



At Bark U, we are dedicated to achieving the highest standards of excellence in everything we do. From the pristine conditions of our facility, to the quality of care we show each and every dog, to the relationships we build with our clients, excellence is our hallmark. It is the core of who we are and why we have created the Bark U Paw-marks of Excellence. These Paw-marks are Bark U's pledge that our entire team is committed to providing these high standards.

SAFETY

Our clients trust us with the safety of their pups who are dearly loved members of their family. This trust is the foundation upon which all other aspects of our business are built. As such, safety is always the number one priority at Bark U. Our staff pledges:

- To put the safety of the team and our clients, two and four-legged, above all other duties.
- To actively seek out and fix potential safety hazards wherever they go.
- To report all safety concerns to co-workers and the Leadership Team.

SERVICE

The relationships we build with our clients is our most valued asset. Our clients love us because they know we truly care about them and their pets. Their pups are a part of the Bark U family as well as theirs, and we work hard to provide the solutions for all of their needs. At Bark U, "the extra mile" is our starting point. Our staff pledges:

- To exceed our clients' highest expectations. Every client. Every time.
- To listen to the needs of our clients and offer the best products and services to meet those needs.
- To take the time to speak to our Clients about their pups' day and provide meaningful, individual, and positive feedback.

LEADERSHIP

From their first day as full-fledged faculty members, our staff become leaders at Bark U. Our faculty are empowered to make the right decisions for the success of their yards, to make our clients happy, and to uplift and energize their team members. Our Leadership Team has the privilege of casting a bigger vision for our faculty and rallying the team in support of that vision and their own personal growth. Our staff pledges:

- To lead their pups, their yards, and their team, regardless of their position.
- To seek out continued growth within themselves and as part of their team.

- To meaningfully connect with their team--to stay on the pulse of their morale, their needs, their goals, and their growth at Bark U.

TEAMWORK

Everyone at Bark U is hired to do the exact same job--to make our clients feel fantastic about their decision to bring their pups to us! Like many parts of one body, we each carry out that job in unique and important ways. When we each work at our highest level and provide support to our co-workers, we elevate Bark U and the entire team as a whole. Our staff pledges:

- Never to take for granted the impact they have on their team. Their team relies on them as they rely on their team.
- To take on any duty for which they are qualified, regardless of their position.
- To have constant communication with their team each day to set Bark U up for success.

FUN

The fun, bubbly, excited atmosphere of Bark U is our calling card. We understand that a work environment that is fun and engaging fosters creativity, productivity, and an amazing staff that is excited about the work they do. Our clients know that our faculty is passionate about their dogs and creating an atmosphere that is just as exciting for them as it is for us. Our staff pledges:

- To stay passionate about making every dog's experience at Bark U a happy one.
- To exemplify the bubbly, enthusiastic culture of Bark U in everything they do.
- To uplift everyone around them—Clients and team members alike—by sharing the excitement of the Bark U experience.