

ADVERTISING AND PLACING YOUR DOG

- Fill out the attached Dalmatian Placement Profile **BEFORE** placing your add. Think about what your dog will *need* in a new home, what would be nice, but not a necessity, and what just won't work (i.e., no cats, no kids). From your Profile make a list of your dog's good and bad attributes. Use the good attributes to advertise your dog. Place an ad in your local paper, spread the word through friends, family and co-workers and hang flyers at your health club or vet.
- Be accurate and truthful in your ad, profile and discussions with potential owners. If someone knows they're getting a dog with limitations or problems, they will deal with them. Discuss your "bad list" attributes with each person who inquires. If they're not informed, they may return the dog when problems arise. Don't be afraid; remember what is considered a problem by one home may be perfectly okay in another.
- When people call to inquire about your dog, use the time for screening. It will save everyone time in the long run. Nobody wants to make a trip to see a dog only to find out that it's not the one for them, especially if they could have known before coming. Fill out an *Adoption Questionnaire* with each person who calls so that you can remember them and their phone number.
- Let adopters know that you won't make a decision on the spot. Allow yourself room to gracefully turn someone down who is unsuitable.
- Have the animal spayed/neutered **BEFORE** placement. This is a PLUS for the potential owner.
- Fees. Your dog must be perceived as having value. We recommend a minimum fee of \$75. If the "perfect" person comes along, loves your dog, but can't afford the fee, s/he is telling you that they cannot afford a dog. Food and veterinary care cannot be postponed for lack of funds. A suggestion to ensure a good, lasting placement is to offer a refund upon completion of an obedience course. Obedience training is cheap compared to the potential problems it can prevent.
- When the new owner picks up the dog, give them all the dog's records: medical, registration, training, etc. Check in occasionally during the first few months to provide support and encouragement.