

Lost-Pet and Lost-Pet Recovery

TODAY

To understand a different approach to lost-pet and lost-pet recovery, let's first review how it's commonly done today. We'll break it apart with the first part being about the moment we discover our pet is missing. A hot rush hits our chest and heart realizing that something terrible is occurring. Worry and panic start to consume our senses. Our thoughts immediately turn to looking for our lost loved-one. Here's where valuable time is lost. Do we start doing physical searches of the last place we saw our loved-one or do we call someone? Some of us will try to remember if we had a lost-pet service provider and if so, what's their phone number? Luckily, we find the phone number and call what happens to be a call center that's handling other calls and maybe you're lucky and don't have to wait too long to speak with someone. Then, if they find your account, is it current and do you have the pet's microchip number in case they want to verify who you are. So, as you can see, its possible precious time is lost by just trying to **report** your pet as lost.

Continuing along this line of thinking, is your service one that supports or offers printing of lost-pet flyers that YOU can post in various locations near the last sighting of your pet? Regardless, the reporting or notification of a lost-pet can be tedious and very time consuming. Up to this point we've assumed that your pet is microchipped and/or collar tagged. Hopefully, both are true. Otherwise, visual physical identity is your last great hope to identify and match the pet to its owner.

Part two of lost-pet/recovery involves someone capturing an unleashed or unattended pet. Locating the owner involves inspecting identification tag(s) attached to the pet's collar. If present, contact the owner. Otherwise, contact animal control or a local veterinarian who can scan the pet for a microchip. If a microchip is present, the next step can also be time consuming because there are many different animal microchip databases around the world. Searching and finding the correct database with the pet owner's correct information is another challenge because many times an owner forgets to keep their contact information current. If this happens, the owner search ends here.

FUTURE – Advanced methods of Reporting and Recovery

The PetMasterID method of lost-pet and lost-pet recovery is simple and the fastest available today. In the scenario described above you see that much time is lost just trying to **report** the animal as lost. With a PetMasterID pet subscription you will have a pet QR Coded ID card or a QR Coded ID tag on your key chain. An immediate scan of the QR Code provides you an option to instantly **report** your pet as lost. All the pet's identification data and owner contact information are sent to the PetMasterID Lost Pet database of the public Lost Pet website. You don't need to contact a call center or post flyers, unless you want to.

Anyone finding a lost pet should immediately check the Lost Pet website, even if the pet has collar tags. In, fact, one of the tags could be a PetMasterID QR Code tag that should be scanned for owner contact information. If no tags, scan for a microchip and enter it on the support page of the PetMasterID website. If no microchip, review the public Lost Pet website for matching pet identification and location characteristics. Most likely, pets are lost and found in the same zip code or adjoining zip codes. A national campaign is being planned to suggest anyone finding a lost pet to review Lost Pet Website.