Why Choose Our Immersion Program

What is an immersion?

Your dog will have their own room in our Immersion Inn. They will live with us for the duration of their stay. Our Immersion Inn is staffed entirely by trainers.

That’s right. No kennel techs, all trainers. Why? Every interaction with your dog, from getting out of their cabin in the morning to feeding, are all training opportunities, and we don’t want to miss a single one!

Immiscion programs allow the trainers to have 100% of the initial training period to establish patterns and behaviors, yielding a superior and quicker result than training at home usually provides.

At the Immersion Inn, our goal is to treat your dog as our own, with our focus on comfort, skill building, socialization, and behavior modification.

Why do you do immersions at your facility instead of a home environment?

❖ In a word, safety.
❖ Homes are not set up with the goal of keeping dogs safe. From entry and exit points to kennels and eating areas, our Immersion Inn is set up with the canine family member in mind.
❖ Our facility was designed with industry-leading materials in disease prevention that simply cannot be replicated in a home environment.
❖ More staff means more eyes on the dogs.
❖ 24/7 security systems monitor the Immersion Inn.
❖ Standard protocol is known and practiced by all employees in emergencies like tornado or fire.
❖ In case of medical emergencies, our facility is located next door to a veterinary hospital and less than 15 minutes away from one of the best after hours emergency veterinarians in the metro Detroit area.

In fact, we don’t just believe immersions done in our facility are an alternative to a home-based program, we believe an Immersion Inn training experience is superior. Here’s why:

❖ Well rested trainers equal better trained dogs.
❖ Imagine if you took your work home with you every day. Imagine your work had the capability of waking you from sleep, that your relaxing time at night was consumed with managing your work. Imagine that every personal outing is planned around your work or cut short. This is the reality of trainers keeping their dogs in their homes. The end result is actually not better training, as you might initially believe. Your dog won’t be the first dog the trainer keeps in home that month, it may be the eighth. That type of work load weighs down a trainer more than you can imagine and ultimately negatively impacts their love of the job and their ability to train dogs.

❖ A better training outcome.
❖ The more consistency dogs are given, the better the training outcome. A facility environment provides consistency and stability like no home environment can duplicate.
More reasons why the Immersion Inn is superior to an in-home program:

❖ More training time.
➢ Because dogs are trained at the Inn, less time is spent traveling to and from the facility each day and can be used to actually work on training.

❖ More flexibility.
➢ If you have behaviorally challenged dog who needs to learn better manners around other dogs, having a facility environment gives the trainers more flexibility to work on tolerance and desensitization separately, or vary the routine and exposure to both people and dogs.

❖ More socialization opportunities.
➢ If you have a happy-go-lucky pup who benefits by burning off steam playing with other dogs, the likelihood there will be another like-minded dog at the facility is greater than in a limited home environment.

❖ More trainers working with your dog.
➢ Sometimes people are worried that their dog will ‘only listen to a trainer.’ By opting for an immersion program in our facility, your dog has the opportunity to ‘generalize’ their new, improved behaviors. This is a term trainers use to mean adopting a behavior in more than one specific circumstance, i.e., among other things, listen to more than one person!

See? We told you our Immersion Inn was better than in-home! But there’s more...

Our Immersion Inn offers some awesome amenities.

❖ Our facility property abuts the Clinton River Trail, a fantastic training opportunity right outside our front door and a nice healthy way for your pup to get mental stimulation and exercise.

❖ We have a large grass area for romping on our property.

❖ Our immersion facility is air-conditioned (and, of course, heated.)

❖ We have capabilities to store and serve all diets, including raw feeding.

❖ Canine cabins can be personalized with beds, blankets and other items to help your pup feel comfy.

❖ Once they’re ready, our immersion dogs go on field trips to practice their skills in the ‘real’ world. We’re within 15 minutes of Bass Pro Shop, downtown Rochester, Field and Stream, the Rochester mall and numerous parks.

What about things that are happening in my home? Can that be fixed at the Immersion Inn?

❖ Absolutely! No training exercise that can be worked on at home cannot also be worked on in the training facility. Whether it’s jumping, counter-surfing, door manners, or behavioral issues, our facility is the perfect place to practice.

Come visit!

❖ If you would like a tour of our Immersion Inn, call the office to schedule time.