



Giving the gift of Time, Sweet Time

Teresa Watkins' successful concierge service allows clients to streamline their time

By Gerry Dungan

Editorial Staff

Teresa Watkins understands the true nature of time — there's just never enough of it.

"We live in a rat race in this country," she said, "Finally, you get to a point where something has to give."

Watkins speaks from first-hand experience, as she worked in high-level, high-stress positions throughout corporate America for over 14 years.

The 36-year-old mother of three found it difficult to balance her work life with her personal life, often taking precious time out of her busy day in order to take care of family or personal matters.

For Watkins, something had to give.

By April of 2008, she left corporate America and started a business that seemed to be exactly what she was looking for, Time, Sweet Time.

"It really just came to me," she said, explaining her business' name. "It's kind of like, 'You can breath now.'"

Located in Blue Bell, Time, Sweet Time is a premiere personal and corporate concierge service in the Greater Philadelphia area and beyond.

According to Time, Sweet Time's promotional literature, concierge services allow people to delegate various tasks or projects that would otherwise be time-consuming or detract productivity from the workplace.

"We're talking total, life-style solutions," she said of the services she offers. "Not so much a personal assistant, more like a life-manager."

Watkins said that as an industry, concierge services are a new phenomenon in the region.

Despite being only nine-months old, her new venture has attracted a faithful base of clientele of corporate executives, dual-income households and especially small businesses, each with their own unique needs.

"Once people get a taste of the concierge life, that it gets to be a nice experience, they don't want to give it up," she said, explaining that small businesses could gain a hiring



Photo by Gerry Dungan/My Community Trend

Seated is Teresa Watkins, president of Time, Sweet Time, a premier personal and corporate concierge service. Standing is her V.P. of business development and husband, Aubrey Watkins III, in their home office, located in Blue Bell.

edge over competitors by including concierge services in their benefits package.

She said such services could range from "one-shot deals," like planning a family vacation or party, to ongoing projects. One such project has Watkins managing a local real estate property for a client who now works and lives in Maryland.

Being the nature of the business, concierge services demand that concierges be flexible in their talents and skills. Watkins said that there are special schools and literature to help such potential entrepreneurs, but she

found that being a concierge is as simple as being yourself.

"You play to your strengths," she said. "I never say that I'm a jack-of-all-trades, because that would make me a master of none."

One of her strengths is research, used for example when she located a high-profile writer for Oprah magazine to speak at a client's birthday party in New York.

"I dug so deep, and found a '212' number," she said, surprised to find that it was the direct number to the writer.

Shop Talk

Quick Profile:

"Time, Sweet Time"

Mission Statement:

"To provide unparalleled, personalized service to individuals who desire more balance in their lives and the time freedom to do the things they enjoy."

Web Site:

www.TimeSweetTime.net

Rates

\$40 per hour

Events:

Thursday, Jan. 15, Time, Sweet Time and Ameriprise power breakfast at 7:30 a.m. at Pyramid Club, 1735 Market St., Philadelphia. R.S.V.P. requested.

Telephone:

610-331-0975 (best time between 9 a.m. to 3 p.m.)

How long in Business:

April 2008

Promotion Specials

- Gift certificates
- Referral program
- Fifty percent off first hour of service (two-hour minimum)

Other skills, such as organization and interpersonal relationship building, Watkins has learned through her own experience in corporate America and life in general.

"My husband was very instrumental," Watkins said. "I planned our wedding in less than 12 weeks, and that told him that I should start my own business."

"Teresa is an excellent communicator," said Aubrey Watkins III, of his wife's ability to get things done.

With a bachelor's degree in communications from La Salle University, Teresa even does all of Time, Sweet Time's publicity, which has earned the business spots in all forms of local media.

Aubrey is a scientist by training and works full-time for a high-profile pharmaceutical company, but he also serves as his wife's vice president of business development.

Together, the couple is already in the works to expand Time, Sweet Time with hopes of eventually establishing a franchise.

Currently, Time, Sweet Time is seeking part-time employees to help expand the business.

"You can have a college degree, you can have no degree," said Aubrey, considering the diversity needed for the job. "Your clients could be your workers."

He said that Time, Sweet Time is particularly looking for ex-patriots of corporate America, like his wife, that already have the "soft skills" to accommodate such clients.

"Ultimately, you'll have a variety of skills and the passion to do it," he said.

As for Teresa Watkins, she is no longer rushed and over-stressed over work. Now, she can take her sweet time tending to her own priorities.

"I cook dinner every day. I can take my son to school every day, or to the dentist," she said. "Instead of life revolving around work, my work revolves around my life."

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