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## **Company Background**

Mindahome - Mindahome.com.au - is Australia's leading home and pet sitting service that connects home and pet owners with minders across Australia.

Specialising in pet and house sitting for rural and residential properties, Mindahome has quality experienced sitters available to care for homes and family pets.

Home owners and renters can list their property and pets for sitting opportunities for free on Mindahome.

Mindahome makes financial sense for house sitters who only pay an annual registration fee of \$49 to stay rent free in as many or as few homes as they like each year.

Mindahome was established in 2008 by experienced house sitters, Sue Coombs and Mel Hogan. Having identified the limitations of other house sitting services, Sue and Mel decided that their experience, passion for pets and animals and Mel's technical know-how could deliver an exceptional online service for Australians and international travellers.

Australia has one of the highest incidences of pet ownership in the world, with an estimated 33 million pets nationally in just over 8 million households\*.

99% of Mindahome house sitting opportunities involve caring for all types of pets and animals which can include dogs, cats, birds, reptiles, pets requiring regular medication and also farms animals.

Pet owners stand to make significant savings using Mindahome house sitting services. The average cost of live-in pet minders can start from \$75 per night for one pet and one walk a day. This cost increases with more pets and public holidays typically incur a surcharge. For pets requiring medication, a fee of around \$25 also applies. The average minimum cost for boarding kennels is \$30 per pet, per night, increasing to \$80 and over for more luxury standard. For young families who typically have more than one pet, pet care costs can stack up to around \$100 a day. Mindahome pet and house sitting is a more affordable and low-fuss alternative.

These costs coupled with the risk of pets being affected by stress or illness in pet boarding facilities has led to increased interest in Mindahome pet sitting services, with pet owners preferring to leave their pets in their familiar home environment while they are away.

Vet nurses make up a significant portion of Mindahome pet sitters, offering pet owners additional reassurance, especially for older and ill pets.

Mindahome house sitters use the service to organise accommodation for annual holidays, short breaks or for the opportunity to experience new localities and communities close to work and transport. Sitting opportunities are varied and can be for short or long periods.

City families and couples wanting to experience farm life are a part of Mindahome membership. With recent studies indicating that loneliness and isolation can contribute to mental health problems within rural communities<sup>†</sup>, Mindahome pet and house sitting services provide a viable option for rural farming families to have their farm and animals cared for during a holiday break.

Mindahome also offers a 100% satisfaction guarantee, where minders who do not obtain a house sitting position in the first 12 months of membership are refunded their payment in full when claimed within seven days of membership expiration.

For more information, visit [www.mindhome.com.au](http://www.mindhome.com.au).

\* According to the Australian Companion Animal Council (ACAC)

† Australian Institute for Health and Welfare