

Home Again

I am sending this to all of you in case your adopters get this letter and ask. Home Again has a basic package which is what we buy. I think they give a complimentary year of their "extra" coverage. When the year is up, and the adopter gets this letter, it can easily be read that their coverage is expiring. Actually only the "extra" bells and whistles are expiring but this approach is likely gaining them some customers who pay the annual fee never realizing that they don't need to do so.

You might want to keep a copy of this letter and when you do the adoption, warn the adopters that this will happen. If they read it closely, they will see that the basic package is still in place. But because they don't understand the program, I am sure it fools more than not. Of course, if they want to go to the HomeAgain website, they can see what the extras are and opt to pay for it but you might want to let them know it is not necessary.

Another note, it is good to remind them to check with the microchip company about a month after the adoption to make sure that the chip has been registered properly and if it isn't, to contact us to get that fixed.

If you have questions, Chris G. is the one who registers the chips. She keeps a record of the registration and when it was done. In the case of HomeAgain, hopefully the foster home is having the vet hold the registration until the dog is adopted and then either they or Chris is letting the vet know to register the dog to the new owner.

Hope this is helpful. Oh how, I wish we didn't have to deal with HomeAgain. But we do.

Below is an example of the notice being sent to adopters. I highlighted in yellow the important part of the information which lets them know that they are covered without paying an annual fee but most people are not going to read this or be sure they understand it.



Renew Your HomeAgain Membership Today!

Dear

YOUR DOG's annual membership in the HomeAgain Pet Recovery Service is coming up for renewal. For only \$16.99, you can renew your annual membership and rest assured that YOUR DOG is protected with a comprehensive package of safety and wellness coverage. Please renew to ensure uninterrupted protection.

Because our friends at FetchDog.com care about the safety of your pet, they are offering you a promotional code good for \$20.00 off your next purchase on their site.

RENEW TODAY! \$16.99

and save \$20
off top quality dog products
on orders of \$100 or more
from our friends at
FetchDog.com.

Renew Now

PET NAME	MICROCHIP ID	MEMBERSHIP EXPIRATION	ANNUAL MEMBERSHIP
YOUR DOG	XXXXXXXXXXXX	XX/XX/XXXX	\$16.99

Renew Today.

GET STARTED NOW ▶

HomeAgain Membership includes:

Proactive Pet Recovery

- **How microchipping works** – If your lost pet is taken to an animal shelter or veterinary clinic, they will scan the microchip to read its unique code. This code will be used by HomeAgain to retrieve your contact information and reunite you with your pet.
- **HomeAgain helps you search** – If your pet gets lost, HomeAgain sends out Lost Pet Alerts to veterinarians, shelters, and volunteer PetRescuers in the area where your pet was lost, and provides a "Lost Pet" poster that you can print and post in the neighborhood.

Plus much more...

- **24/7 Emergency Medical Information Hotline** – in emergency situations, get telephone assistance provided by ASPCA veterinarians (a \$60 value).
- **Unlimited updates** to your contact information and pet's profile in the HomeAgain National Pet Recovery Database, and anytime access to trained **Pet Recovery Counselors**.

YOUR DOG'S microchip only provides **basic*** information should your pet become lost. So renew today to keep YOUR DOG'S membership active.

After renewing your pet's HomeAgain membership, you will receive your FetchDog.com promotional code within one week.

Give your pets the protection they deserve—give them HomeAgain.

Sincerely,

XXXXXXX

*Basic service: Your pet's microchip number and your contact information will remain in the HomeAgain Recovery Database forever. You can update your contact information at www.HomeAgain.com at any time.

Renew your HomeAgain Membership today and
Save \$20 off your dog products from FetchDog
when you spend \$100 or more.



fetchdogTM
All the Best
for Your Dog

Give them a bone, a bowl, a bed, and a ball too!

Visit **FetchDog.com** for all your Dog's favorite things.