

Commercial & personal services

Service: Hidden talents tapped for new businesses

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"If I was going to make any money, I was going to do something on my own. I had to find something I was good at and market it," she said. "I knew how to make a room look good for not a lot of money, because I didn't have a lot of money myself."

She used her credit card to buy her first set of business cards and created Prix de Solde, a home staging company that spruces up houses before they go on the market.

She serves mainly those who have found their dream home and must sell their house quickly and at a certain price. Her job is to, in five days, make the house look like it's worth the asking price, usually on a budget.

Like Coty, many personal service entrepreneurs start out with a small initial investment.

Terry Leederrick started his business, Fresh Express, with just the bare bones: two coolers and a basket. He used them to deliver gourmet sandwiches, salads and entrees to companies whose employees don't always have time for lunch.

Leederrick makes daily rounds to sell his vittles to hungry employees and their clients. The concept has taken off, and now he serves

Jobs to avoid

These career fields are expected to experience job losses over the next five or more years:

Job title	% loss
Hand garment pressers	-4.6
Butchers & meat cutters	-3
Service station attendants	-4

about 40 Nashville businesses out of six coolers and three baskets.

The money these businesses make varies. Leederrick grosses between \$60,000 and \$70,000 a year. Hourly, Inman charges \$25 to \$35 for home organizing and as much as \$125 for personal assistance, while Hulsey pulls in between \$20 and \$55 in the hour it takes to groom a pet. Coty charges by the job, and the client's budget usually determines the amount.

Success in this market relies primarily on research, motivation and networking, Nashville business owners agree. ■