

*"Making **pet-friendly tourism***

*an **exceptional experience** for guests, staff and pets"*



**STEVE BROOKS K9U**

PET-FRIENDLY CONSULTING

Become a Top  
**PET-FRIENDLY**  
Establishment



## **STEVE BROOKS K9U Pet-Friendly Consulting**

offers full-service education and support to hospitality managers and staff.

We help you develop **pet-friendly services** and amenities that **increase revenue, reduce liability** and **improve the experience** of guests with pets.



*We deliver **on-site assessments** and recommendations as well as **customized consulting services** to address specific concerns.*

# OUR SERVICES

Steve Brooks K9U Pet-friendly Consulting is committed to your success in developing your pet-friendly business.



We offer a variety of services to help you to **plan, design, implement and educate** your staff on **pet-friendly** hospitality services.

**EDUCATION** – Train management and staff to support guests (with or without pets):

- **Policy** training
- Dog **behavior** training
- How to read dog **body language**
- How to prevent and **break up fights**
- **Proper greeting behaviors**

**BUSINESS** – Help marketing staff identify advertising opportunities in **pet-friendly publications**. Develop web-based social media and marketing campaigns.

**AMENITIES** – Design and supply **pet-friendly amenities**:

- In-room **amenities package** with special pricing
- **Proper and safe** toys, crates, leashes and supplies
- **Cleaning supplies**, health notice signage and equipment

**BOUTIQUE/SPA** – Assist in the design and set up of a **pet boutique, holistic spa and/or boarding kennel**.

**EVENTS** – Help plan as well as provide professional services for special events, including seminars and workshops.

**SPECIAL SERVICES** – Provide **phone consultations** with **Steve Brooks, CPDT/KA**, for guests with pet behavior issues.

**POLICIES** – Assist in **defining and documenting guest and staff polices** including creating forms and brochures.

**DINING** – Work with in-house chefs to create **healthy treats and meals** for pets and “in-room dining” services.



**PHOTOS & ARTWORK** – Provide photos and artwork to resell or use in-house.

**FACILITY DESIGN** – Work with architects, contractors, grounds keepers, and designers to **design and build** pet-friendly facilities.

- Provide green cleaning supplies
- Supply health notice signage
- Advise on all equipment

# METHOD



**Steve Brooks K9U Pet-Friendly Consulting** has developed a proprietary methodology for assessing **pet-friendly tourism services** and helping hospitality managers expand their business with responsible, healthy and fun amenities for guests and their pets.

Our **holistic approach** examines pet-friendly services from the perspective of guests, pets, staff, and the business. Recommendations are designed to demonstrate a deep regard for pets and guests while providing a **safe and enjoyable** visit for all.

In addition to making pet-friendly amenities more guest friendly, we also offer suggestions for **business opportunities to expand operations** and **increase revenue** while lowering the risk of liabilities.

Our **in-depth knowledge of pet behavior, needs, and care** make us uniquely qualified to help you create pet-friendly services and amenities. We have **more than 20 years experience** training and working with pets in numerous capacities, including education, kennel management, health care and behavior modification.

In addition to working with pets, we have developed a **successful pet care business** in Los Angeles and have been **featured internationally** in books, movies, television and other media.



**EXPERIENCE**

# “RUFFLY” SPEAKING

**Steve Brooks K9U Pet-friendly Consulting** is a strong proponent of rewards-based pet training and behavior modification. We find this approach to be the most **effective and humane strategy** when working with dogs. We recommend that any pet-related services follow similar methodologies with regard to companion animals.

Whether you need a supplier of equipment and pet-friendly products, help planning and delivering weekend events, expertise on defining policies or training staff, advice on how to lower liabilities, or recommendations to increase revenue, **Steve Brooks K9U Pet-friendly Consulting** is here to help you!

See our web site at [stevebrooksk9u.com/hotels](http://stevebrooksk9u.com/hotels). Look for Steve's biography and read about his training tips. You may contact us via email at [steve@stevebrooksk9u.com](mailto:steve@stevebrooksk9u.com) or by calling (323)498-5591.

