Pet-Sitting Pricing Checklist

Use this before publishing or revising your service prices. The goal is not to copy an average - it is to find the rate your business model needs, then test it against your market.

1. **Set an owner-pay goal**
   Write the monthly amount the business should pay you before personal income taxes.
2. **Total monthly overhead**
   Include insurance, software, phone, marketing, bookkeeping, licenses, training, and the monthly share of annual expenses.
3. **Estimate realistic capacity**
   Count only the bookings you can actually complete. Leave room for routing gaps, administration, cancellations, and slower weeks.
4. **Count the whole booking**
   Add service time, round-trip travel, parking, key handoffs, and client messages - not only the minutes spent with the pet.
5. **Add direct booking costs**
   Include supplies, tolls, parking, laundry, fuel allocation, and other costs that rise when you accept a booking.
6. **Account for fees and reserve**
   Include applicable payment or platform fees and a planning buffer for taxes, reinvestment, replacements, and uneven demand.
7. **Calculate, round, then compare**
   Calculate your floor, round to a usable menu price, and compare it with relevant local alternatives. If the gap is large, revisit the service, radius, capacity, or assumptions - not just the math.

NEXT STEP

Calculate what your plan needs you to charge

Use the free calculator at pawmargin.com - private, browser-based, and no signup required.