

Commercial & personal services

Entrepreneurs turn their time into money

By NICOLE GARTON

Staff writer

Talking about busy people reminds Franklin resident Beverly Spellings of her book club's recent selection.

The book, *Wasted*, addresses the workaholic mentality that turns our lives into a frenzy of meetings and appointments.

"We've all gone berserk; we're all too busy," says Spellings, a real estate agent. "The book is about how to take your life and manage it. Of course, I didn't even get the book read."

Spellings isn't alone in her quest for more time. The past decade's "time is money" attitude has faded as people realize they'd rather have the time — and they have money to pay for it.

This opens a new market for those who still want to turn their time into money.

All that junk that busy folks would like to purge from their schedules has become gold for entrepreneurs, who save their clients time and stress by taking care of complicated details and tying up life's loose ends.

Closet organizing, in-home pet grooming, errand running and bill paying are all emerging as viable careers in the personal service market.

"There's a niche here, and even if we got 50 others doing it, it would still be wide open," said Suzette Inman, owner of Consider It Done, which provides everything from event planning to time management coaching. "There is plenty of room for this industry to grow."

Spellings knows how valuable personal services can be. She initially approached Inman for help sending out mailings, and now she has enlisted the organizer to help her shop for a computer, organize her office and possibly rearrange her kitchen.

Time-saving assistance has long been available to businesses in the form of concierge services, but as professionals such as Spellings feel an increased crunch in their personal lives, these services have spilled over to the private sector.

Inman began working with professionals who couldn't take time off from work to run personal errands. But soon people outside of the corporate arena got wind of her services.

"Most of my clients are people who set their priorities on a different level," she said. "There are two people working, and somehow oth-



GEORGE WALKER IV / STAFF

Kelly Coty, left, works with employee Laurel Parton sprucing up a house on West Linden Avenue in Nashville. Coty's business, Prix de Solde, gets houses ready to go on the market.

er things have gotten left behind. The kids aren't getting taken care of, they're not getting their pictures framed. Organizing the house is low on their priority list, but it's important to the family."

Take the family dog, for example. How long would it take to pack him into the car and haul him somewhere for a bath — particularly once he realizes what a car ride means? How much energy is required to wash him yourself in the tub?

Kristy Hulsey, of Robertson County, nullifies those questions by cruising up in her van. The owner of Mobile Pet Grooming will wash and clip an animal on-site in about 45 minutes.

"It's easier than putting the dog in the car. It doesn't take all day, and you don't have to leave it (some-

where)," she said. After 2½ years in the business, she has about 3,500 clients who will pay to obliterate the hassle.

In many cases, providing a service that will attract busy clients like Hulsey's requires little more training than the day-to-day work you do at home.

"Start looking at your life experiences from a different light. What is your life experience? What do you really like to do? Focus on these areas first," Inman advised.

Kelly Coty did just that. Five years ago, she lost a low-paying job and needed a way to support her children. She also promised herself her next job would be something she enjoyed.

➤ Please see SERVICE, 5

Hot jobs in commercial and personal services

These career fields are expected to experience significant growth in the Middle Tennessee area over the next five or more years:

Job title	Current Midstate job total	Annual job openings	Average annual salary
Cooks (restaurant)	4990	318	\$18,366
Food service/lodging managers	3465	227	\$27,206
Bakers	905	56	\$19,136
Funeral directors	320	9	\$27,372
Pest control	585	41	\$23,171

SOURCE: Tennessee Department of Labor & Workforce Development

STAFF