Leash Time Sit. Stay. Prosper.™ Professional Pet Sitting Software

The Monthly Poop

SUPPORT POLICIES

support@leashtime.com
703-996-3084

Monitored 7 days a week.

(1) ALWAYS email support@leashtime.com

(2) Email support to set up a time to talk by phone. Let us know your available times to talk.

(3) If the support issue is urgent, type URGENT in all caps in the subject line.

BILLING POLICIES

(1) Automated payments process on 15th of month.

(2) You will receive an invoice preview prior to processing.

(3) You only pay for sitters that have worked in a given month period, not for sitter accounts.

(4) We will credit your account if you only have a few visits that pushed you into a new price tier. YOU MUST REQUEST THIS CREDIT.

(5) Account access will be automatically restricted if the account is not paid in full by the last day of the month of the billing period.

Thank You!

Last year we experienced tremendous growth that tested our ability to provide a high level of service and support. We were so busy, we did not get a chance to reflect on how far we've come and how far we want to go.

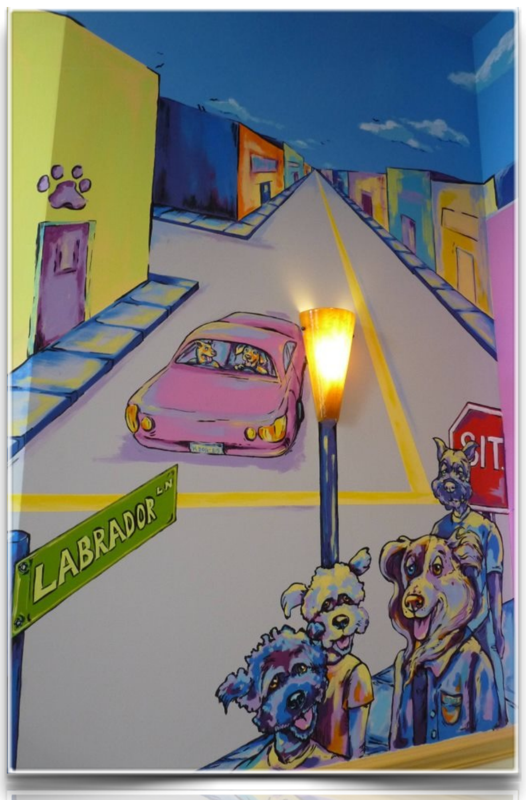
Looking back, we struggled to maintain a high level of support while upgrading our servers and implementing a new help system. All along we realized that none of this would be possible without your faith and support. We thank you for being so supportive as we grew rapidly.

It has been several months since we last published our newsletter We made a very tough decision to prioritize providing a high level of customer service and working on major changes to our billing system over publishing the newsletter on a monthly basis.

Over the summer, we successfully implemented a help tracking system to ensure more timely responses to support inquiries. Additionally, we upgraded our server capacity fourfold to meet increasing site traffic demand.

We immediately turned our attention to the new billing system, which had been (and continues to be) in Beta release (overview provided later in the newsletter). As we finalize changes to Beta billing, we will be at a crossroads and we will have some large scale changes to make.

For the new year, we plan to improve our documentation (including videos) and completely re-evaluate all workflows and user interfaces within LeashTime. Although we are very proud of the comprehensive set of functionality in



LeashTime, we do not feel like we are close to being done with adding features and streamlining your experience. We also realize that mobile tablets and handheld devices are increasingly integral to your operations, so we will be giving special attention to those platforms and exploring how to extend the LeashTime experience in an ever-shifting technology landscape.

Thanks again for your continued support. We look forward to an exciting 2014.

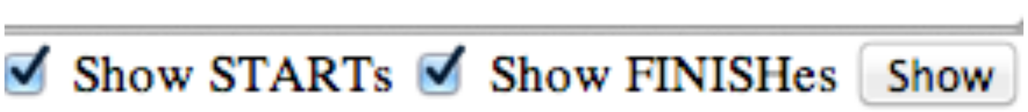
POINTERS (NOT THE DOG BREED)

View Upcoming Petsit Start/Finish

(1) Go to the **HOME** page.

(2) Click **Week at a Glance** icon

(3) Click **Printable List**



(4) Click **Show STARTs** and/or **Show FINISHes**

(5) Click the **Show** button

(6) LeashTime will display a list of all upcoming start and/or end visits for petsit schedules (EZ Schedule)

Beta Billing Review

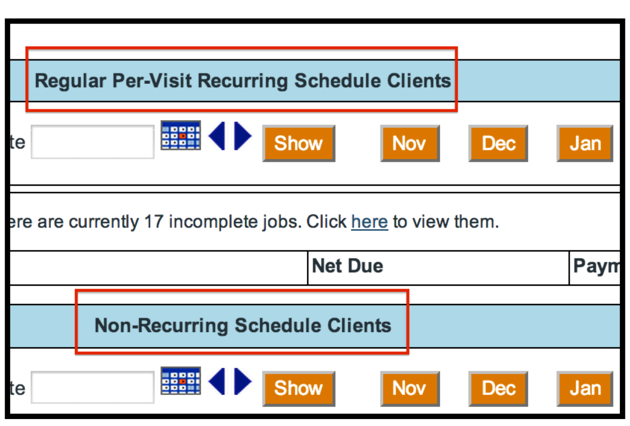
MAJOR CHANGES

Separation of Recurring and Non-Recurring Clients
Billing Flags
Literal Mode
Last Sent
Arrow Indicators begin/end schedules prior or after billing period
Exclusive Payments

For over a year now, we have been testing our third-generation billing system in LeashTime. Our new billing system has been deployed to many beta testing clients with good results.

The new billing system addresses many of the sources of confusion in certain scenarios in the previous billing system. Following are the major changes in the new billing system:

SEPARATION OF RECURRING AND NON-RECURRING



Almost without exception, pet sitting businesses exercise two different billing policies for two different types of clients. A typical pattern is that for recurring clients, you bill them on a regular cycle (e.g. the last day of the month, every 4th Friday, every Monday). Billing these clients usually poses very few problems.

The second group of clients that you bill are petsit clients. Typically, you will have an entirely different billing practice with regard to these clients (e.g. prepay for all visits prior to beginning of schedule or pay for all at the end of the schedule). Regardless of your normal billing cycle, you typically will want to bill these clients for their entire petsit schedule. Additionally, if a schedule crosses over two billing periods you will want to send a single invoice for the entire schedule rather than two separate schedules. Separating these two groups of clients is the first step in ensuring that differing billing polices can be applied.

ARROW INDICATORS

For non-recurring schedules (EZ Schedules), if any part of the schedule intersects with the billing date range, then the entire schedule of visits is shown and billable. Graphic arrows will indicate whether a particular schedule begins prior to and / or ends after the current billing period. Typically, you will want to bill for the entire schedule regardless of whether it begins prior to or ends after the current billing period.

LITERAL MODE

If you do not want the default behavior of billing the entire schedule even if only part of it intersects with the billing period, you can check the **Literal Mode** checkbox and only visits that are literally within the given billing period date range will be used to calculate the invoice total.

LAST SENT

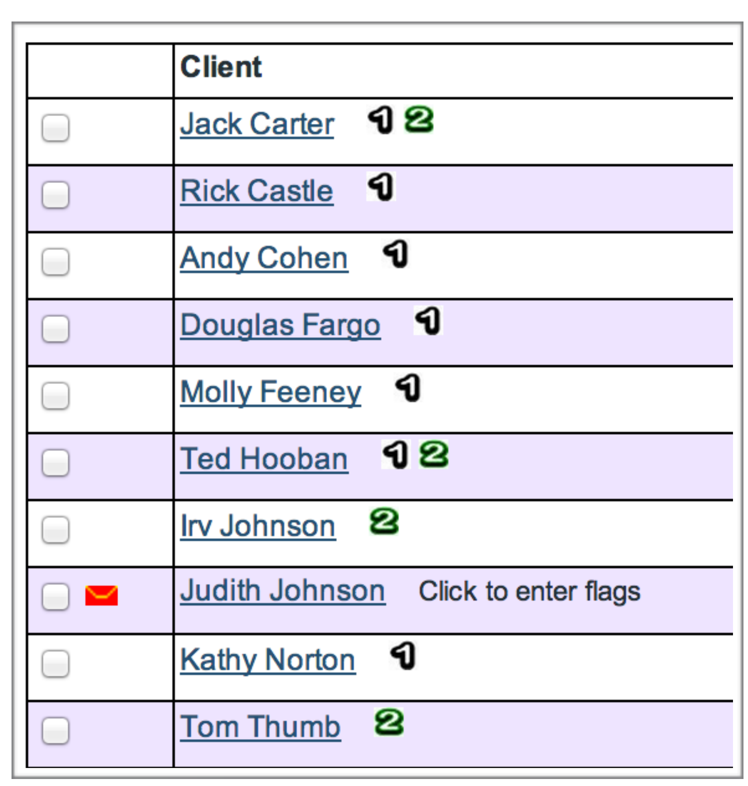
Previously, LeashTime would only show the date of the last sent invoice within the current session, rather than the last sent date overall. Although this is a relatively minor change, the impact for tracking billing is significant. Now you will be able to determine the date the invoice was last sent without having to refer to the Communication log of a particular client. This will allow you to see which clients have already been sent an invoice and on what date.

BILLING FLAGS

Billing flags allow you to segment your clients by various attributes. There are five system designated billing flags, labeled 1, 2, 3, 4, 5.

They are versatile and the possibilities are endless with regard to how you can utilize flags. The typical use of the billing flags is to flag all your recurring clients with a single flag. The reason you do this is that some of your clients are conceptually recurring but do not use the Ongoing Schedule editor, instead they must be scheduled with an EZ Schedule.

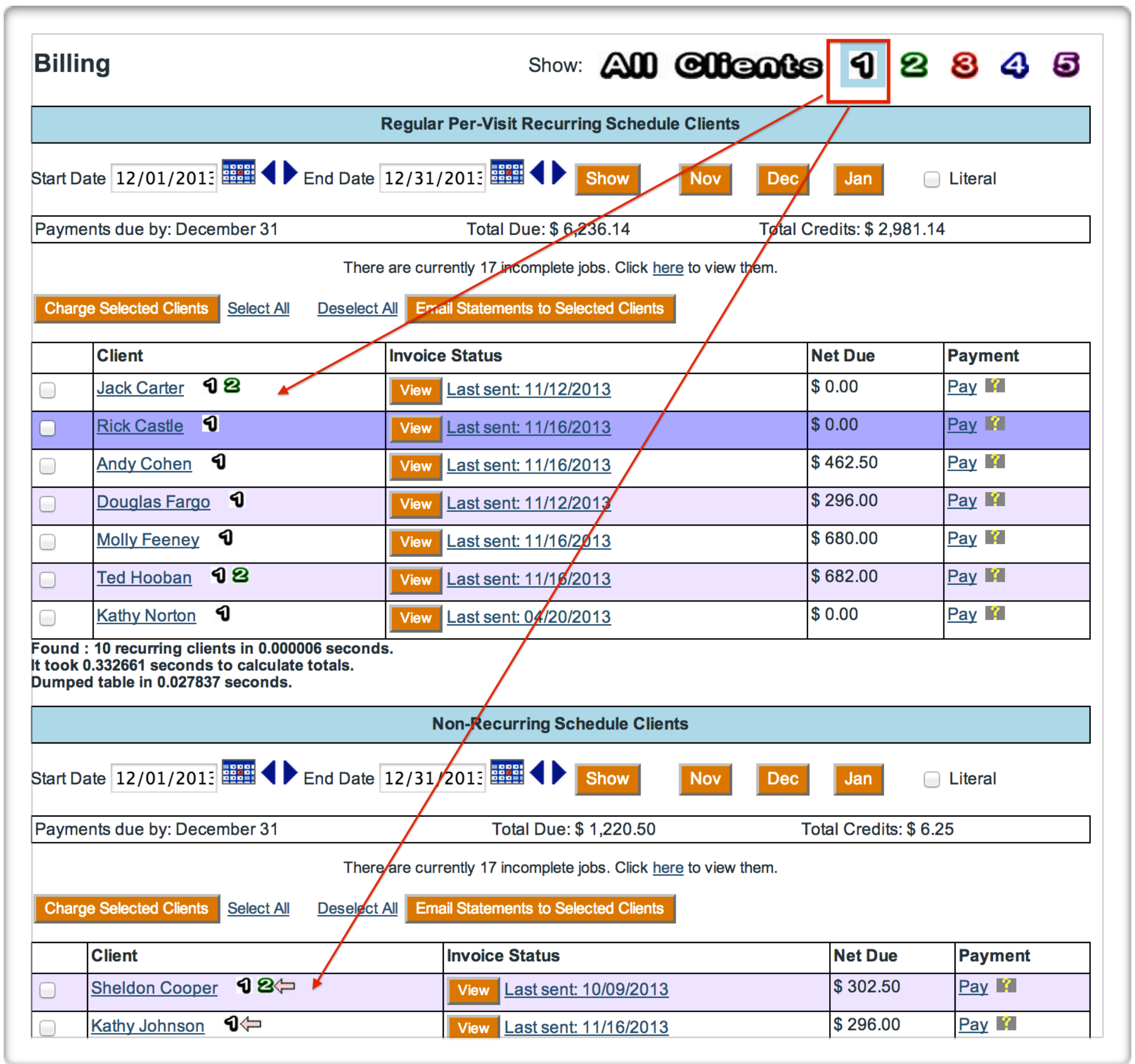
Although they consistently get 3 walks per week from you, the days of the week varies. In the new billing system, these clients would be separated into recurring and non-recurring. However, they are both recurring clients and you want to apply the same billing policy to both sets of clients, yet do not want true petsit clients (also with an EZ Schedule) to be included in your recurring billing actions. With flags, you are able to quickly identify all your recurring clients, whether



scheduled with an Ongoing or EZ Schedule, and institute a consistent billing policy.

To filter clients by flag:

(1)Set the appropriate date range in the appropriate section(s) of the billing page
(2)Click **Show**
(3)Click on the billing flag number
(4)If you click more than one billing flag number, then LeashTime will include all clients who have either flag (this is an OR operation not an AND operation)



EXCLUSIVE PAYMENTS (not released yet)

In LeashTime, no distinction is made between payments. For instance, a recurring client has $400 of visits scheduled for the upcoming month and makes a prepayment for that amount. At the beginning of the month, the client will have a $400 credit on their Account Balance.

As each visit is marked complete, the credit will be decremented by the amount charged for the completed visit. Finally, at the beginning of the next month, the Account Balance will be $0 and you will bill the client for $400 for upcoming visits. Normally, this cycle will continue indefinitely for recurring clients with no issues.

However, if this same client schedules additional petsit visits during the month with payment due at the next bill cycle, then some of the original $400 payment would be applied to the petsit visits and the last few recurring visits will be unpaid.

Although the net amount due is the same, the last few recurring visits will appear as prior unpaid billables. Usually, this will result in confusion about the invoice. Both you and the client will have conceptually thought the recurring visits were completely paid off and the client only needs to be invoiced for incremental visits added.

In an upcoming update to Billing generation 3, we will allow you to exclusively allocate payments to schedules and visits, avoiding possibly confusing scenarios as described above.

IMPROVE YOUR BILLING EXPERIENCE

Although we have made significant changes to the billing functionality, there are some recommended best practices that we have outlined in the table to the right. Following the outlined best practices will, hopefully, minimize the amount of confusion you have with billing in LeashTime.

Billing Best Practices
Make sure you are aware of the start and end date of the billing period.
Set up custom pricing and tax rates prior to scheduling services.
Never delete a system generated credit.
Mark jobs complete as soon as possible.
Always record payments faithfully.
Set the start and end dates of EZ Schedules to coincide with billing periods, if possible.

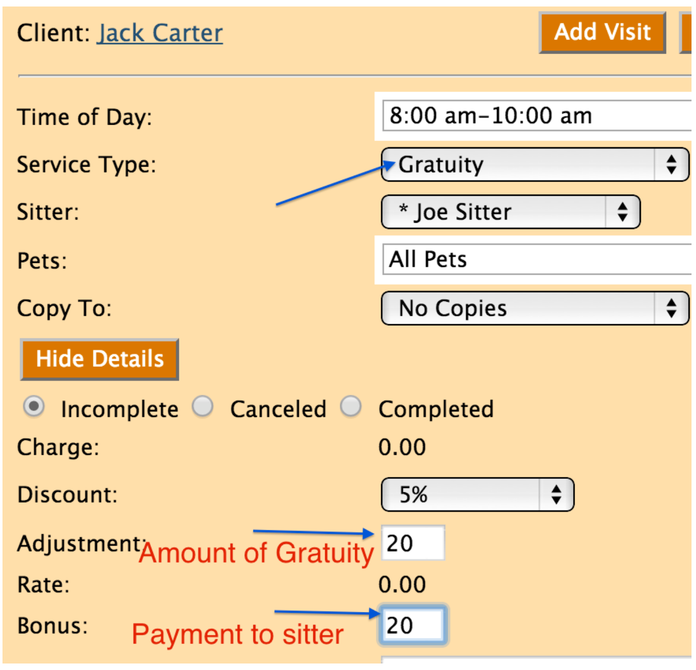
How To: Gratuity

GRATUITY

There are two methods of recording gratuities. The first (and recommended) method is to treat it as service. First, make sure you have defined the service:

(1)Go to **ADMIN** > **Services** and add a service called "Gratuity" (or similar)
(2) Set both the charge and the rate to $0.00 .
(3)Save

When you are ready to record a gratuity, do the following:

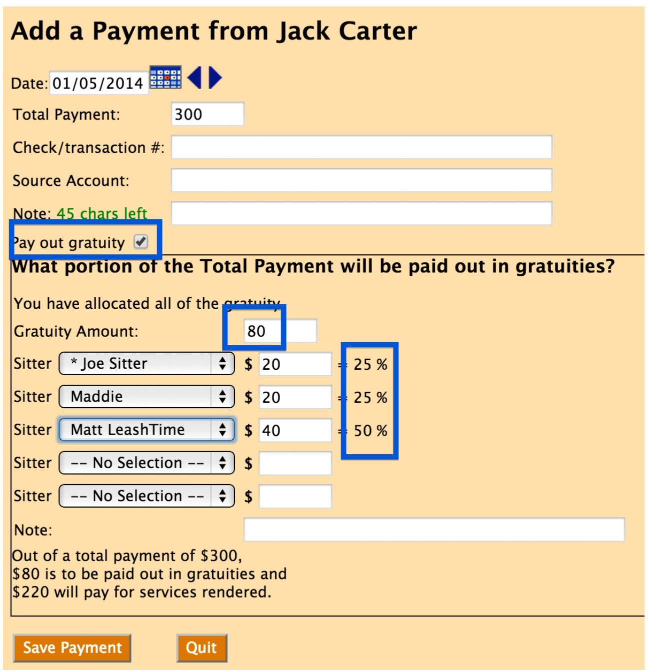


(1) Schedule visit with **Gratuity** service selected
(2) Click the magnifying glass next to the visit to edit visit details
(3) Enter the gratuity amount into the **Adjust** field
(4) Enter the payment to the sitter in the **Bonus** field.
(5) Make sure you have assigned a gratuity to the appropriate sitter.
(6) Mark the status to **Complete**.
(7) Save the visit.

The Gratuity will be treated like any other service that you are billing and making a payment to a sitter for.

The second method is to allocate part of a payment as a gratuity. This is convenient when your client asks that you simply charge them for services plus some gratuity amount. For instance, the bill is $365 and the client tells you to charge them $400 and leave a $35 gratuity. It is particularly convenient for splitting a gratuity among multiple sitters.

To process a gratuity in this manner, you would:



(1) Click **Make Payment** button
(2) Type in the total amount of the payment (including the gratuity amount) into the **Total Payment** field.
(3) Check the **Pay out Gratuity** checkbox option.
(4) Allocate the payment amount among one or more sitters.
(5) Click **Save Payment**

However, there are some drawbacks:

(1) The gratuity amount will immediately become payable to the sitter. So if the client prepaid for services and added a gratuity, the sitter may be getting paid before providing services.

(2) The gratuity item and amount are not itemized as clearly on invoices. Rather than being listed in the list of services, the gratuity is listed along with other payments.

(3) You cannot do this as part of batch payment processing

How To: Refund

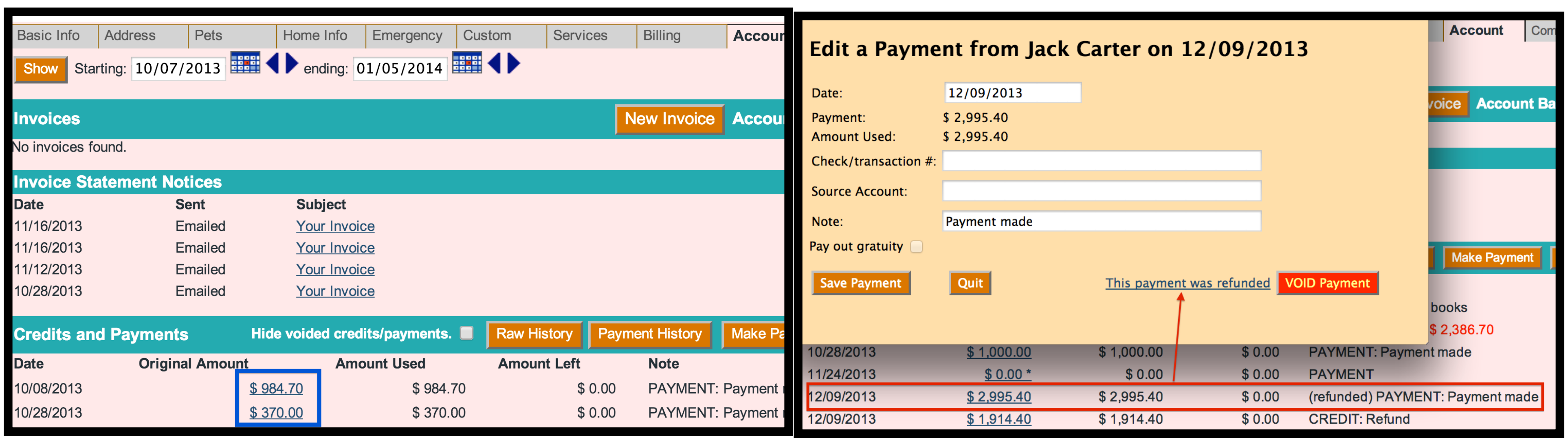
Refund Payment Steps

- Click on Payment to refund
- Click Refund This Payment
- Change the amount of refund
- Click Save Refund or, if credit card, click Refund Credit Card
- VOID the original payment if any or all of it has been applied to pay for visits.

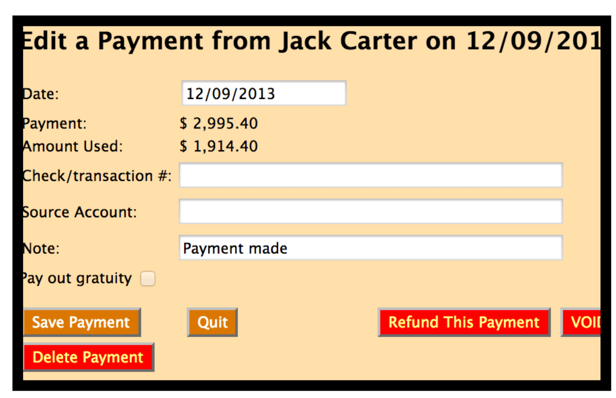
REFUND PAYMENTS

Refunding a payment can often be one of the most confusing things you do in LeashTime. First, let's establish a few definitions:

- ★ A refund is not a credit
- ★ LeashTime does refund credit card transactions (to verify go to the **Billing** tab of the client's profile and click **View Electronic Transactions**), however, this will only change the **Account Balance** if the payment has not been applied to visits
- ★ You rarely want to click the **Issue Refund** button, instead, you want to click on a specific payment
- ★ If you refund a payment that has been used (or partially used), you will want to also **VOID** the original payment



To issue a refund, go to the **Account** tab for the client and choose a payment to refund.



1. The payment editor window will appear and you should click the **Refund This Payment** button.

2. A refund editor will replace the payment editor pop-up.

3. You may adjust the amount of the refund you plan to process by typing over the value in the **Refund Amount** field.

4. For credit card payments, click the **Refund Credit Card** button. The credit card will be refunded by the amount entered into the **Refunded Amount** field at your merchant processor.

5. If the payment has not been applied to visits, it will be removed from the **Account Balance** credits

6. If the payment has been fully or partially applied to visits, the paid-for visits will remain paid. You must also **VOID** the payment. This will unapply the payment for visits and those visits will now be billable.

7. If you do click the **Refund Credit Card** button, you can verify that the payment was refunded by going to the **Billing** tab of the client's profile and clicking on **View Electronic Transactions**.