

FELINE  
BEHAVIORIST

In-Home Consultations  
to **Retrain Negative  
Behaviors**



Product/ Service Information

Pawsitive  
Potential<sup>®</sup>

# What Does a Behaviorist Do?

Through education and experience, a behaviorist is able to observe an animal's behavior and try to determine the cause and motivation behind it.



Many behaviors are common including those that can be troublesome for cats and their guardians brought on by stress and conflict. Through various methodologies including classical conditioning, retraining, and positive reinforcement, the negative behaviors can be changed and in many cases eliminated.

Once a determination is made as to why the cat is acting the way he/she is, a treatment plan is developed for guardians to follow.

At **Pawsitive Potential**, we feel strongly that the best results come from rewarding good behavior. This not only brings positive results throughout the retraining process, but also further builds your cat's self-esteem and strengthens the human-animal bond.

# How Does It Work?

Consultations begin with an extensive phone review to fully understand the concerns you're having with your cat.



Information is collected that includes age, history of behavior and general health background. From there, an in-home visit will be scheduled that allows us to see your cat in their natural surroundings and assess motivation through body language. It's difficult to make changes yourself by reading a book or doing online research.

We not only explain what to do, **we'll demonstrate in your home with your cat** so you can feel comfortable continuing the process after the consultation ends.

**A re-training plan will be created that's unique to your cat's needs.**

-  You'll receive detailed, clear information that's easy to follow with a summary report sent to your veterinarian.
-  Ongoing support for questions is always available via text, email or phone call.
-  Follow up visits can also be scheduled. We want you and your cat to succeed.

“Thank you for your time and effort.....there was a lot of play going into last night and it worked very well. Both cats had full run of the house and there were no incidents or problems. Thank you again for the help.”

“My cat randomly started urinating outside the litter box. ....nothing was working so I decided to turn to professional help. After 1 visit and following the suggestions Stacy made, the issue was resolved. It’s been 1 year and I couldn’t be happier with the results, she was truly a life saver!”

“They are getting along perfect! ... I can tell both are much happier... Thanks for all your help!”

“Thank you so much.... We already view Lily differently and are more sensitive to her needs following all your instructions. Many thanks for all your time and help!”

**CALL TODAY FOR  
YOUR CONSULTATION!**

# Is Your **Cat** Having Any of These **Problems**?

-  Not using the litter box?
-  Scratching the furniture?
-  Aggression with other cats or people?
-  Need to introduce a new cat?



**Our in-home consultations can help with these issues and more.**

By conducting a full behavior assessment we develop a customized treatment plan that's just right for your cat.





Stacy Ferrara, CAFTP, CFTBS, is a Certified Advanced Feline Training Professional and Certified Feline Training and Behavior Specialist. She is also a Fear Free Certified Professional for animal training.

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 Follow us on Twitter! / @PawsPotential

### **Consultations available throughout:**

Nassau | Western Suffolk | Queens | Manhattan

### **Contact us for other locations:**

 **Phone: 516.949.9874**

 **E-mail: [info@pawsitivepotential.com](mailto:info@pawsitivepotential.com)**

 **[www.pawsitivepotential.com](http://www.pawsitivepotential.com)**

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