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Dear Grateful Dogs Friends and Clients:

Thank you for being loyal, valued clients and for trusting us with your 4 legged family members. We love what we do here at Grateful Dogs and are so proud of the level of care and commitment our staff has for your dog(s).

Due to the economics of running a small business, we find ourselves needing to raise our prices in order to continue to bring you the level of care to which you have come to expect from us. We have not raised any of our prices since 2008 and have been absorbing all the costs including normal inflation.

Some of the improvements we have implemented since our last price increase include, but are not limited to, the following:

- Upgraded flooring – replaced the floor with cushion rubberized flooring, easier on dog's joints and paws.
- More Grass – increased the grass area for the pups to play.
- Dog to staff – we have increased the ratio of employee to dog ratio for safer and more supervised play.
- Tiny Town – created a new area for the super little visitors.
- Maintenance upgrades – we have a full time handy-man, updated and increased the areas covered by air conditioning and heating.
- Staff Retention – lowered the rate of staff turn-over to a minimal level, 80% of our staff have been here over a year!
- New Clients – we have limited the number of clients we take on each year in order to provide top tier service to our current clients. We only accept new clients 6 months out of the year.

This is a difficult letter for us to write, but feel it's important to give you as much notice as possible that we will be raising our prices. In an effort to continue to provide the best possible service to you and your dog(s) we will be putting our new pricing into effect on January 1<sup>st</sup> 2015. Any stays started in 2014 rolling into the 2015 will be honored at 2014 pricing.

Thank you for your understanding, your co-operation and continued support. We remain committed to providing the happiest and healthiest environment for your pup. Please feel free to call us and discuss if you have any questions or concerns. As always the health, happiness, and safety of your dog is our 1<sup>st</sup> priority.

Yours,

Deb & DJ