The Salty Scoop

AUGUST 2025

HOW PETS ARE INFLUENCING HOME SELLING STRATEGIES

Today's buyers are putting their pets first. Here's how buyers and sellers can use that to their advantage.

We've always said that pets are part of the family. More and more buyers are shopping for homes with their furry best friends in mind—and that's changing what they're looking for.

If you're thinking of selling (or just want to make your home more lovable), it's time to think like a pet owner.

PETS ARE OFFICIALLY IN CHARGE

Not long ago, families chose homes based on schools, commute time, and maybe the view. Today? It's all about yard space, walkable neighborhoods, and nearby dog parks. And we get it. Our pets aren't just pets anymore—they're family. Buyers want homes where their pets will be happy, safe, and spoiled.

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ADOPT

Togo, 2 yo, Male, Husky (ID# LACA-A-18994) is at spcaLA P.D. Pitchford Companion Animal Village Tel (562) 216-2542

SALTY DOG
REAL ESTATE GROUP

AT SALTY DOG, WE GET IT!

Pets are part of the family, and they matter in real estate decisions. Whether you're buying your first home with your rescue pup or selling the place your golden retriever grew up in, we're here to help every step of the way.

(626) 216-4216
@HELLOSALTYDOG
brokered with
Realty Connection Group
DRE #01717685

FENCED YARD = JACKPOT
If your home has a fenced-in yard, show it off. That's like gold to dog owners. Even a small yard can be a huge bonus if it's secure and gives pups room to stretch their legs.

NO YARD? NO PROBLEM
Highlight walkable streets, trails, or green spaces nearby. Mention dog-friendly coffee shops or local vets—it all adds up.

WHY IT MATTERS FOR SELLERS
Buyers are emotionally connected to their animals. When your home feels like a place where their pets will thrive, that connection goes a long way.

Pet owners aren't afraid to spend a little extra if it means their four-legged family members are comfortable.

IF YOU'RE A SELLER
✓ Highlight pet-friendly features in your home. **A dog wash is a HUGE bonus!**
✓ Mention parks, trails, or dog runs nearby
✓ Keep your yard tidy and your fence in good repair
✓ Add cozy, subtle pet staging elements to your home

IF YOU'RE A BUYER
✓ Let your agent know if your pet has deal-breakers
✓ Ask about HOA pet rules or nearby green space
✓ Don't settle for a home that won't work for your whole pack

Today's real estate isn't just about square footage and curb appeal - it's about lifestyle, comfort, and making sure every member of the family feels at home, including the furry ones. As pet ownership continues to shape buyer and seller priorities, it's clear. **Homes that work for pets work better for people, too.**

Over 66% of U.S. households now include a pet — and nearly half of homebuyers say pet needs influence their choice of home. From fenced yards to mudrooms for paw-wiping, buyers are prioritizing pet-friendly features like never before.

At Salty Dog, we sniff out the details that matter to the whole family — paws included.

NEIGHBORHOOD SNAPSHOT: THE PLAZA

Tucked between El Dorado Park and the heart of East Long Beach, The Plaza continues to be a top pick for buyers who want suburban charm with city access—and it's especially popular among pet parents.

MARKET QUICK STATS

- **Average sale price:** $1,175,000 over the past 12 months
- **Days on market:** Homes move fast - about 23 days from listing to sale.
- **Homes Sold (past 12 months):** 156+
- **Market Mood:** Limited inventory + high demand = sellers' advantage

WHAT'S HOT RIGHT NOW

- Updated homes with open floor plans are popular choices.
- Schools, parks and pet-friendly features like durable flooring and yard space continue to be big draws.
- El Dorado Park proximity and access to local shops on East Spring Street top buyer priorities.

PRO TIP FROM SALTY DOG

If you're selling in The Plaza, highlighting child and pet-friendly upgrades (like scratch-proof flooring or dog-run potential) can make your listing stand out. Buyers aren't just picturing themselves here—they're picturing their entire family - pets included.

There are many varieties of flooring that are scratch-resistant, easy to clean, and holds up to puppy zoomies.

FAMILY FLOORS
6447 E Spring St
Long Beach CA 90808
(562) 506 0505

Visit Family Floors to learn of all the options available to you.

MY DOG DID WHAT???

Baxter
Age 3 Full-Time Rascal

This month's feature comes from Shannon R. of Belmont Heights

"We were at a backyard BBQ when I noticed Baxter had disappeared. A minute later, I heard a splash and a chorus of gasps. He had cannon-balled straight into the koi pond and was trying to 'herd' the fish like a soggy little cowboy. He left soaking wet, proud, and convinced he saved the day. We're still not sure if the fish are traumatized or just amused."

Share your pet story.
Email your story & a photo to SaltyDogAtWork@gmail.com

DOGS are like Potato Chips...
It's HARD to have JUST ONE!!!

The Salty Scoop

AUGUST 2025

Mimi

Retired shop dog,
now stealing hearts
at open houses.

9 years in partnership with
Habitat for Humanity,
Canine Companions,
and spcaLA —
rehoming shelter animals
and providing service dogs
to veterans with disabilities

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SALTY DOG
REAL ESTATE GROUP

The Heart Behind Salty Dog Real Estate Group

Before real estate, Audrey and her pup Mimi ran a cozy antique shop in California Heights, next to the Long Beach Ballet. Mimi quickly became the shop's beloved hostess - especially to the little ballerinas who dropped by after class.

When the shop closed, customers kept calling - not about furniture, but to ask, *"How's Mimi? Can she come out for a playdate?"* Audrey would laugh, *"No one ever asks about Mimi's Mom!"*

Their moment of inspiration came on the dog beach. Mimi was swept a little too far out, for a little too long but when she returned soaked and sandy with her big smile, concern turned to laughter on the beach as dog owners called out, *"Salty dog! Salty dog!"* Audrey knew their next chapter had arrived - ***Let Mimi lead.***

Mimi, like many of us, was blue and struggled with a big transition leaving shop dog life behind. She trained to be a children's therapy dog and real estate gave her a new purpose - hosting open houses with Audrey and proudly serving as Salty Dog's ***Chief Greeter***.

These days, life flows at a dog's pace - making new fur-iends, and saying *"YES!"* whenever we're called to show up for our community—two- or four-legged.

Finally, most calls start with, *"Hi, is this Mimi's mom?"*
(And yes, she's taking appointments.)

THANK YOU!

NEIGHBORS & PARTNERS

Our local go-to spots to keep tails wagging & homes stunning

ACE Hardware · Super Mex · amazon fresh · Parkview · Family Floors

We hope you've enjoyed this issue of The Salty Scoop! This little paper is made possible by the support of our amazing local partners — so when you can, please show them some love. Thanks for reading and supporting our community!

Email SaltyDogAtWork@gmail.com to sponsor or be featured.

AUGUST PET HOLIDAYS

Aug 8	International Cat Day
Aug 3–9	International Assistance Dog Week
Aug 10	Spoil Your Dog Day
Aug 15	Check-the-Chip Day
Aug 16	Clear the Shelters Day
Aug 17	Black Cat Appreciation Day
Aug 22	Take Your Cat to the Vet Day
Aug 26	National Dog Day
Aug 28	Rainbow Bridge Remembrance Day