



Concierge service can handle anything

UP & RUNNING: A look into lessons learned from new entrepreneurs

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There just aren't enough hours in the day. Wouldn't it be nice to get some help at home or work to complete your task list?

"We enable our clients to spend more time on the more important things in their lives," entrepreneur Rosie Young says.

Young owns Rosie Young Concierge (online at www.rosieyoungconcierge.com), a special concierge service catering to busy families and individuals.

For clients requesting personal concierge assistance, Young will handle tasks such as grocery shopping, event planning, gift buying, pet management and automotive maintenance.

If you're going away on vacation and worried about your home, she'll stop by to water your plants, pick up your mail and check on things. Her executive concierge services include schedule management; office organizing, meeting and planning; supplier research and interviewing; business travel planning and running business errands. "Our executive service is geared towards busy professionals and small business owners who need a helping hand without the burden of hiring additional staff," Young says.

Young believes people crave a reliable person to help them manage their lives.

"Imagine having someone you could trust 100% and call on an as-needed basis," she says. "My clients have enough things to worry about, so we make sure the job will be done in a timely fashion and done right.

"I tell them, 'Give me your list and consider it done.'"

While there are other personal concierge services in the marketplace, Young differentiates her business by offering a one-stop shop.

"Whatever it is, I will take care of it," she says.

"Organizing a summer dinner party, de-cluttering households, selling unwanted things, picking up the kids from school . . . we do it all."

Since launching her business four years ago, Young says she's learned to wear many hats.

"Most business owners must multi-task marketing, management and finance responsibilities, but in my business, I must do all of those things plus deliver a very diverse range of client services," she says.

"Every day is different. I love problem solving and am very organized and creative, so the chance to apply those skills in my business excites me."

Startup expert Roger Pierce is co-founder of BizLaunch.ca. His company advises new entrepreneurs in free seminars delivered across the country.