

DocuPet®

The Modern Licensing Blueprint

DocuPet's Proven Model for High-Performance Licensing, Demonstrated at San Diego Humane Society

Contents

2	Introduction
3	Transformational Licensing Growth for San Diego Humane Society: The DocuPet Impact
4	Inside the San Diego Humane Society Partnership
5	What Success Looks Like: Traits of High-Performing Licensing Programs
6	Program Characteristics
7	DocuPet's Time-Saving Service Model
9	Financial Impact: Cost Savings & Revenue Optimization
12	Policy Framework: What an Ideal Licensing Program Looks Like
14	Conclusion: The DocuPet Formula for Community Impact

INTRODUCTION

Across North America, pet licensing programs face a shared challenge:

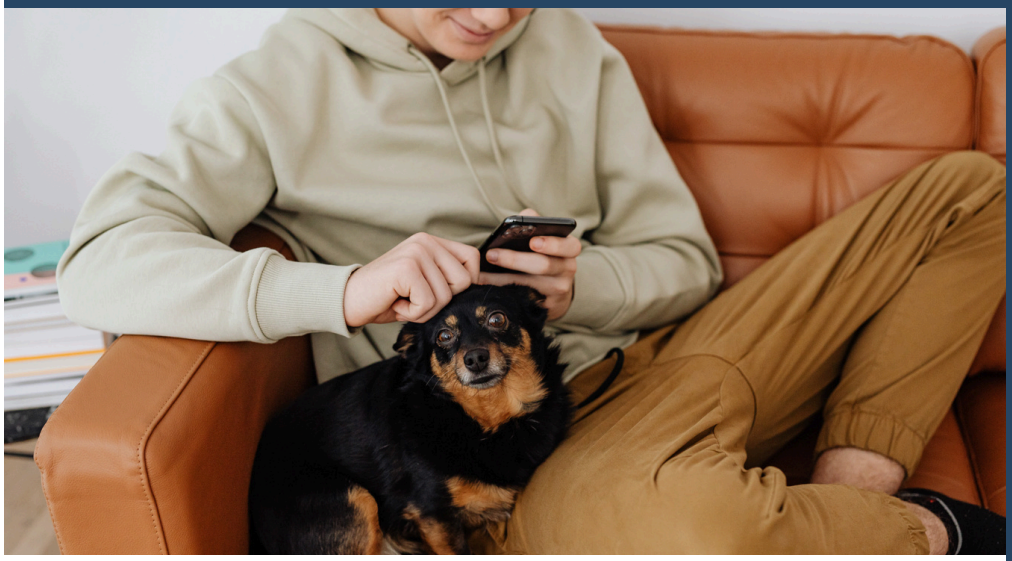
Low compliance, limited community awareness, and significant administrative burden for animal welfare organizations. At the same time, communities increasingly expect humane, transparent, and customer-friendly public services.

DocuPet, North America's leading pet licensing and reunification platform, was created to solve these challenges. By merging modern technology with hands-on program operations, DocuPet helps municipalities and humane societies boost compliance, increase revenue, save staff time, and deliver a better experience for pet owners.



Transformational Licensing Growth for San Diego Humane Society: The DocuPet Impact

Measurable Outcomes



San Diego Humane Society is a hallmark success case for DocuPet. They experienced:

18%

18% growth in license sales in the first 12 months

2–3%

Followed by 2–3% annual growth

20%

Resulting in a 20% increase in total license volume within three years

These gains were not incidental—they were the result of structured programs and active collaboration.

Key Drivers of Growth

- License Recovery Program (LRP) - DocuPet's LRP targets long-expired licenses through carefully timed letters and emails. This program delivered significant first-year gains by reengaging thousands of lapsed pet owners.
- Robust Rabies Vaccination Record (RVR) Program - Accurate, timely rabies data is a core differentiator in DocuPet's model. Partners with efficient rabies submission workflows experience higher conversion rates, stronger compliance, and improved public health record-keeping. DocuPet's platform streamlines this with fast data input, high-quality communications, and automated follow-up.

Inside the San Diego Humane Society Partnership

SDHS stands out as a model partner, demonstrating how trust, operational alignment, and collaboration create long-term program success.



Partnership History & Performance

Launched in August 2022, SDHS has sustained 20% growth in total license volume over three years.

Why SDHS Thrives: The Collaboration Blueprint



Responsive, Two-Way Communication

Regular check-ins, fast problem solving, and mutual openness have strengthened the partnership. SDHS also provides constructive feedback and actively engages in platform improvement.



Embrace of Additional Rabies Notices

SDHS is one of DocuPet's strongest adopters of second rabies reminder letters, producing superior conversion outcomes.



First Letter

~20% conversion, Second letter: ~15% additional conversion, Total: 30–40% for two-letter programs when timing aligns within two months of vaccination.



Operational Excellence

SDHS's internal team processes rabies data quickly, which shortens the communication gap and boosts conversion performance toward the upper range (35–45%).



Trust in DocuPet's Strategy

SDHS leverages DocuPet's recommendations—including automated additional communications and strategic policy optimization—leading to consistent performance gains.

What Success Looks Like: Traits of High-Performing Licensing Programs

What do high-performing partners do that sets them apart?



Strong Internal Leadership

Successful partners:

- Assign a dedicated “operational quarterback”
- Value innovation
- Champion licensing internally
- Support policy modernization

Trust and Data-Driven Decision-Making

Partners who trust DocuPet’s expertise, accept recommendations, and act on performance insights see the fastest gains.

Capacity to Implement Change

Those who invest in sending more letters, simplifying processes, or integrating rabies workflows see larger returns. Additional capacities for our partner orgs are the result of time and money savings by having DocuPet send tags and letters, provide in-depth reporting and handle a majority of customer care interactions. DocuPet provides a framework so that any additional time and money spent by our partners can be fully measured for a positive return on that investment either in the form of increased sales, further efficiencies or improved community relations.

Program Characteristics



Clear, Simple Policies

Pet owners comply more readily when:

- Requirements are easy to understand
- Rates are simple
- Documentation is not burdensome
- Licenses follow a 365-day cycle instead of a calendar year



Value-Focused Communication

Successful programs highlight:

- Community benefits
- Lost-pet recovery services
- Shelter impact



Non-Punitive Compliance Models

Partners who avoid aggressive penalties and instead encourage participation, help to improve public perception and compliance.

DocuPet's Time-Saving Service Model

One of DocuPet's strongest value propositions is the significant time savings delivered to partners. DocuPet manages the heavy administrative workload so animal welfare organizations can focus on community-facing missions.

Time Savings by Function

DocuPet handles:

- Customer service (calls, emails, payments)
- Printing, letter mailings, postage management
- Tag fulfillment and shipping
- Data cleaning and record management
- Offline payment processing
- Rabies record intake and automation
- Document review and Return Mail processing (for an additional fee)

For partners, this eliminates high-volume repetitive tasks and minimizes errors caused by outdated systems or manual processes.

DocuPet's Time-Saving Service Model

Documented FTE Savings

The team's analysis shows DocuPet saves:



1 to 4 FTEs

for most agencies



Up to 8 FTEs

in large programs (e.g., Maricopa County)

These efficiencies often exceed DocuPet's own internal time metrics, because partner organizations typically operate with less automation and slower legacy processes.

Partners frequently report one consistent outcome:

"The noise goes away."

After launch, day-to-day customer inquiries drop dramatically as pet owners self-serve through DocuPet's online tools.

Financial Impact: Cost Savings & Revenue Optimization

The meeting surfaced several key insights about cost structures and net revenue improvements for partners.



Direct Cost Savings

By using DocuPet, partners avoid paying for:

- Tags
- Tag shipping
- Licensing software
- Customer service labor
- Printing supplies (letters, envelopes)
- Email communications
- Data entry labor
- Marketing content/collateral generation

Partners only pay:

- Credit card fees (pass-through or absorbed)
- Postage for mailed letters



Quantified Savings

DocuPet's cost analysis found:

- $6.14–$6.50 saved per license in California programs, where communications volume and data requirements are high.
- With average license fees of $36.71, partners retain the vast majority of revenue.

Financial Impact: Cost Savings & Revenue Optimization

Revenue Growth Through Policy Optimization

DocuPet's support teams guide partners through:

- Rate adjustments
- Mandatory program assessments (e.g., dog + cat)
- Switching from calendar-based to 365-day licensing
- Late-fee restructuring
- Amnesty programs to rebuild compliance
- Policy and legislation consulting/changes
- Best program practices and recommendations to increase compliance

Success Examples

VB CITY OF VIRGINIA BEACH

Transitioned from a complex model to a streamlined program.

CITY OF Guelph

Successfully added mandatory cat licensing.

Tillsonburg

Shifted to a free licensing program while maintaining mandatory registration, increasing participation.

Nearly every Canadian organization has made a jump to 365 from calendar, better renewal rates, online rates and is able to promote the program throughout the year (find new pets more easily).

Policy Framework: What an Ideal Licensing Program Looks Like

If unrestricted by legacy ordinances, DocuPet believes the following is the ideal policy model for modern licensing.

Core Components

A true 365-day license

No calendar cutoffs, no prorating, no mid-year disincentives

Simple pricing

- Minimal product variations
- Reasonable price difference between altered and unaltered pets
- Regionally appropriate rates that sustain community services

No required documentation

Removing "paperwork friction" dramatically boosts compliance

Mandatory licensing for dogs and cats

Increasing compliance and enabling more accurate community records

Fair, non-punitive late fees

Gentle compliance encouragement, not harsh penalties

Amnesty periods

Regular opportunities to re-engage lapsed pet owners

Value-forward messaging

Focus on lost-pet recovery, community safety, and humane services—not punishment

Policy Framework: What an Ideal Licensing Program Looks Like

Why These Policies Matter

Pet owners generally view licensing as a low-priority administrative requirement and a tax grab. Complexity only reduces compliance further. The ideal model aligns with the realities of human behavior: fast, easy, fair, and clearly beneficial.



CONCLUSION

The DocuPet Formula for Community Impact

The insights shared during the meeting highlight what DocuPet partners already know: modern, data-driven programs outperform traditional licensing systems by every measure—revenue, compliance, community satisfaction, and operational efficiency.

DocuPet delivers this through:

- Proven, high-performing growth programs
- Efficient program administration
- Time and cost savings
- Collaborative, trust-based partnerships
- Policy modernization support
- Technology that empowers pet owners and organizations alike

The future of pet licensing is not transactional—it is service-oriented, community-minded, and built on strong partnerships.





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