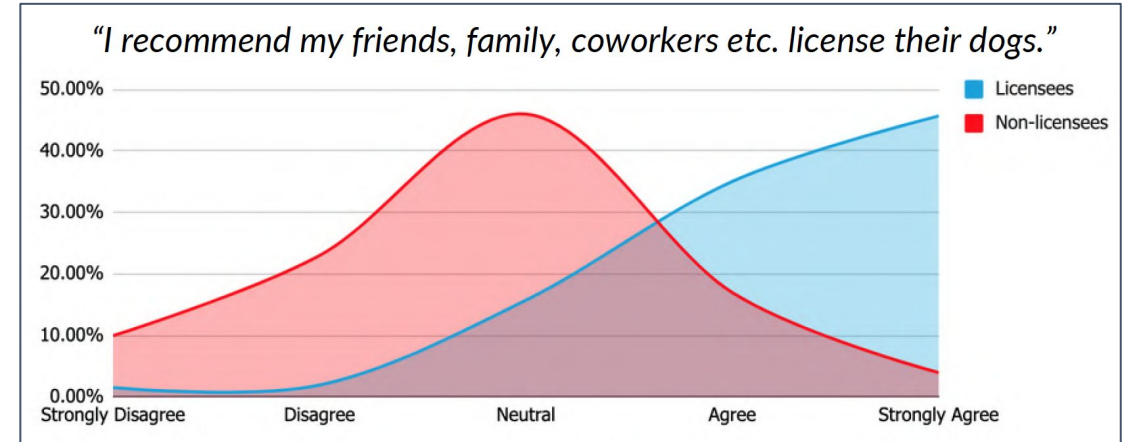


Communication Recommendations

- Keep it REALLY simple. Pet licensing is a very small deal for most pet owners.
- Make the value proposition clear and equivocal
- Focus on the carrot, not the stick (it seems most of us aren't afraid of the law when it comes to pet licenses.)
- Educate at every opportunity
- Keep your "customers" informed! Provide clear messaging, update them on the value their purchase is bringing to others in the community, and normalize pet licensing. (Ya, there's the email address having our back again!)

The end goal:

"What? You haven't signed up with Pasadena Humane? Oh man, you gotta!"





Let's work together!

Aligning our pricing, processes and policies may not be an easy, or an overnight task. But the benefits for all would include:

- “The deal” would be the same for everyone
- We would gather more and better pet and pet owner data
- Our communication would be clear and consistent
- Over time, our revenues would increase as our labor-burden and out of pocket costs decrease
- Pet licensing could become the norm in California

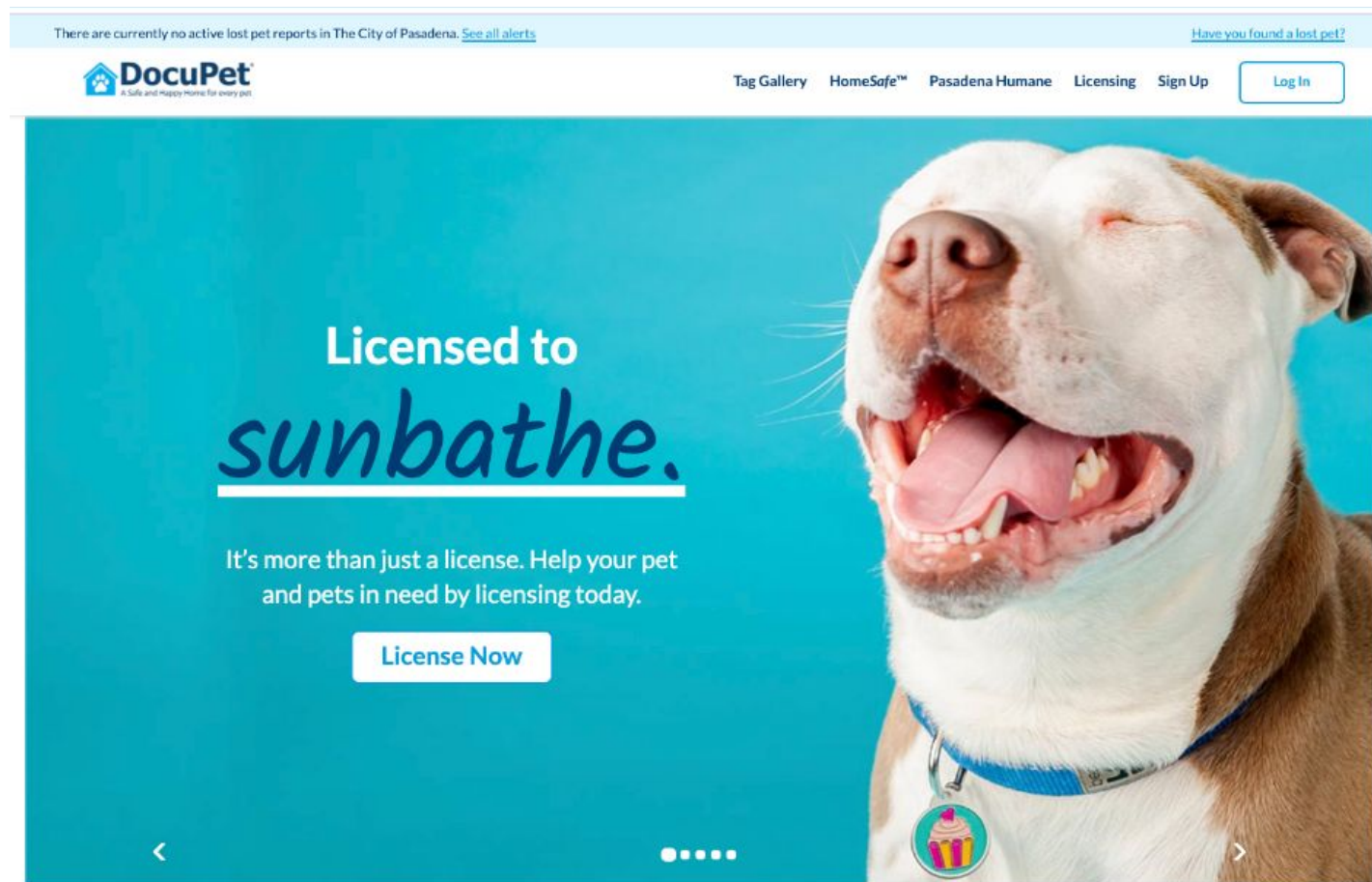




Flash Demo!

A single (free) platform to make streamline licensing:

- Common Experience and Messaging
- Local Customization
- Address matching and directing
- Shareable data
- Advanced Reporting
- Nationally Optimized



The official pet licensing partner of Pasadena Humane

Pet licenses are important. When lost pets end up in shelters, those with license tags get home faster, opening up shelter space for the animals that truly need it. License fees also help support critical community initiatives. We've partnered with Pasadena Humane and the City of Pasadena to make every pet license as valuable to you as it is to animal safety.

[Learn More](#)





A new standard for pet licensing

For Pet Owners...

- Online Payment and Document Management for New and Renew
- Secure Online Profile
- Fun and Personalizable Tags
- Free 24/7 HomeSafe Lost Pet Service
- More frequent, multi-channel reminders
- Customer Support via Phone, Email and Chat
- Communication throughout the year

For Our Partners...

- Modern Online Licensing Platform
 - 360 Pet Licensing Program Management
 - Increased Data Points with Full Data Access
 - Financial and Performance Reporting
- Enhanced Reminder Communications
- Updated Pet Tags and Lost Pet Supporting
- Marketing/Awareness Support
 - Online and Offline Advertising
 - Canvassing Software and Materials



Not a Penny to pay

- Consultations, System Set-up, System Launch
- County-branded Pet Owner and Administration Portals
- Bulk Data Uploading and Downloading
- Data Storage, Website Hosting and Website Support
- Performance and Financial Reporting

California
is now
free!

- Account Support, Management and Training
- Customer Service
- License Tags (HomeSafe™-enabled)
- Tag Mailing
- Emailed Registration Compliance Notifications
- Generation of Mailed Registration Compliance Notifications



You do what you do

Managed Services

We can support your daily operations with our Managed Services, including...

- Mailing License Compliance Notifications (we prep them for free)
- Data Handling
 - Mailed-in Application Form Processing
 - Data formatting
 - Hand-keying pet owner information

...all for a super-low per-license fee!



CalAnimals
Since 1909

Give it a try!

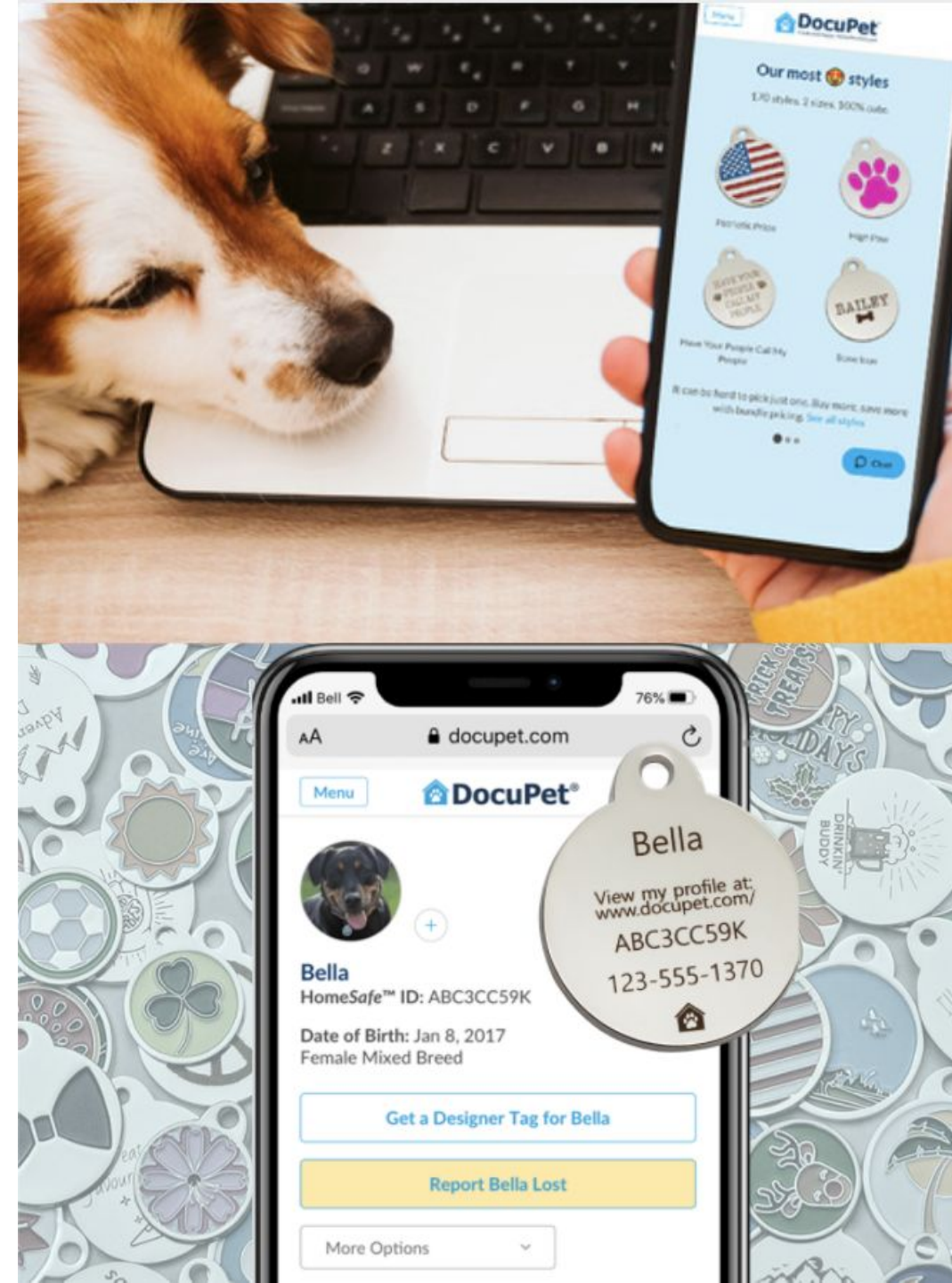
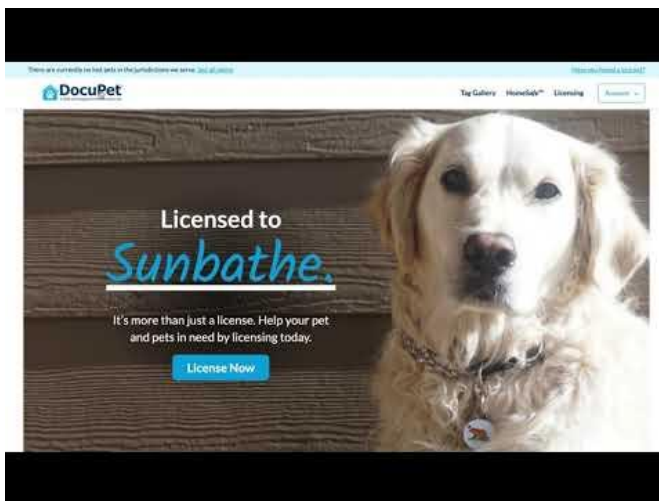
Register at www.docupet.com

- Use the Discount Code “TRYDOCUPET” at checkout for a free personalized designer tag.

Check out these two demo videos:

Pet Owner Experience

Admin User Experience



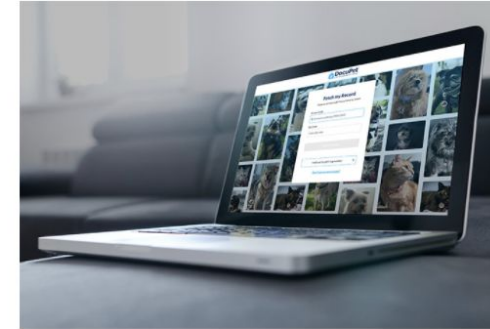


Thanks!

Detailed program details can be found at our new website:
partnerships.docupet.com

Please reach me any time for a full demonstration or just a chat at:
grant@docupet.com

Key Services



Software Solution

A customized online registration experience for licensees with a secure backend system designed to make administration easy. [Learn More](#)



Pet Owner Facing Website and Marketing Materials

Optimized messaging and marketing collateral templates that help you get the word out in the best way possible. [Learn More](#)

[illegible]

Data Tools

Our proprietary data upload tool makes it easy to keep records up to date and free of duplicates while retaining the level of access you need to make informed decisions. [Learn More](#)



Pet Tags and Order Fulfillment

We provide quality tags in every style imaginable to give pet owners the tags you want their pets wearing, in the designs they actually want their pets to wear. Free for you, awesome for them.

[Learn More](#)