



“How much should I charge for pet sitting?” “How do I set my pet-sitting rates?”



These are among the most common questions received by Pet Sitters International (PSI)—and deciding upon your rates is a significant business decision. It can be difficult to find information on this topic because service providers (including pet sitters and dog walkers) are prohibited from collectively discussing specific pricing details in group settings or in online groups because of anti-price fixing laws. However, pricing can be discussed in general terms and industry averages. PSI’s State of the Industry Survey includes questions on rates and services, and we are able to share that information with you.

PSI surveys its more than 4,000 member businesses every two years on topics including pet-sitter demographics, rates, income, business size and types of services provided. The survey results are used to develop an accurate PSI member profile and to examine industry trends.

The information provided below is from PSI’s most recent State of the Industry Survey (2024).

Below are the average rates for various services offered by professional pet sitters and dog walkers:

Average Service Length and Fees in the U.S.

Service	Average Length of Visit	Average Fee (USD)
Basic Pet-Care Visit	31 minutes	\$25.49
Dog-Walking Visit	31 minutes	\$25.63
Overnight Visit	12.76 hours	\$96.99

Average Service Length and Fees in Canada

Service	Average Length of Visit	Average Fee (CAD)
Basic Pet-Care Visit	30 minutes	\$26.70
Dog-Walking Visit	38 minutes	\$30.19
Overnight Visit	14.3 hours	\$104.96

Beyond the averages...

Because the rates highlighted above are averages, typical rates may vary dramatically depending upon where you live. Because of this, it is also a good idea to take a look at what other professional pet sitters, boarding facilities and doggie daycares in your area charge in order to get an idea of local pricing. As a general rule, boarding facilities and daycares may be slightly less expensive for one dog (when compared to the cost of 3-4 daily pet-sitting visits), but are often significantly more expensive for multiple pets—as many professional pet sitters charge by time, instead of a flat, per-pet fee.

When comparing rates of other pet sitters in your area, be sure to differentiate between professional pet-sitting businesses and hobbyists. As a professional pet sitter, your pricing should be in line with other professionals who maintain pet-sitter insurance, obtain appropriate business licenses when necessary, etc. Non-professional sitters will be able to offer unrealistically low rates because they do not have the same overhead costs for professional credentials, so they do not provide an accurate comparison.

A word of caution: Because most pet sitters have business websites, you will likely find it easy to locate the rates of local pet-sitting businesses online. However, if you find that you will need to contact a pet sitter directly to inquire about rates during your research, be honest. You should never pose as a potential client when gathering this information. As a professional courtesy, you should be upfront and explain that you are starting a new professional pet-sitting business. This initial contact could lead to a great networking opportunity!

In addition to the going rates in your local market, there are other factors you should consider. Remember, when setting fees, you'll want to do some calculations to anticipate what your overhead business costs will be. The expenses include insurance and bonding, travel expenses, phone bill, printed literature, advertising, etc. If you have plans to use staff sitters in the near future, you should also consider the associated costs with using either employees or independent contractors and ensure that your rates allow you to compensate staff sitters while still maintaining a profit for you and your business.

“You have to remember all the expenses that go into the professional pet-care services you’re providing, and you have to believe that you’re worth it. Be ready to explain to surprised customers that there is more to this business than simply putting out some pet food. Once customers understand the value of your services, price is usually not a deterrent.”

– PSI Founder and CEO Patti Moran

In order to meet these expenses, you will need to factor a flat overhead cost *and* a margin of profit into each service fee.

PSI members: Log in to the Members area of petsit.com to access the link below that includes additional information on setting rates for multiple pet households, as well as advice for notifying clients of a rate increase.

[Setting, increasing and communicating your pet-sitting rates](#)

Do you have other questions about starting or growing your professional pet-sitting or dog-walking business? We are here to help! Contact the PSI staff [by email](#) or by phone at (336) 983-9222, option 1, Monday-Thursday, 9:30 a.m. – 5:00 p.m. E.T.



You can also follow us and join the conversation online:



The PSI Blog

PSI members only:

