



## Fast Facts | Why Sell Pet Insurance

The market is primed

**87m**

of US households  
own a pet

**4.8m**

have pet insurance

**22%**

increase for pet insurance  
enrollments year over year

It's a great service to your clients

Every

**6 seconds**

a pet owner is faced  
with a vet bill of more  
than \$1000

Pet owners spend over

**3x**

more on routine and  
surgical vet visits than  
they do on food

Over

**95%**

of those surveyed indicated  
they consider their pets to  
be part of the family



### Easy to sell

Simple enrollments  
No license required  
Sell to anyone



### Boost your business

Diversify your portfolio  
Increase revenue  
Gateway to more clients



### Happy clients

Protected fur babies  
Peace of mind  
Lower out-of-pocket costs

