

How much should I charge for my pet-sitting services?

It's a question we hear a lot at Pet Sitters International (PSI), but it's a difficult one to answer. Service providers, such as pet sitters and dog walkers, are prohibited from collectively discussing specific pricing details because of anti-price fixing laws.

However, PSI's 2014 State of the Industry Survey included questions on rates and services, and we are able to share that information with you.

PSI surveys its nearly 7,000 member businesses every three years on topics including pet-sitter demographics, service prices, income, business size and types of services provided. The survey results are used to develop an accurate PSI member profile and to examine industry trends. Thirty-three percent of PSI's members responded to the 2014 survey.

Below are the national averages for various services offered by professional pet sitters and dog walkers.

Keep in mind, rates vary depending upon where you live. So it's a good idea to take a look at what other pet sitters and boarding facilities and doggie daycares in your area charge in order to get an idea of local pricing.

Also, keep in mind that almost all of the pet sitters completing PSI's survey maintain pet-sitter liability insurance.

Service	Average Length	Average Fee
Basic pet care visit	32 mins.	\$18.67
Dog walking	31 mins.	\$18.23
Overnight sits	15 hrs.	\$62.18
Pet transportation	35 mins.	\$22.38



A word about setting your pricing...

Remember, when setting fees, you'll want to do some calculations to anticipate what your overhead business costs will be. The expenses include insurance and bonding, utilities, phone bill, printed literature, advertising, etc.

In order to meet these expenses, you will need to factor a flat overhead cost *and* a margin of profit into each service fee.

Let's Keep in Touch!

We'd love to talk with you more and welcome you to the PSI family! Contact PSI Member Services at info@petsit.com or by phone at (336) 983-9222, option 1.

Established in 1994, Pet Sitters International (PSI) is the world's largest educational association for professional pet sitters, representing nearly 7,000 independent professional pet-sitting businesses in the United States, Canada and abroad.

PSI provides members with access to affordable bonding and liability insurance and educational resources including a comprehensive Certificate Program, *Pet Sitter's WORLD* magazine, The Scoop e-news and PSI's annual Pet Sitter World Educational Conference & Expo.

For more information, visit www.petsit.com, home of the Official Pet Sitter Locator™. Visit [The Pet Sitter Shop](#), the largest specialty retailer of products for pet sitters and pet-sitting business owners.

You can also follow us and join the conversation online:



The PSI Blog



"You have to remember all the expenses that go into the professional pet care services you're providing. And you have to believe that you're worth it and be ready to explain to surprised customers that there is more to this business than simply putting out some pet food. Once customers understand the value of your services, price is usually not a deterrent."

– PSI President Patti Moran

