

Sitters Prospectus



Company History and People

Home Pet People, formerly known as 'While You're Away,' is a trusted home and pet care service founded in 1995. With a strong foundation built on a passion for animals and decades of collective experience, our dedicated team ensures our clients' homes and pets are in safe hands. In essence, our business is simple. We match pet owners with reliable pet care providers while they are away from home. Specialising in overnight care, while owners are away for longer periods, we keep our offering simple.

Unique Selling Points

We pride ourselves on being a "people business," where every member of our team puts the needs of the clients and their pets at the heart of what they do. Our regional presence allows us to personally know our sitters, ensuring trustworthy and reliable placements of our extensive team of pet sitters. Utilising cutting-edge software, we empower our clients to manage their bookings seamlessly through a fully automated process. Combined with our exceptional customer service, we guarantee a stress-free experience for both pets and their owners. What we offer is true peace of mind that comes with entrusting your pets to a team of true animal lovers

Since 2019, Home Pet People has experienced significant growth, expanding our customer base by over 400 new clients. The majority of these clients demonstrate loyalty, with many opting to rebook our services regularly. Additionally, there is an opportunity for a sitter subscription model, introduced at £5/month, which has garnered traction, contributing to our growth. We have doubled the number of pet sitters within our network, ensuring increased availability and flexibility for our clients. Furthermore, our growing social media presence has enabled us to engage with a wider audience and build brand awareness within the pet care community. To streamline operations and accommodate our expanding clientele, we have developed a bespoke booking system. This system allows us to efficiently process bookings at scale, enhancing the overall customer experience.

Notably, our commitment to excellence is reflected in our exceptional reputation, as evidenced by our nearly 100% 5-star reviews on Trustpilot. These positive reviews serve as a testament to our dedication to providing high-quality pet care services and customer satisfaction. Overall, these milestones demonstrate our momentum and progress towards achieving our goals, positioning Home Pet People as a trusted leader in the pet care industry

Our Clients

The customer base for Home Pet People primarily consists of affluent individuals in the UK, typically women aged 30 and above, who prioritise the well-being and happiness of their pets. These clients often lead busy lifestyles and seek reliable, trustworthy care for their beloved companions, particularly when travelling or during periods of absence. While our clientele is predominantly female, we also cater to families and individuals who value premium, personalised pet care services. Many of our clients have pets with specific needs, such as behavioural issues like separation anxiety, and they turn to us for the specialised care and attention that ensures their pets feel safe and well-cared for in their absence.

What are the Benefits of pet sitting with Home Pet People?

Complete Control Over Your Schedule As a pet sitter with Home Pet People, you have full control over your work schedule. Choose when and where you want to work, allowing you to create a flexible routine that fits around your lifestyle. Whether you prefer occasional jobs or long-term assignments, the choice is entirely yours.

Access to a Trusted Client Base Home Pet People provides you with access to a steady stream of trusted clients who are looking for reliable and loving sitters. We match you with clients who value your expertise, ensuring you work with pets and owners that align with your professional values.

Supportive 24/7 Emergency Assistance We are committed to supporting you every step of the way. If any emergency situations arise, you can rely on our 24/7 emergency support to help resolve issues

swiftly. Whether it's a pet care situation or personal circumstances, we are here to assist you in every aspect of your role.

Help with Finding Replacement Sitters in Emergencies In the event of unforeseen circumstances that prevent you from fulfilling a booking, we will assist you in finding a suitable replacement sitter. This added safety net ensures that both you and the clients are always well-supported, and pets never miss out on the care they need.

Professionally Designed Company Documents As part of the Home Pet People network, you'll receive access to professionally designed documents and resources that help you present yourself as a polished and professional sitter. This includes branded materials that make managing your bookings easier and more efficient.

Supportive Online Community Join our online community of pet sitters, where you can access helpful blogs, resources, and support. Whether you're looking for tips on pet care, business growth, or simply want to connect with other sitters, our community is a great place for sharing advice and experiences.

Opportunity for Regular and Loyal Clients Home Pet People has cultivated a loyal client base, many of whom regularly return to us for their pet sitting needs. As a sitter, this means you have the opportunity to establish long-term relationships with clients, providing consistent and repeat work.

Specialised Training and Resources We provide access to ongoing professional development, ensuring you have the tools and training necessary to care for pets with specific needs. Whether you need guidance on managing pets with separation anxiety or administering medications, we offer resources that help you deliver top-tier service.

Competitive Earning Potential As a pet sitter with Home Pet People, you have the potential to earn a competitive rate for your services. Your earning potential is flexible, depending on the number of bookings you accept and the duration of assignments you choose to take on.

What do I need to get started with Home Pet People?

Getting started as a pet sitter with Home Pet People is easy! Here's how:

Review the Job Description – Read about what the role entails.

Complete the Application Form – Fill out the form with your details and tell us why you'd make a great pet sitter.

Connect with Our Team – A friendly member of our office staff will be in touch to discuss the next steps. Our team is here to support you every step of the way, ensuring you feel confident and well-prepared for your new role.

[Apply Now](#)

