

\$5 for a Scraggly Cat

In front of an East Side delicatessen in New York, a well-known art connoisseur noticed a mangy little kitten lapping up milk from a saucer.

The saucer, he realized with a start, was a rare and precious piece of pottery.

He sauntered nonchalantly into the store and offered \$2 for the cat.

“It’s not for sale,” said the proprietor.



“Look,” said the collector, “that cat is dirty and undesirable, but I’m eccentric. I like cats that way. I’ll raise my offer to \$5.”

“It’s a deal,” said the store owner, and pocketed the money.

“For that sum, I’m sure you won’t mind throwing in the saucer,” said the connoisseur. “The kitten seems so happy drinking from it.”

“Nothing doing,” said the proprietor firmly. “That’s my lucky saucer. From that saucer, so far this week, I’ve sold 34 cats.”

We chuckle at the story. It does, however, contain a lesson: In our business, we should look for new and creative ways to market the services we offer.

And we don’t have to be deceptive. The environment of our buildings and the care that we provide are far more valuable to our customers than rare and precious pottery. Our focus is, and must always be, on serving.

For where your treasure is, there your heart will be also (Matthew 6:21 NKJV).

– Beecher Hunter