

PETS IN RENTAL HOUSING 2025 OUTLOOK

Pet-Inclusive
Housing Initiative

PRESENTED BY

Michelson
Found Animals





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INTRODUCTION

The Pet-Inclusive Housing Initiative (PIHI), spearheaded by Michelson Found Animals Foundation, is at the forefront of redefining rental housing for pets and their people. As we move into 2025, the initiative continues championing less restrictive policies, data-driven strategies, and community partnerships that make pet-inclusive living a reality. PIHI envisions a future where all companion animals are considered integral members of thriving communities, regardless of breed or size. This report outlines key insights, the challenges ahead, and the transformative steps planned to enhance the rental housing landscape for pets and people alike.



ROSS BARKER

PROGRAM DIRECTOR

KEY INSIGHTS



Pet-friendly is no longer enough for renters.

Current multifamily pet policies don't meet renters' needs.

The largest property management companies are poised to lead the way to pet-inclusivity.

Simple changes to pet policies mean big benefits.



KEY NUMBERS

2 in 3

U.S. households have at least one pet.

92%

of residents consider pets to be important members of the family.

72%

of residents say pet-friendly housing is hard to find.

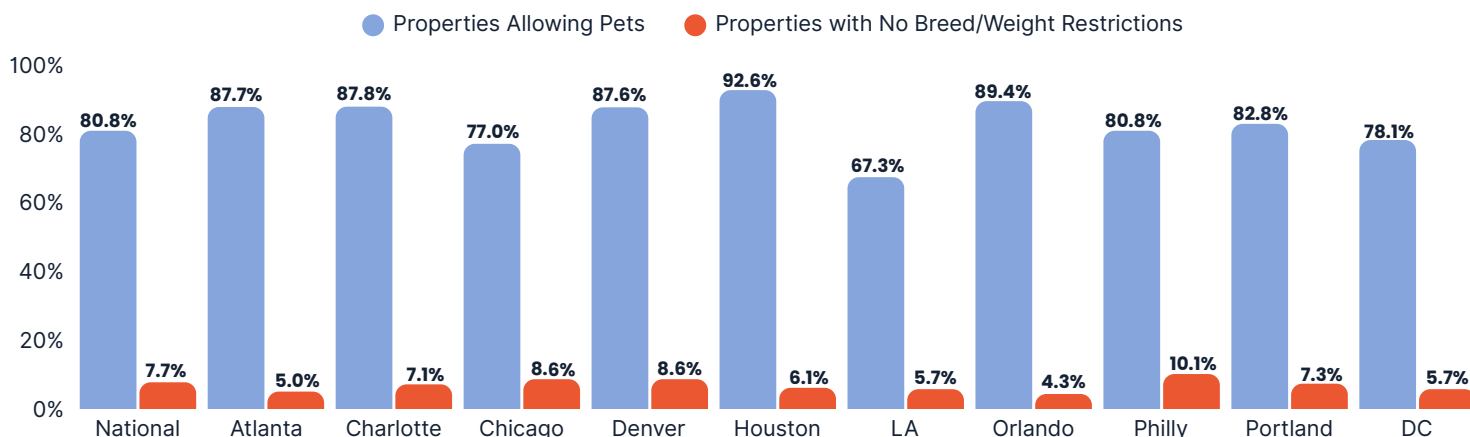
Only 8%

of rental housing is free of all pet restrictions.

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 11% when it comes to more pet-inclusive policies.

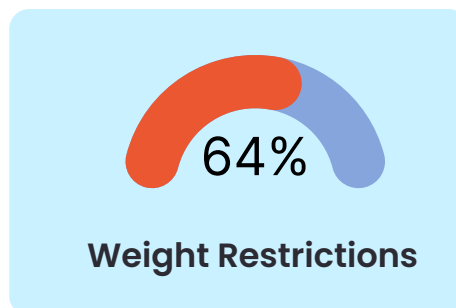
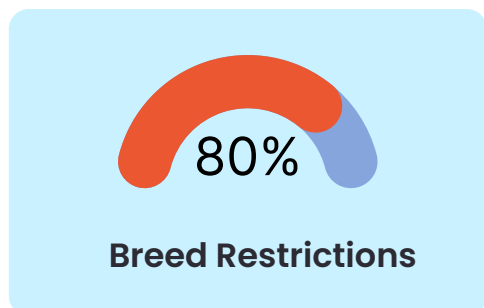


**Based on Smart Apartment Data, 1/2/25*

PET-FRIENDLY IS NO LONGER ENOUGH FOR RENTERS.

For many renters, especially those with larger dogs, multiple pets, or breeds commonly excluded by restrictive policies, "pet-friendly" often suggests surface-level acceptance and translates to significant barriers for pet owners.

PET RESTRICTIONS AMONG PROPERTIES THAT ALLOW PETS



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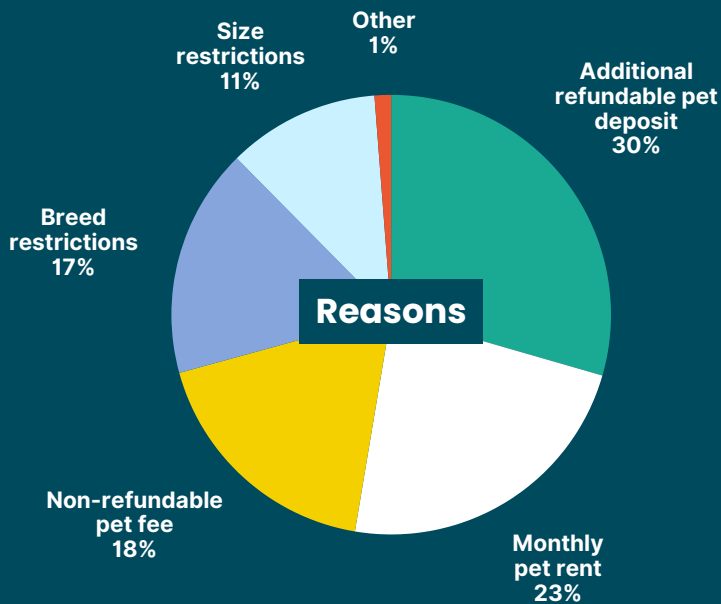
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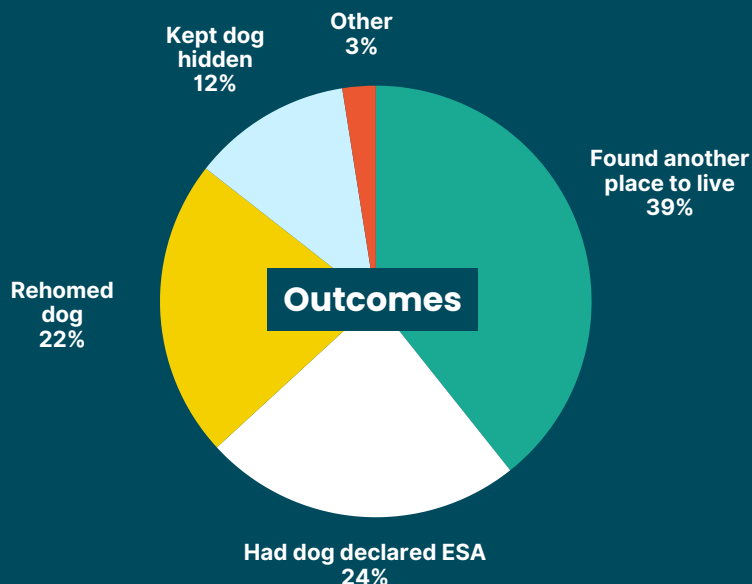


CURRENT MULTIFAMILY PET POLICIES DON'T MEET RENTERS' NEEDS.

Over 50% of dog owners surveyed reported difficulty finding housing with their dogs. Here are the difficulties they cited and the outcomes.

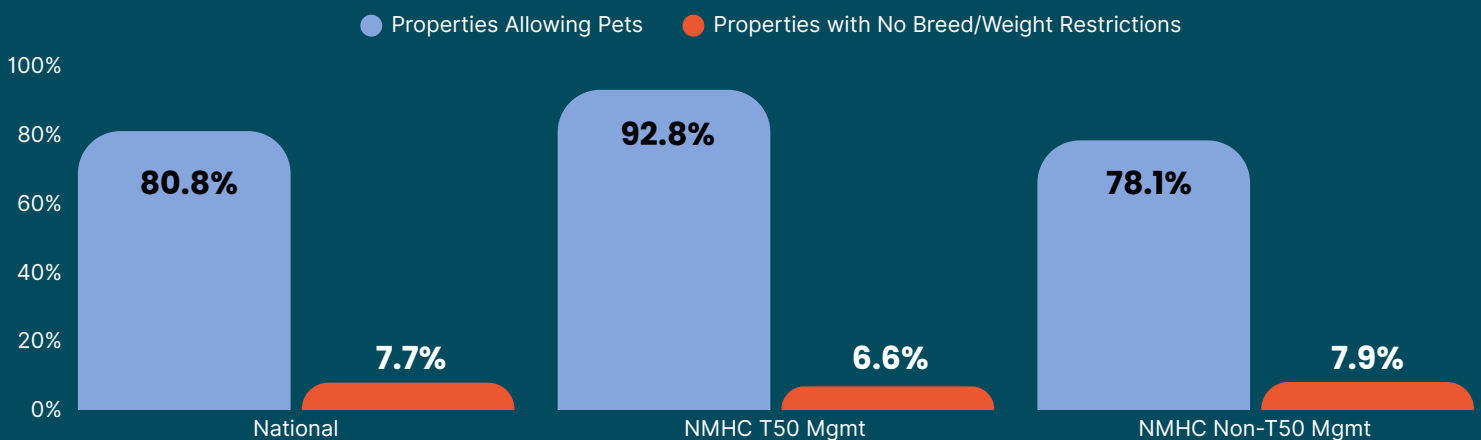


Pet-related fees top the list of barriers for dog owners seeking housing, followed by breed and size restrictions. These limitations constrain options and emphasize the pressing need for pet-inclusive policies to accommodate the growing population of pet-owning renters and foster a more equitable housing market.



Restrictive pet policies create tough choices, often forcing renters to move, rehome pets, or hide them. These challenges disrupt lives and housing stability, spotlighting the need for policies that reflect modern renter lifestyles, ensuring inclusive, compassionate communities for people and their pets alike.

THE LARGEST PROPERTY MANAGEMENT COMPANIES ARE POISED TO LEAD THE WAY TO PET-INCLUSIVITY.



**Based on Smart Apartment Data, 1/3/25*

More than 90% of properties operated by NMHC's largest 50 managers welcome pets, outshining smaller competitors by over 14 percentage points. Yet, smaller companies lead the way in less restrictive pet policies, edging out larger firms by a full percentage point. The data reveals a clear opportunity for further progress.

SIMPLE CHANGES TO PET POLICIES MEAN **BIG BENEFITS.**



Easing or lifting pet restrictions benefits rental housing providers, driving both financial returns and resident satisfaction. Pet owners stay up to 21% longer, reducing costly vacancy loss and turnover expenses. Inclusive pet policies allow housing providers to attract more prospective renters and foster loyalty and community engagement, increasing revenue opportunities. For pet owners, these policies ease housing stress and costs, while for animal shelters, they help reduce overcrowding, euthanasia rates, and pet relinquishment.



The Pet-Inclusive Scorecard

How does your property stack up?

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READY TO TAKE THE FIRST STEP TOWARD PET-INCLUSIVITY?

1. Generate your property's [Pet-Inclusive Score](#).
2. Utilize [free resources and tools](#) to improve pet policies.
3. Submit your nomination for the [Pet-Inclusive Housing Awards](#).



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2025 PETS & HOUSING AWARDS

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Saving Pets, Enriching Lives.