

Know Your Breeder

Adding a puppy to your home is exciting—but not all breeders are the same. How puppies are advertised can reveal important clues, and while nothing is foolproof, it's important you know exactly where your new puppy is coming from.

Irresponsible Breeder

Red flags seen here include:

- 1 Photos pulled from other websites
- 2 Discounted pricing
- 3 Puppies younger than 8 weeks old
- 4 Lack of details about the breed
- 5 “Papers” is an extremely vague term

AKC Puppies Now Available!



- 1
- 2 1/2 PRICE HOLIDAY SALE!
- 3 • 6 weeks old
- 4 • Doodle mixes
• Training
• Shots
• De-wormed
- 5 • AKC papers
• 2 Male, 1 Female



Email ilovedogstn@gmail.com or text (615) 555-1234.

Responsible Breeder

Green flags seen here include:

- 1 Justifiably high price point
- 2 Detailed description of the breed/litter
- 3 Clear list of what you'll receive
Like health records, registration papers, microchip, etc.
- 4 Invitation to meet the dogs in person
- 5 Authentic photos

Jack Russell Puppies For Sale

Puppies are \$1800 for male or female. A \$500 non-refundable deposit will reserve a puppy. Puppies with breeding rights are \$2500.

Our Jack Russells are not only genetically sound (DNA tested by Embark) but also exhibit the distinctive traits that make them exemplary companions. Whether you prefer the sleek and low-maintenance smooth coat, the charmingly tasseled broken coat, or the robust and weather-resistant rough coat, our diverse selection ensures that you'll find your perfect match. Each puppy is raised in a loving environment, receiving the care and socialization necessary to develop into well-rounded, happy dogs.

Your puppy will be provided with:

- 1 • Registration papers with CKC, AKC or EJRTCA
- 2 • Certificate of breed for the parents
- 3 • DNA results for parents
- 4 • Health Record
- 5 • Proof of microchipping and form to register chip

For more information or to visit us in person, visit www.websitenamewhere.com.



Risks of Purchasing From an Irresponsible Breeder



For the Dog

- Chronic health issues
- Behavioral issues
- Higher risk of diseases like parvo or distemper
- Shortened lifespan
- More likely to be rehomed or surrendered

For the Owner

- Unexpected vet bills
- No support post-sale
- Emotional stress
- Time + financial strain
- Difficulty getting pet insurance

For the Community

- Increased shelter and rescue overcrowding
- Public safety risks
- Continued animal suffering as a result of a perpetuated overbreeding problem

Additional Steps To Take

Trust your gut. If it seems too good to be true, it probably is.

Ask qualifying questions. A certified breeder doesn't mean a responsible breeder. Don't trust a logo at face value.

Ask questions. If the breeder's ad lacks information, ask questions. Their response will help you discern.

Even puppies of “accidental litters” should be approached with caution. While this truly does happen, especially in rural areas, with limited access to spay/neuter resources) “accidental litter” may be used to lure a buyer in, when in reality they're breeding irresponsibly. Help combat the animal crisis with due diligence.