

We're here to help!

Volume 1, Issue 8

Summer 2009 Issue

So...You want to Start a Personal Concierge Business?

If you are interested in joining the exciting world of Personal Concierge Services and be a Personal Assistant....you need to read this!

Both of us field numerous calls every month from new business owners or individuals who want to start their own concierge business and simply don't know where to go for help.

Some provinces have certain restrictions; check your own provincial guidelines for any variances.

Here is a brief summary of "How to Start your New Concierge Business:

1. Write a business plan. Put a lot of thought into what you want to do and how you will accomplish it. Businesses evolve and grow and you need to review your business plan on a regular basis to update and revise specifics. <http://www.canadabusiness.ca/ibp/eng/index.cfm>
2. When you name your business, think long term and think big! Ensure that the name you choose does not infringe on another company's intellectual property. Check your new company name here: <http://www.ic.gc.ca/app/opic-cipo/trdmrks/srch/tmSrch.do?lang=eng/>
3. Business Name: Go to your local Canada Revenue Agency and register the name of your new business. Name Approval Request Form <<http://www.fin.gov.bc.ca/registries/Corppg/forms/0708BFILL.pdf>>. \$30.00
4. Choose a form of Business Ownership / Type of Business: Before you register your business you need to decide on the type of business you are going to open: Sole Proprietor, Partnership or Corporation. <http://sbinfocanada.about.com/cs/startup/a/startingsteps.htm>
<<http://sbinfocanada.about.com/cs/startup/a/startingsteps.htm>>
5. Business Registration: Once your company name has been approved, you must register your business and you will receive a 15 character business number (BN). This important number will be needed for various purposes such as opening a business bank account, applying for a GST number, payroll records, and corporate income tax. Phone: 1-800-959-5525 www.businessregistration.gc.ca
Request for Business number form: <http://www.cra-arc.gc.ca/E/pbg/tf/rc1/rc1-09e.pdf>
<<http://www.cra-arc.gc.ca/E/pbg/tf/rc1/rc1-09e.pdf>> \$40.00
6. Business License: Your municipality will require you to register your business and purchase a business license. (from \$110.00 per year)

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7. You will need to register for a GST/HST if your revenues are more than \$30,000 per year.
8. Banking: Open a business bank account. Bring your business registrations with you.
9. Business Cards: Order business cards
10. Website: Hire the best web designer you can afford to create your business website. Build it and they will come! Prices range from \$160.00 per page an up; i.e. www.primadesign.com. Most of our professional clientele utilize the internet to surf for services. Ensure your website has all the correct Meta tags in place so your customers will locate you easily.
11. Understand how you are going to pay taxes. Canada Revenue Agency (CRA) website www.cra-arc.gc.ca/
12. Hire a bookkeeper to set up your business books. (\$25- \$55 per hour) Record all income and expenses. Your books are absolutely critical in case you are audited. Remember to keep your records for 6 years.
13. Maintain accurate records: receipts, sales invoices, purchase invoices, banking information, special contracts, advertising expenses, automobile mileage and maintenance expenses.
14. Hire an accountant early in your business inception for advice and to conduct your annual tax returns. \$800-\$1500 per year.
15. Business Insurance: Protect yourself with proper business insurance. \$800-\$1200 per year
16. WCB Insurance: If you plan to hire employees, you will need to register with WCB. Employers' Responsibilities are to maintain an account, pay premiums, work with employees to prevent injuries and illness, report injuries when they do occur, and help injured workers return to work. Employers need to establish WCB coverage within 15 days of first hiring workers. Rate is determined on the mix of your services.
17. Automobile Insurance: Ensure that the services that you are conducting are fully insured. Protect yourself and your clients. If you are moving client's cars, you need to look at having a Garage Policy.
18. Payroll Taxes must be paid on the 15th of every month. As an employer, you are responsible for paying EI, CPP, 4% holiday pay and WCB for each of your employees; i.e. An hourly salary of \$17.50 per hour paid out to an employee costs the employer \$19.42 per hour plus WCB.

Please refer to our previous archived newsletters for articles relating to Advertising and Marketing your business. www.canadianconciergedirectory.com

Archives: http://www.canadianconciergedirectory.com/html/news_archive.html

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What's new?

The Bizzy Butler has been swamped with new business since April 1st. January, February and March were dead slow and suddenly the phones starting ringing off the hooks on April 1st. The mix of my business has also taken a big swing to Personal Assistant services. For the past three years my business was approximately: 40% catering, 30 % home services, 20 % decorating and 10 % PA services. I am receiving a number of new clients through word-of-mouth within the movie industry here in Vancouver. Many of the services involve the coordination of personal moves, either overseeing the actual move or helping to downsize, home staging for a potential sale as well as personal shopping requests. I have a number of new out-of-town clients who need their fabulous condos 'fluffed' for their visits. PA services are now 30% of my gross revenue with catering and event planning up to 50 %. The trick I'm learning in this economy is to be very diversified!

Mary Ann Westendorf
The Bizzy Butler

David Mitchell Concierge

I thought I would drop a line to update you as far as the progress that my company is making, and also to provide some feedback regarding the newsletters. I have just recently started marketing, and am beginning to create somewhat of a buzz here in Sudbury. I recently was featured on our local CBC Radio One station as the Entrepreneur of the Week. I have gotten very positive feedback thus far and was surprised at how many people actually were listening to the station and heard the interview. I got a few jobs and generated positive word of mouth which is excellent. I still have quite a way to go as I know it takes a while to build up a client base, and that is why this directory and your newsletters have been received with thanks on my end. I do find the information useful and helpful.

David Mitchell
Chief Concierge

Balance InStyle has seen tremendous growth as well in the past year. We are finding that our clients and potential clients are beginning to understand the value of their own time. We are in the midst of expanding our services and opening 2 new businesses with the InStyle network. We will be sure to update you as launch dates approach.

We continue to raise money and awareness for Breast Cancer Research and are hosting our first annual "Birdies for Boobies" golf tournament in August. For more information about this and the other related events we host and sponsor please see the charity page of our website @ <http://www.balanceinstyle.com/Charity.html>

Amanda O'Reilly
Balance InStyle

Please let us know what your concierge business is doing and share your success stories with us so we can feature you in our next issue!

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Networking is an important aspect for any business. Our promise to our members is that we would network within our own directory and take the time to introduce each and every one of our newest members as they join.

We do this with the hopes that when your clients need assistance in other provinces that you will turn to our directory and fellow members to refer business to. After all, isn't that what this is all about?

For those new members allow me to introduce who is behind the CCD. My name is Amanda O'Reilly and I own **Balance InStyle** which services the greater Ottawa area and Naples Florida, and my partner Mary Ann Westendorf owns **The Bizzy Butler** which services Vancouver and surrounding areas.

Now let's meet our newest member ...

Fine Balance

Email: info@finebalanceconciierge.com

Telephone: 416.291.4693 **Toll Free:** 1.866.538.7344

Website: www.finebalanceconciierge.com

Description: We can help to relieve your day to day stress by freeing up some of your time. In today's busy life there are many demands pulling at you from every direction and we hope to help you find a way to meet those demands while bringing balance in your life. Servicing personal, small business and corporate concierge client needs in the greater Toronto area, York Region, Markham, Stouffville, Aurora & Newmarket and most of cottage country.

We would like to wish everyone a happy and healthy summer. Take time to enjoy the things that matter most.

Remember .. You are granted **86 400 seconds** each day. You cannot bank, keep or save them so make sure that you make the most of every second, of every hour of every day.

As always, we look forward to hearing about your successes ...email us @ info@canadianconciergedirectory.com

Amanda & Mary Ann