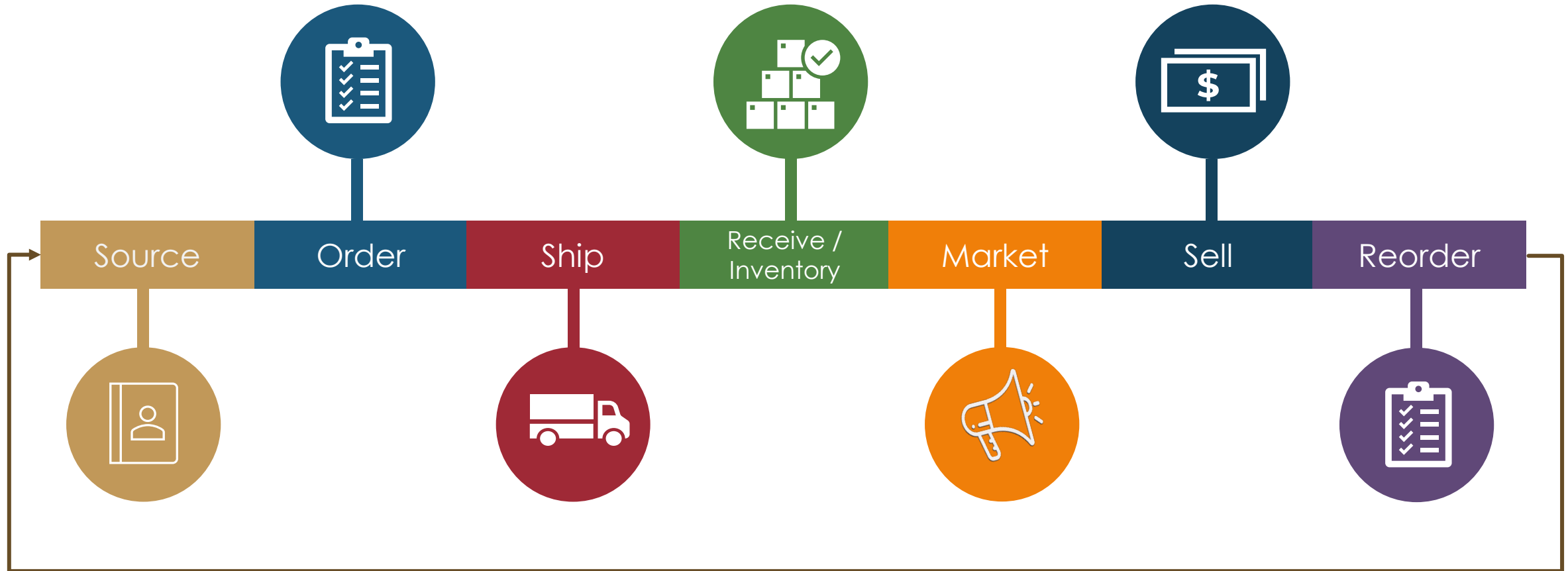


The Retail Business Model 101



The Retail Business Model - Applied to Pet Sales

	Source	Order	Ship	Receive / Inventory	Market	Sell
Pet Stores	Breeders, Mostly Out-of-State	Select Breed & Gender, 8-12 Weeks Old	Truck or Van	Made Available for Sale Immediately Little or No "Excess Inventory"	Website, Social Media, Online Advertising	Sell as Quickly as Possible at Highest Attainable Price
Retail Rescues	Mostly Out-of-State Shelters & Rescues	Bias Toward Juvenile Dogs & Certain Breeds	Truck or Van	Made Available for Adoption Immediately or Shortly After Receiving "Excess Inventory" is Warehoused, Sometimes for Years	Website, Social Media, Online Advertising, Adoption Events	Sell as Quickly as Possible at Highest Attainable Price

What Makes a Rescue a Retail Rescue

In our opinion, a **Retail Rescue** Operates Under a Retail Business Model **AND**

- Handles an exceptionally large volume of dogs,
- Imports most of its dogs from out-of-state,
- Demonstrates a significant bias toward juvenile dogs,
- Imports more dogs than it has foster homes for and resorts to overloading fosters and/or warehousing dogs,
- Does not serve the community in any meaningful way.

There are Hundreds of **Responsible Rescues** That

- Work within their means,
- Handle only as many dogs as they have resources for,
- Take care of Colorado dogs, not just imports from out-of-state,
- Are unbiased toward a dog's age, except where the rescue is focused on senior dogs,
- Ensure dogs are spayed/neutered and vetted prior to adoption,
- Never buy dogs, and
- Serve their communities through educational programs, low cost spay/neuter services and vaccine clinics.