



## Premier pet amenities brand, Bark Buildings, launches

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New York, NY Bark Buildings, a unique lifestyle brand that builds pet-friendly communities and promotes responsible pet ownership, is launching a new national program that brings the company's sought-after amenities and concierge-style services to multifamily buildings across the U.S. At a time when pet ownership is on the rise and both animals and humans are navigating post-pandemic living, Bark Buildings offers tools and programming for pet families and property managers alike. Originally founded in Jersey City as an in-building amenity, the company is transitioning to fill growing needs across the country by introducing an innovative model that can plug into any building in any market.

Residents enjoy access to the best local pet care providers that are vetted by Bark Buildings—from walkers to veterinarians—along with educational resources, community engagement tools to connect with fellow pet families in the building. Bold signage, a treat jar and new pet 'welcome gifts' immediately make new pet owners feel welcome and at home, as well as help to generate a sense of community within a building. On-site activation kits further assist in organically drawing residents together as well as illustrate a building's commitment to supporting a pet-friendly environment.

"As animal lovers, we created Bark Buildings to help pet families thrive in multifamily communities. And guess what happens when property managers start prioritizing pet owners? They see higher rents, better retention and what we call the halo effect: the property becomes more appealing to other demographics," said Danit Zivan, who co-founded Bark Buildings along with her brother Devir Zivan.

"We are thrilled to expand Bark Buildings with this new model that can be tailored to multi-family communities across the country," said Devir. "With more and more people adopting pets and the needs of on-site teams evolving, property managers are seeking solutions to keep pace. At the same time, pet owners are expecting more from pet friendly communities. There's a real need for Bark Buildings, and our customers' feedback has validated that."

Bark Buildings is a modern pet amenity that helps communities attract, retain and support pet owners—one of the fastest-growing demographics in the country. Millennials currently represent the majority of the housing market and constitute 80% of pet owning residents in the U.S. That number is only increasing, with 48% of millennials and Generation Z intending to adopt a pet within the next year alone. But despite these clear statistics, many prospective renters and owners still find it challenging to secure housing that not only accepts pets but also provides a safe, welcoming environment for them. Bark Buildings is filling this urgent hole in the market with their intuitive

amenity program that aligns the needs of building residents with the business goals of building operators, setting a new standard for pet-friendly housing.

Originally launched in 2016 in Jersey City, NJ as an in-building amenity, Bark Buildings has quickly become the gold standard for pet-friendly living in the region, servicing 14 properties, including high-profile new developments like Journal Squared, Modera Lofts and 235 Grand. Now, the company is launching a new program that offers onsite enhancements, a dedicated pet concierge, and a digital community portal for apartment buildings across the U.S.

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