

TRUTH IN ADVERTISING

If you find a breeder through an advertisement (internet, magazine, newspaper), DON'T BELIEVE ALL YOU READ OR ARE TOLD!!!

Most who breed as a business are out to maximize their profit and make as many sales as possible. Their breeding philosophy is NOT to provide you with a good quality pup – it is to pump out as many pups as possible, and sell them off for as much money as they can get.

If you are thinking about purchasing a pup sight unseen over the internet, **STOP AND CONSIDER:**

*You don't even know what the parents look like. If you are sent pictures, do you know if these are the "real" parents? *What about their temperaments? Think you will be told if the parents are overly shy or aggressive? NOT A CHANCE!

*You may or may not get the pup you think you are getting. Bait and switch is a VERY common sales tactic.

*What is the condition of the breeder's facility? Pretty pictures on a website may hide a horrible reality.

*Think you are saving money? While internet pups are generally less expensive, you often must pay the shipping charges (\$200- \$300). If your pup is sick, or if you decide to return the pup (which is no gimme, especially if you expect a refund), you still must pay the return shipment. If you keep your sick puppy, the vet bills can rack up very quickly.

Anyone who breeds as their primary or supplementary source of income has a built-in conflict of interest. They have a capital investment in their breeding stock. They have business expenses, and they want to minimize their costs. Their principal breeding philosophy is to maximize profit. This means they don't want to cull breeding stock with known health/temperament problems.

A BAD BREEDER IS USUALLY A GREAT SALESMAN!

The goal of 'breed for greed' types of breeders is to make as many sales as possible. As crafty sales people, they may well tell you what they think you want to hear:

*"We don't have health problems in our line."

* "No, these dogs don't get very big."

* "No, these dogs don't shed much."

* “Our dogs do fine in really hot, humid weather. They make great backyard dogs.”

* “All our dogs are show quality, but we don’t show because it’s all politics.”

* “We don’t check hips/elbows because it is NOT a genetic problem. If a dog has problems, it’s the buyer’s fault, because they overexercised, underexercised, let puppies go up/down stairs, didn’t feed the proper food, overfed, didn’t give them the supplements we sell, etc.”

* “The AKC won’t let us breed unhealthy dogs.”

* “European dogs are healthier than American dogs.”

* “No, we are NOT a puppy mill.”

**THESE ARE ALL LIES.
WOULD YOU KNOW THIS IF YOU HADN’T BEEN TOLD?**

The fact is, these breeders know just what to say, and how to say it, to fool you – their business depends on making you believe what you are told without any proof or evidence. They are experts at bamboozling the average buyer. Chances are, if you start asking too many questions, or if you challenge their claims, they will quickly terminate the conversation.

**BAD BREEDERS THRIVE WHERE BUYERS ARE BLINDLY
TRUSTING, ILL- INFORMED,
AND JUST LOOKING FOR A PUPPY!**

**DON’T BE EXPLOITED – BE AN INFORMED
BUYER!**