

Keys to Starting & Operating a Successful Concierge Service

Individual, Residential, & Corporate Concierge Services



Concierge101.com



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Introduction

Starting your own business in any industry is never as simple as it seems. Launching a concierge service is no exception. Little things as simple as defining the service to answering service calls appear to be easy, almost effortless. Unfortunately, many startups have come and gone because they held that perspective...that this business is as “easy as 1-2-3.” Startups that would have flourished had they taken just a little more precaution and time for preparation were retired prematurely.

Therefore, with the help of a few fellow concierges, I’ve put together an informative guide to help you in this endeavor. We’ve learned by trial and error what it takes to get the wheels turning and establish a concierge service at upscale properties. So get yourself a pencil and notepad. You’re about to learn the essentials *and* industry secrets of how to own and operate a successful concierge service.

What’s in this Book?

In this book, you will find useful advice on how to run a successful concierge service. This advice is provided by way of instructions, illustrations, samples, resources, references and statistics. There are also valuable strategies for furthering your career as a concierge, whether as an entrepreneur or professional.

Most importantly, this book offers you advice on how to outshine your competition. The last five to six years witnessed a dramatic increase in privately owned concierge services. Entrepreneurs have had to recreate concierge services in areas where hospitality services are popular and plentiful. This means only those with a competitive advantage will thrive for the next several years, until the market is well-saturated. This guide will help you secure your success!

What is a Concierge?

A Concierge is a service professional who provides a myriad of services intended to assist individuals or groups with many types of requests. They possess a strong desire to serve and an enthusiasm to match. Their educational background often includes at a minimum some college studies or a degree/certification in hospitality services. However, not all concierges come strictly from the hospitality industry. Some have an extensive background in peripheral industries, such as meeting & event planning, travel, business administration, and domestic services.

There are different types of concierges, but the most familiar and recognized concierges are hotel, corporate, residential, and personal. They all provide the same essential service of assistance to an individual or group, but differ characteristically in

their respective work settings. Each type is discussed in further detail throughout this book.

What is it you do, again?

A proficient concierge employs every ethical means of fulfilling client requests so long as it is morally, legally, and humanly possible. From the mundane to the unusual, the concierge attempts to fulfill each request to the client's fullest satisfaction. Consequently, this profession requires individuals in this profession to be multi-talented as well as multi-tasking. If you have a strong desire to excel in the areas of hospitality and customer service, this may be right career choice for you. If you are already an established concierge, you may want to consider furthering your career with a concierge service of your own.

There are several advantages to owning your concierge service. First and foremost is the personal and professional satisfaction of being your own boss. Running your own service allows for creativity to flourish right along side a burgeoning business savvy. Secondly, you create bigger opportunities for yourself. By nature of the business, you attract many people of different backgrounds and professions. This broadens your database of resources, contacts, and clientele, which eventually also refer more clients to you. Clients such as celebrities or political figures all rely on the aid of an accomplished concierge.

Thirdly, as owner of a successful concierge service, the fruits of your labor are very sweet! According to a recent survey of independent concierge services, all proprietors found the work to be "very satisfying, a great way to make a comfortable living." Several cited the service as an excellent career move for those interested in upper-management positions, particularly in the hospitality industry.

Defining a Concierge Service

A concierge service is unique in that it can be defined in different ways. Depending on the level and types of services provided, a concierge service can be classified as an errand or personal assistance service. Typically, this type of service limits itself to specific services, like personal shopping or running errands as needed.

By contrast, a concierge service outsourced by a corporation or residential property takes on different and often additional responsibilities than would be expected by an errand service, such as event coordination. Nonetheless, a privately-owned concierge service is nothing short of a one-stop shop to assist people with practically any and everything. Further into the book, you will learn what owning a concierge service is like and what it takes to make it work.

Why Use a Concierge Service?

A concierge service is a convenient timesaver that reduces stress and increases individual productivity. It is also a means of enhancing one's lifestyle. There is virtually no limit to how much a concierge service can assist an individual or an organization. However, the main purpose of a concierge service is to simplify life. Have you or someone you know experienced a situation like the following scenarios?

You've survived a long, hard day at work. It's almost over when suddenly you're asked to work late. Of course, you have a list of things that need to be done:

Guests are coming in for the weekend and the house is a mess. There's no food to serve, and even worse, no clean dishes on which to serve it!

The pharmacy will be closed by the time you leave the office and you're out of an important prescription.

You're burned out on fast food, but too tired to prepare a home cooked meal.

Dry cleaning needs to be picked up for an important meeting tomorrow.

Movers or service workers are scheduled to come to your home today, but you have to be at work or meet with an important client.

You've not yet purchased a gift for your anniversary but the stores will be closed long before you're able to leave the office.

In each of these situations, a personal concierge would be able to assist the individual meet the demands of her personal and professional life. One quick correspondence with a hired personal concierge service and stress is dramatically reduced, tasks completed and the day ends productive and well-managed.



Is This for You?

By now you should have a basic understanding of what a concierge does. Further into the book, you'll better understand what the work is like. For now, let's take a closer look at which qualities and qualifications make an exceptional concierge.

Obviously, a concierge must be able to manage his time as effectively as possible. As service coordinator, provider and operations manager (just to name a few of your job titles), you will have very little idle time. The work is often high energy, fast-paced in a corporate or residential setting, depending on the size of your property. As a personal concierge, the clients' lifestyles will predetermine your workload and schedule. In any case, a well-organized, detail-oriented, service-driven individual is ideal for this line of work. Your purchasing this book is strong indication this profession suits you, so without further a do...let's get started!



We hope you enjoyed this preview of **Keys to Starting & Operating a Successful Concierge Service**.

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