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10 Tips to Recognise a Responsible Puppy Seller

FOUR PAWS advice on what to look out for when you are buying a puppy

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Adding a dog as a new member to the family is an exciting time. Although we always encourage [adoption \(/campaigns-topics/topics/companion-animals/adoption\)](#) as a first choice, we understand some people are looking for a specific breed or want to have the dog from puppyhood. There are many pitfalls when you are looking to buy a puppy that can be avoided. Read [our 10 tips here!](#)

Anonymous and dangerous: illegal puppy dealers

The illegal puppy trade is rife with animal cruelty, deception and risk of disease. Thousands of puppies are bred in hidden breeding facilities around Europe in unsanitary conditions, taken from their mothers much too early, and transported illegally across borders without the necessary vaccinations. Online classified ad sites have become the main way to sell and buy puppies. However most classified ad sites allow anyone using them to remain completely anonymous. This means if you buy a puppy and after purchase you find out they are sick; you may never be able to reach the seller again. They could have changed their phone number, deleted their website account, or created a new one under a different name.

Many new dog owners end up with a puppy that is too young, poorly bred and sick. Some of the puppies even sadly die, shortly after having arrived at their new home – leaving the new owners traumatised and with high veterinary bills.

It is difficult to recognise a bad seller or breeder. Many of them are experienced in presenting themselves as responsible breeders, or their puppies are 'homebred' or need to be 'rehomed'. So how do you recognise a genuine and responsible puppy sale from an unscrupulous one? [DONATE \(HTTPS://DONATE.FOUR-PAWS.ORG/\)](https://donate.four-paws.org/) [ADOPT \(/GET-INVOLVED/ADOPTION-PROGRAMME\)](#)