

## The Rise of the Personal Concierge

*The latest development in personal service has many people wondering just how valuable their time really is.*

**March 2, 2008 - [PRLog](#)** -- Everyone from business executives to retirees are starting to take part in the luxury surrounding the freshest development in personalized service – the personal concierge. Houstonians everywhere are lining up at business doors to hire their very own personal assistant. And now that the internet has made it even easier to bring people together, more and more of the Bayou City's residents are employing personal concierges and assistants and outsourcing their professional and personal tasks and errands.

“Entrepreneurs, stay-at-home moms and dads, and even senior citizens are jumping aboard the personal service train, calling up personal concierge services to take care of various tasks. “We’ve been asked to do everything from pick up dry cleaning to creating marketing reports,” says Anastasia Walker, a personal concierge with The Execunal Assistant. “One of my clients even called me and asked me to speak to his mother in his stead.” Many people are calling on personal concierges, as well as personal and virtual assistants, in order to get back some of the precious time they lose doing all of their own tedious tasks.

A personal concierge is a personal helper. “We’re like the personal assistants that celebrities use, only most of our clients are simply working men and women who need more time out of the day,” Walker explains. The personal concierge takes a page from the book of the traditional concierge – the hotel staff member that is always in the know. A personal concierge, just like its predecessor, has the inside information that clients need, or knows exactly where to find it. They often have exclusive connections with business owners, creating a mutual benefit for each other: the business owner gets more business, and the concierge is thus building his or her reputation.

As the personal concierge is just starting to shine in the Houston area, finding one may be a bit of a challenge. Not many aspiring entrepreneurs in the city have seen the opportunity that a personal concierge service holds. The companies that have opened their doors for business are scattered across the city, and across the advertising media, since most publications don’t really know how to label the service. Yet, since the demand is only growing for this new kind of personal service, the rise of the personal concierge in Houston is just beginning.

One of the newest personal concierge businesses, The Execunal Assistant, has recently opened its doors to cater to the needs of all kinds of clients. “We work with entrepreneurs, senior citizens – even college students and professors,” Walker adds. In 2006, there were an estimated 1,857,000 executive assistants and secretaries employed in the United States, according to The Occupational Outlook Handbook. And that number is expected to increase by 15% by 2016. “The Execunal Assistant may be a new company, but we plan to grow right along with the demand for our services, and hopefully become a nationwide franchise. And with all our services and payment options, now is the best possible time to work with a personal concierge. It’s more affordable than ever.”

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The Execunal Assistant is a personal concierge and virtual assistance company based in Houston, Texas. The founder and CEO, Adana Washington, authors “My Name Is Adana,” a small business blog that shares her thoughts, experiences, and insights on starting and managing the company. You can visit The Execunal Assistant at <http://theexecunalassistant.com>.

Website: [theexecunalassistant.com](http://theexecunalassistant.com)

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