



# FAQ

## What is the Pet-Inclusive Housing Initiative?

The Pet-Inclusive Housing Initiative was created to build a stronger and more pet-inclusive rental housing industry because we believe that people and pets belong together - no matter where they live.

## What does the Pet-Inclusive Housing Initiative do?

The Pet-Inclusive Housing Initiative (PIHI) was created by Michelson Found Animals Foundation in partnership with the Human Animal Bond Research Institute (HABRI) to commission research to better understand pet-related housing issues and find the right solutions to help keep people and pets together. From this research, PIHI develops resources, partnerships, and actionable tools to increase the availability of truly pet-inclusive rental housing.

## Is pet-inclusive the same thing as pet-friendly?

No, pet-inclusive and pet-friendly do not mean the same thing. Most housing providers view themselves as pet-friendly if they allow residents to have at least one pet, regardless of other restrictions. However, many rental communities have significant pet breed and weight restrictions that create barriers for pet owners; in fact, only 8% of rental housing is free from restrictions. When housing units are pet-inclusive, however, they generally have basic pet amenities, no breed or weight restrictions, and no unreasonable fees.

## Why does pet-inclusive housing matter?

Roughly two-thirds of households in the US own a pet. 76% of housing owners and operators say they are pet-friendly - yet 72% of renters say that pet-friendly housing is hard to find. Something isn't adding up. That is the gap between pet-friendly and pet-inclusive.

## What difference can pet-inclusive housing make?

Bridging the gap by increasing the availability of pet-inclusive housing can help families find the homes they need, provide economic benefits to rental housing operators, and help millions of animals find new homes over time.

## Do housing operators see quantifiable financial benefits from accepting more pets?

Rental housing operators who have lifted or eased restrictions usually see higher retention rates among pet owners. Not only do these renters tend to become more socially connected via their pets, but they also opt to stay longer because there are so few units available to owners of large or traditionally restricted pets. These higher retention rates result in lower turnover costs (nationally averaging nearly **\$4,000 per unit**) and decreased vacancy loss (averaging **7-10 days of lost rent** when a unit turns over). We encourage operators to measure and track these impactful cost savings as contributors to net operating income (NOI), mitigating any perceived need for high pet fees and/or rent which may become burdensome to the renter.

## Are there other benefits to housing operators from being more accommodating to pets?

Yes! On average, residents in pet-friendly housing stay 21% longer than those in non-pet-friendly housing, and 83% of housing operators say pet-friendly vacancies are filled faster. By allowing more pets at their rental properties, rental housing operators can expand the number of potential residents, increasing their odds of finding great renters who will stay for a long time. In addition, pets are great community builders, encouraging residents to connect with one another on a regular basis. Among both pet and non-pet owners, more than 7 in 10 residents surveyed said that pets can help bring people together within the entire community.

## How can I get involved?

You can start by visiting the PIHI website, [petsandhousing.org](https://petsandhousing.org), and downloading our [Pet-Inclusive Housing Report](#). You will also find many other resources for [rental housing operators](#), [pet owners](#), and [animal welfare organizations](#) for growing pet-inclusive communities. While you're there, you can also sign up for the [PIHI monthly newsletter](#), where we bring you the latest information and share stories about rental communities that have made the jump to pet inclusivity!