

# Executives find life balance with the help of Time Is Money

## Elite concierge service allows its clients to focus on business

It's been said a hundred thousand times. But repetition only reinforces the truth of the axiom: We only go around once in life. So be sure to make time for the things that REALLY matter.

Cynthia Pickering, founder of an exciting company called Time is Money Executive Concierge, is fond of asking the rhetorical question: "What's your time worth?"

Answer: More than mere dollars and cents. That's why Pickering suggests you clear the clutter from your busy professional and personal life by engaging Time is Money to sweat the small stuff – and the not-so-small stuff – on your behalf.

"It's great to work hard, to be motivated, to achieve great things. But we also need balance in our lives," explains Pickering, a dynamic and widely-experienced business professional whose company performs an astonishing range of services on behalf of a growing roster of clients.

Think of Cynthia as the multi-tasker's multi-tasker. She and her associate Nancy Bichel will collect your dry cleaning, make your dinner reservations, help with project research, book your vacations and business trips, remind you to order flowers for birthdays and anniversaries, co-ordinate back-to-school shopping for the kids, organize, cater and clean up after your dinner parties, arrange babysitting services, greet your out-of-town visitors at the airport. . . .

Out of breath yet? Well, the list of services goes on and on. It's limited only by your imagination. They've done everything from reserving theatre tickets to setting up a rafting holiday through the Grand Canyon.

"You know, it's funny. People have wonderful toys they never play with, beautiful recreational



Cynthia Pickering, left, and Nancy Bichel of Time Is Money.

properties they never get to visit," muses Pickering. "But if you've worked hard, then why not give yourself time to enjoy the things that matter."

Time Is Money Executive Concierge allows you the luxury of clearing your desk, of making the most of your most precious commodity: Time.

"It's simply good economics," says Pickering, an expert organizer and facilitator. "You'll put more money in your pocket by focusing your energies on the most profitable aspects of your business, the critically important operations that cannot be ignored."

And let Time Is Money tie up the loose ends. There's nobody more proficient, more organized, more customer-friendly than Pickering and her hard-working team.

Meanwhile, the variety of services offered by Time Is Money is simply staggering. Once the

team gets familiar with your requirements, they'll custom-tailor their services to respond directly to your every need.

Most customers belong to busy working families – affluent executives whose energies are taxed by the enormity of their responsibilities to office, home, kids and community.

One executive family, strapped for time, needs a nanny to care for the children while mom and dad travel on business. Time Is Money fills the bill, while simultaneously co-ordinating schedules for other household employees, such as cook and housekeeper.

Another client is down with the flu, with out-of-town family members expected for a visit within the next few days. Time Is Money Executive Concierge swoops down to handle important house-cleaning chores so the home will be glistening

when the visitors arrive.

During Administrative Assistants Week, clients turn to Time Is Money for creative gift ideas, especially chosen with each individual taste in mind.

Numerous forward-looking companies have established on-site corporate concierge programs, another service Pickering is only too happy to supply. In-depth research indicates employees of these companies benefit from significant stress reduction while morale and production levels soar.

Time Is Money Executive Concierge has developed long-term relationships with providers of every conceivable service, so they can procure the deal that best suits their own customers. And if Pickering and Co. can't line up a suitable sub-contractor, they'll handle the task personally.

No other concierge company can match Time Is Money for promptness, courtesy and consistently top-shelf standards of service.

That's because Cynthia Pickering spent an inordinate amount of time drafting her business plan. From the beginning, she was determined to offer an almost limitless range of services in the most professional manner possible.

Depending on how much assistance a client requires, Time Is Money offers an assortment of payment options. Annual memberships are available but not mandatory. The company is happy to perform tasks on a one-time-only basis.

"However, if you do subscribe at our highest rate of membership, we offer generous discounts," explains Pickering. "You get 25 per cent off, across the board, for every service we end up doing for you. And each invoice includes the total of the customer's savings thus far."

There's much more to the story, of course. Cynthia Pickering and Nancy Bichel will be delighted to share details. They invite you to stop by their informative website ([www.timeismoney.ca](http://www.timeismoney.ca)) and/or call 403.612.2993 for information.