

Client Spotlight - Pawsitive Purfection!



Today's **Client Spotlight** is shining on **Pawsitive Purfection** and Rochelle Beckel! Based in the Lehigh Valley in PA, Rochelle and her team are proud to serve the Allentown, Macungie, Fogelsville, and Orefield communities as well as the surrounding areas! Rochelle knows that pets are happiest at home and has developed her company out of a genuine fondness of animals. Pawsitive Purfections' mission is to treat your pet and home with the same love, care and respect they would their own, providing fun-filled care for your pets and peace of mind for you. Be sure to learn more on their [website](#) and like them on [Facebook](#) too!



What caused you to get into pet sitting?

Pawsitive Purfection was formed from the inspiration from losing my beloved golden retriever, Alex, to cancer. Alex was diagnosed with Histiocytic Sarcoma in August of 2006. Through the course of his treatment, I spent a lot of time in the vet office. When his health started taking a turn for the worse 8 months later, I was spending so much time visiting him in the vet hospital that the head tech had complimented me by saying in her next life, she'd like to come back as one of my dogs. I still remember that to this day and I'm sure she had no clue it would be so memorable to me! This experience made me want to change the focus of my career from marketing to one that focused on caring for animals. I thought I'd like to get into the veterinary field, but after some research, I wanted to look at other alternatives for an animal-related career. Pet sitting was one that I had found that sounded like a good fit. I could help others by caring for their animals! I bought a book called Entrepreneur Magazine's Start Your Own Pet-Sitting Business and actually read it and followed the suggestions. I wanted to be as knowledgeable and professional as possible. I joined PSI and NAPPS and took their certification programs. I also took the Red Cross Pet CPR & First Aid class. I had contacts in the Promotional Products Industry (a former career) so I had my logo, website and marketing materials developed by a graphic designer who I used to work with. As soon as I was listed on PSI's locator, I started getting calls!

What is the most fulfilling part of owning a pet sitting business?

I love going to work and seeing the wiggly, happy tails and the excitement as I walk in the door. I love helping the pet parents who really understand and appreciate what we do! The sense of freedom of being your own boss, spending lots of time outside (especially on nice, sunny days) and not in an office!

What is the most challenging?

One of the most challenging aspects of the business is finding help to keep up with the clients' requests! Back in 2012 when I became pregnant, I wondered who was going to help with these clients when I have this baby! I didn't want to let anyone down!! Luckily, I had a good friend of about 20 years who saw I was stressing out over this and approached me about what kind of help I would need. She had some afternoons free as a Nanny and offered pet sitting help. This changed her career path too! From temporarily offering some help, to finding out she loved pet sitting too, she also joined PSI and took their certification program. She made being a Professional Pet Sitter her new full-time career! We are still looking for others to help expand the business and find it difficult to find the right people. My other challenge is when we lose a beloved pet client (especially to cancer). I feel like I get so close to certain pets and people that it really breaks my heart.

Where do you see your business in 5 years?

I recently became a Certified Instructor for Pet Tech CPR & First Aid and I am hoping to really expand that part of the business. I am the only one in my area able to offer these classes. I'd like to offer the classes to other pet sitters, pet professionals and parents. I am also hoping to have hired at least a handful of other sitters in hopes of expanding in the pet sitting area.

What has Time To Pet changed the most about how you run your business?

I can't believe I survived without TTP! I wanted scheduling software because I was having trouble keeping our schedules straight! Scheduling is now a breeze! All of the other features are just icing on the cake to me! I love that scheduling generates an invoice (I always hated invoicing) so now it's so easy to just email it to the client. I feel confident I will not miss an appointment using the TTP app. Clients are seeing the portal as such a big plus (as do we)! They are also loving the photo updates after each visit. I think it just shows our level of professionalism and clients seem very impressed with our thoroughness.