

THE FULL STORY

Why You Should Focus on Pet Care Businesses

Did you know that in 2016, nearly \$6 billion was spent on pet services?¹ And, with millennials and baby boomers spending disposable income generously on pet family members, the demand for pet care services will only continue to grow. If you're not focusing on this industry, you're missing out on a great business opportunity.

Travelers understands the unique needs of the Pet Care Services industry, which is reflected in the customized coverages we provide. **Master Pac**SM offers key coverage endorsements specifically tailored for pet care businesses, such as:

- **Pet Grooming Liability Endorsement²** – Automatically included for Pet Grooming and Pet Day Care and Overnight Boarding services. Covers injury to dogs, cats or other domesticated animals as a result of your client providing or failing to provide pet grooming services.
- **Boarding Kennel Endorsement²** – Automatically included for Pet Grooming and Pet Day Care and Overnight Boarding services. Covers injury to dogs, cats or other domesticated animals in the care, custody or control of the policyholder.
- **Veterinarians Professional Liability Coverage** – Optional add-on coverage in the event of a professional error (“medical incident”) that results in the injury to or loss of an animal up to \$2M/\$4M (Occurrence/Aggregate).
- **Animal Floater** – Optional add-on coverage in the event of accidental injury, death, damage, theft or escape of animals belonging to others that are in your client’s care, custody or control, and on your client’s premises for examination, treatment, grooming, boarding or breeding, or while in transit.
- **Business Income – Mobile Operations Vehicle Endorsement** – Optional add-on coverage extends BIEE coverage for loss of business income due to direct physical damage to policyholder vehicles/trailers that provide services on the road.

Pet Care businesses all have one thing in common: their love for animals. Use these tools in conversations with clients and prospects to explain why Travelers is the smart choice to protect their business – and their passion.

[Coverage At-A-Glance](#)

[Coverage Scenarios](#)

[Appetite and Eligibility Guide](#)

[Customer Email](#)

Instructions for using the email:

- Open the HTML file.
- Hit CTRL and A to select everything on the page.
- Hit CTRL and C on your keyboard to copy.
- Open up a new email message in Microsoft Outlook.
- Click in the body of the email, then hit CTRL and V to paste the HTML into the email.

You should now see the email in the body of your email – ready to send.

Log on to our [Marketing Resource Center](#) from **Agent HQSM** to access the upcoming full suite of Pet Care Services marketing materials.

¹American Pet Products Association – americanpetproducts.org/press_industrytrends.asp

²Endorsements are available to other Pet Care Services businesses as an optional add-on coverage.

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