

# Memberships and Punch Cards Cometh

**Due to the popularity of these promotions; we will be able to offer only a select number of punch cards and memberships for the 2019 calendar year.** Oftentimes, the only constant is change and in a driven focus on making all services better for our members from year to year; we thank you very, very much for your patience and patronage as we have shaped, trained and refined our staff, services and offerings during the 2018 year.

February 2019 marks our fifth year in business in the Lincoln community and we simply could not have done it without all of you! The outpouring of support and encouragement has been amazing and we look forward to another year with you and your furry family members. We have spoken to many of you over the course of the year so far and your candid feedback has led us to some important changes that are responsive and considerate of our new much larger family of punch card, VIP members as well as friends and family of the aforementioned.



## Here is what has stayed the same:

- Comprehensive, complete services for one flat rate for no hidden charges
- Same hand picked, hand trained staff: we train by hand because we have solid guidelines on what will be acceptable for our furry family in terms of gentle handling procedures
- Day, night and weekend flexibility for appointments
- No black out dates
- Multiple ways to connect including text, phone, email, Facebook, online booking via our website and in store

## Here are the 2019 changes you have helped us with:

**Less wait time:** We have been able to streamline our processes and appointments and our pleased to initiate our **THREE OR FREE SERVICE GUARANTEE** in which pets will be completed within three hours from drop off time. Some careful thought and consideration went into Express grooms and passes, but for the upcoming year we rather pass a general time conservation and savings onto everyone as a whole. We definitely placed careful thought on your busy schedules and sincerely thank you in bearing with us as we streamlined our growing pains and stretch marks this year.

**Less lines:** As mentioned above- you asked, we listened. We have found some creative ways to make sure your previous bundle of lobby pals is limited to just a couple furry friends at check in and check out. Thanks again for bearing with us as we balance supply and demand.

**More communication:** Thank you to all of you who have referred so many friends, family and coworkers this past year. With the family growing at such a rapid rate, we are committed to offering several opportunities in the coming year for new friends and family to get to know us in the same way all of you have been able to over the years through meet and greets, seminars and classes.



In order to assess availability of services; we are pleased to offer the very SAME rate for our early bird membership renewals. After early bird renewals, we will be able to offer the remaining memberships at a rate that reflects the rising costs of doing business and to stabilize the actual number of members for the 2019 year.

If you find that you did not use your membership as often as you would have liked or originally anticipated; we will have an alternative for punch cards for 2019 that will also be a great rate but for less frequent grooming. Because of the popularity of those specials, those will only be offered from Black Friday through January 15<sup>th</sup> for the year.



Please view below the renewal periods and associated rates to best plan for the upcoming year. If you have any questions that have not been addressed in this letter; please reach out to me at [andi@embarkforpets.com](mailto:andi@embarkforpets.com) and I will connect with you. Hug those fur babies for us!

Signing off,

Andi, Lar's Mom

<b>Renewals for 2019 Sign Up Dates:</b>	
<b>Early Bird Renewals</b>	
Now through August 31, 2018	
Single Pup: \$179.00	
Up to Three Pups: \$199.00	
September 1 <sup>st</sup> through October 1 <sup>st</sup>	
Single Pup: \$199	
Up to Three Pups: \$249	
October 2 <sup>nd</sup> through December 31 <sup>st</sup>	
Single Pup: \$249	
Up to Three Pups: \$349	