

Excellence in Business Awards Small Business of the Year Nominee Bio

The Kritter Sitter LLC



Mandy Tally-Kaufman and
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Describe the business:

Mission/Philosophy: To provide “worry free” compassionate care and companionship for your pets while your away from home. “While you’re away, we will stay!”

Primary good or service provided: Professional pet sitting company providing service for your pet in their own home environment. Services include: visits, dog walking, overnight stays were a professional pet sitter stays with your pet overnight and pet taxi (Kent County only).

Number of years in business: 10 years (August 017)

How did your business start? The business started as away to have ‘pin’ money in retirement. Client demand and the fact I could not be in two places at one time excelerated the growth of the company.

Number of employees:

Full-time: 2

Part-time: 6-14

Describe the growth of your business:

In staffing increases: We went from one professional pet sitter for around 30 clients to 14 part time professional pet sitters, 510 active clients with 1059 pets.

In Sales: The first year sitter/owner made around \$8000 to around \$170,00 present day.

Describe the challenges facing your business: Our greatest challenge today is finding good part time employees. The need to work weekends and holidays is challenging for most individuals. Also educating the public on professional pet sitting services and how they differ from using your neighbor, friend and family members.

Describe solutions developed to address those challenges: We began working with an employment agency a few years ago. They do background checks, drug testing and the initial interview of a potential employee prior to us meeting. This way we have been able to focus on our services and training.

Describe a creative, imaginative or innovative process you have developed that has helped your business grow: Our availability at short notice for our active clients sets us apart from most pet sitters. Another thing that sets us apart from a sole sitter is we are able to cover a sit with another sitter if the sitter assigned is not available.

What are the goals for your business in the next three to five years? The goals for this company is to continue to grow through out Delaware. To expand our services into New Castle and Sussex counties. We plan to be the professional pet sitting company of choice for the State of Delaware.

Further out into the future, we may look into franchising The Kritter Sitter Brand in the North Eastern part of the country.

What distinguishes your business from the others? The entrusted care for the family's beloved pet while in its own home environment makes us uniquely different. We will be there for the pet while their away to provide companionship and take care of theirs needs until their family returns. Our pet clients our not able to verbally tell us what they need so we must be perceptive and look for signs of what they are trying to tell us. Check out our website for more information: dekrittersitter.com

What contributions have you made in the community?

Serving on boards/committees:

- Charity Auction Chair
- Military Affairs Committee
- Ambassador Committee
- Sight and Hearing Chair Milford Lions
- Secretary Milford Lions
- DE Pet Professionals Networking Group Founder/Pack Leader

Serving as a volunteer:

- USO
- SPCA
- Fellowship (Church)
- Audio/Visual (Church)
- Stephen Ministry (Church)

Providing in-kind services:

- Dover Days Pet Parade Sponsor
- SPCA adoption event Fordham
- Best Friends Pet Event Delaware State News
- Blue Suiters Golf Tournament sponsor an Airman
- Military Affairs evening event at the Landings
- Honorary Mayor candidate
- Auction items for chamber, Gals that Give, Brain Injury Fund Raiser
- Race Weekend Social twice a year on base
- Kudos to Tudos event on base