



Petplan's Quick Guide to Puppy Gazumping

How to avoid being a victim of puppy gazumping

- Do your homework beforehand and get in first. Establish where there are pedigree litters available - www.petplan.co.uk/findapet is a great search engine to find litters local to you from reputable breeders. You can also download a useful buying guide from this site.
- Have your finances in order and pay a deposit to reserve your puppy until it is weaned and ready to leave the mother.
- If the puppy you want has the 'it' factor - don't quibble - offer the asking price.
- Develop a good relationship with the breeder from the start. It may be harder for them to turn you down or accept other offers if they know you.
- Only buy from a reputable breeder. Those who genuinely care about animal welfare will always choose to sell the puppy to the best home, before the best price.
- Before paying the deposit, check with your breeder that this will protect you against puppy gazumping
- Call the breeder regularly to keep up with the progress of your puppy. This way they will know that you are genuinely interested in it's welfare and are committed to having the puppy

If you think you are being puppy gazumped

- Appeal to the seller's better nature and make sure they fully understand that you can provide the best possible home for their puppy.
- Be clear you are willing to complete on their timescale in the best interests of the puppy, and its mother.
- Don't get cross.

- Don't let bids spiral. If you want to match the higher offer do so, but don't keep bidding up if you can't afford it.
- If the other buyer makes an even higher offer for your puppy, suggest using sealed bids. This is when all potential buyers put their best and final offer in a sealed envelope. The best offer tends to win. It is always worth including a letter with your bid, appealing to the breeder's better nature, outlining why your home is the best environment for the puppy. Breeders sometimes choose an 'under bidder' because they can offer a better home to the puppy.