



Countryside Pet Resort's Strategic Vision

Countryside Pet Resort has created a strategic vision to move it forward into the future with a clear direction and purpose. This statement is designed so that all of us that work here can hopefully relate to it, utilize it in our daily work, and see where we each fit into Countryside's story in a productive and meaningful way. It is to be used on a regular basis, by all employees, as a guide to who we serve best, how we serve them the best, and why your work here matters to our clients. You have to understand that carrying out your daily duties at Countryside in the prescribed manner adds to the happiness and peace of mind of our customers and their pets. We all need to know that and communicate that with our actions.

Who We Should Serve Best

The pet owner that considers his or her pets as family members and who is well informed on how to properly care for those pets is our target customer. An example of such clients are the Bryans. They live approximately 10 miles from the kennel and are crazy about their Labrador Retriever, Arthur. Arthur is a family member to Lisa and Scott. They are very conscientious owners who want the best for him and are willing to drive a bit of a distance to leave him in a place where they know he is safe, has plenty of room to play, and is interacted with on a daily basis.

Our best clients, like the Bryans, are already well educated about dog care but value our expertise on various matters. When they leave Arthur at Countryside, they really want two main things from us: 1) peace of mind and 2) great service.





Peace of Mind

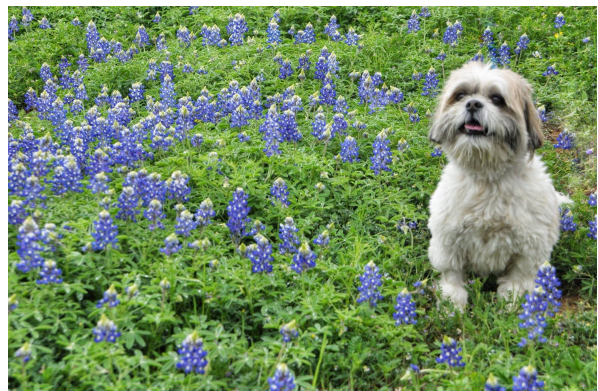
Peace of mind for our customers means they don't have to worry about their dog or cat while traveling. It means they can relax, knowing that their pets are safe, in the best hands, getting excellent care, and having a good time. Our clients want to know, as pet owners, that they are doing the best they can for their pets and it means knowing that they can trust us.

Building clients' trust is a process that takes time but starts with our first interaction with the client. Being personable with our clients shows we care--about them and their pets. Finding out where they are going on their trip, asking questions about their mode of travel, activities that are planned, and how they have been since we last saw them makes their interaction with us much more personal. It demonstrates our interest in them as more than "just a client" but as a person. Getting to know our clients in this manner facilitates the building of trust with the client and raises their "peace of mind" level while they are away. Gaining this level of trust also allows us to recommend care for the pets that might be needed and discuss food/nutrition issues.

Another aspect of gaining clients trust is our ability to listen to them. And the level of courtesy and professionalism in which we answer any questions is very important in showing our concern and interest in what they are talking about. By showing that we understand the issue that concerns them we can demonstrate our willingness to help and make the problem better. "Great service" can often sound like a marketing term but at Countryside we really mean it. The Bryans of the world have a certain expectations when they bring a pet to us—how they will be greeted, how the pet will be taken care of, how we will interact with the pet etc.—and they really expect to see those results. And it is our job to deliver those results consistently and professionally.

How We Serve Them Best

The term "service" encompasses a wide range of meanings but at Countryside it first means that the client's dog is happy and comfortable in our facility. Our clients think that their pet is having a good time just like they are! But it means more than just this. It also means providing options for the pet's care—and having those services provided and priced appropriately. Additionally, excellent service begins with the first contact with the client whether on the phone or when they walk in the door. And this means they are greeted in a friendly and professional manner, engaged in a sincere conversation and listened to! We also have to have a culture that inspires everyone to think ahead and to consider what might be important to any particular client. Maybe just a reassuring phone call while they are





gone or an unexpected gift at checkout (a complimentary bath or nail trim, a tote bag, note pad etc...).

Carrie and Kirk's European Vacation

It wasn't too long ago that Carrie and Kirk decided to go on a vacation to Europe. Carrie had been there as a college student but always wanted to go back. But the busyness of life had always gotten in the way. Now, she decided it was finally time.

As they were happily planning their dream vacation, 3 weeks in Europe, choosing the right hotels, organizing the activities, deciding with restaurants to visit, Carrie was suddenly struck with an overwhelming feeling of guilt.

Why? She was supposed to be excited and happy but suddenly that all seemed to disappear. It was the thought of their dogs. Would they have as good a time as Carrie and Kirk? Would they be happy and well cared for? What kind of owner would she be if she left this to chance?

At this point the Eberhardt's had not yet come to be a customer at our facility and just tried to make do with what they could find in the way of dog care. They were not very happy. As a matter of fact, they used to have 3 dogs until one died at another kennel facility. It had devastated their entire household so much so that they had been afraid to go on vacations because they had such mistrust in the animal care industry. And with this trip in the planning stages, Carrie promised herself that this time would be very different.

How She Found Us

Carrie and Kirk had close friends that also had cats and dogs. They watched as their friends took trip after trip and their pets always came back happy and healthy. Carrie approached her friend with her dilemma. She asked her friend who they had found to take care of the family pets while away.

With Carrie in tow, her friend went to the computer and pulled up our website. She went into detail what our facility has to offer and even showed her online photos of the dogs and cats at our facility. She explained that she knew the staff and owners and trusted out facility with her family members. She told Carrie to call us but she had better hurry as our kennel books up quickly during peak seasons.



That's how we first met Carrie and Kirk Eberhardt. Carrie called us that day and asked us a ton of questions. We listened to her story and it brought tears to our eyes. We invited her to come out and take a tour anytime during business hours. She didn't need an appointment nor did she need to call ahead of



time. She was so relieved to hear that because other places required appointments and she shared that she always was concerned that they were “staging” their tours. She was so excited about the expertise and professionalism that she shared her experience with Kirk. They talked and decided when they would come for their “unannounced” tour.

Lifelong Relationships

As you can see, we want to start the relationship on the right footing, so that long term trust can be established. Our best clients become a part of our family and we become a part of theirs. We’re not just another stop on the to-do-list. We care and we know them and their dogs and they value us for that. We want them to continue being customers through generations of family dogs. Customers for life is our goal.

Because Carrie and Kirk’s travel plans were coming up soon, they needed to take the tour soon. On the day they decided to tour (which was the next day), they pulled up in the parking lot and we were ready.

The Tour

Carrie and Kirk arrived anxiously but soon were put at ease by the view of the dogs playing in the yards. They were greeted by a friendly staff member upon entering the lobby—with a smile and hello. They even commented about how great the place smelled—that it doesn’t smell like animals.

We spent a few minutes getting to know Carrie and Kirk and hearing about their dogs. It wasn’t long after they arrived before we took them on a tour. They got to hear about the facility—when it was constructed, how it was built to be what it is, and see for themselves how clean and functional it is. They heard about how Anne became to be the owner of the facility, her history showing and raising Airedales, and her involvement in dog sports.

Our boarding kennels look and smell clean, and our buildings are in very good shape. Our floors are tiled or epoxy flooring throughout most of the facility, and each suite has its own private inside and outside area—with a doggie door that allows the dog to go in and out as it pleases most of the time. Carrie and Kirk could tell by the condition of the buildings and the play areas that their dogs would be safe and secure.

After visiting the entire facility, Carrie and Kirk were very impressed with the cleanliness and professionalism showed. They knew this was the place.

We answered all their questions and gave them a schedule of fees along with all of our requirements. They were really impressed that the owners live onsite. They made a ‘trial weekend’ reservation that day to give their dogs an opportunity to see how they would like the facility.



Their First Stay

An employee walked outside to meet Carrie and Kirk and the dogs. The dogs were quite a handful getting out of the SUV and much to Carrie and Kirk's relief, the staff member helped get both dogs inside. Carrie got to walk inside without being tugged along by the dogs and she appreciated that gesture.

Carrie, Kirk and the staff member went over again what the day would entail and confirmed any bath requests or other needs they had. They left for their weekend away looking happy. Once they arrived at their hotel, Carrie was curious about how the dogs were doing and called to check on them. Our staff gave a quick report that all was well and that we looked forward to seeing them when they returned. Just 3 hours later she got a text message with a photo of her dogs out in the yard. Again, a gesture she very much appreciated.

When Carrie and Kirk came back to pick up the dogs on Sunday, they were again greeted by our staff and asked about their weekend trip. They already felt like they were getting to know our facility and so far, they really liked everyone they had come into contact with.

Our Team

To serve of best customers in this way, our team has to be the best. Our staff is upbeat and happy, professionally dressed, and knows what is expected of them. We are all taking part in continuing education to keep our skill set fresh and up to date.

We all use the proper terminology for our services and are well versed in communicating them with prospects and customers alike. In fact, every job function is documented and fully systemized. There's a special "way" we do everything. And we reward our employees for the great work they do. We all take ownership of our responsibilities and feel great about knowing that our efforts are rewarded.

Why We Do It

We enjoy seeing pet owners feel good about taking care of their four-legged family members. The services we provide for them goes far beyond just taking care of their animals. It involves developing a meaningful purpose filled relationship with each and every one of them, a relationship that will grow and prosper through many generations of pet ownership. It's so great to be able to educate pet owners and share the knowledge we have in order for them to make better decisions for their pets on a daily basis. We truly want their pets to be healthier and live longer lives.

Nothing makes us happier than to hear a pet owner say: "when my dog knows he's coming to you guys, he gets so excited!" That to us is success!





We Are Their Companions

We believe our customers' dogs are family members. No, not in ridiculous way but in a humane way—we should view them as deserving of respect and loving care.

At our facility our goal is to improve the lives of dogs and cats and their owners in all situations. Dogs and cats are full of unconditional love. And it's our duty to give some of that back.

When you see in a customer's eyes the look they get when they really understand that we care about their pets just the way they do—when they really know that it's true—well that's a feeling that is hard to describe. It's overwhelming, it's heartwarming. It's the combination of immense trust and honorable service that makes us so proud of what we do. And it drives us to constantly be looking for ways to improve.

And that's why we do it. The kennel is literally our home and our home is our kennel. This is our story and this is our facility!