

SMALL BUSINESS

When elderly need a leg up, they call Everyday Hands

Businesswoman develops an agency that helps others with difficult tasks

By NICOLE SHELDON

No matter what the job, Lauren Goetz has always been dedicated to her work. But after her fifth tap on the shoulder in April 2016, she decided to take her determination and pour it into developing her own company. Exactly one year later, Goetz officially incorporated her small business, Everyday Hands.

COMPANY PROFILE
EVERYDAY HANDS

Everyday Hands provides assistance for the elderly with day-to-day tasks in order to help clients stay in their homes independently for as long as possible.

“We call ourselves professional helpers, and we act as an extension of family,” says Goetz, a resident of west Irondequoit. “Picture your grandmother or an older neighbor: we can grocery shop, do laundry, housekeeping and companionship activities for them. I have one lady who I play gin rummy with. We can take people to the doctor or the dog to the vet—anything that you would help a family member do.”

The only types of services that Everyday Hands do not offer are helping with finance management or things that involve touch, like medication administration or hygiene assistance.

Goetz, 49, says she never was the type of person that dreamed of owning her own business. She spent the last 25 years working in corporate accounting positions and recruiting. But, when she began to help some of her elderly neighbors after her fifth layoff, she saw the necessity for a company like Everyday Hands in Rochester.

“Once I really got into helping my neighbors—they’re both in their 90s with no family around here—I realized there must be tons of people like that,” says Goetz. “The pure satisfaction of making a difference means so much.”

According to Goetz, Every-



Provided photo

Lauren Goetz spent the last 25 years working in corporate settings but is now the owner of her own business.

day Hands currently has a base of roughly 35 clients. Goetz, her husband, Scott, and one other employee, Mary Dickinson, work all around Rochester. Scott Goetz, a retired Bishop Kearney teacher, does the hands-on labor like his wife and Dickinson but also assists with the more muscular duties, like cleaning gutters and power washing.

Dickinson, like Lauren Goetz, was laid off from Xerox Corp. in March 2017, and Goetz credits her with much of Everyday Hands’ growth.

“She is in the trenches, doing a lot of the work,” says Goetz. “While I also do the hands-on work, I am very focused on business development. As we get new clients, they go to her. My clients love her.”

Along with the support of her husband and Dickinson, Goetz says she is grateful for the mentorship and the open arms of the Rochester Women’s Network.

“The Rochester Women’s Network has been extremely helpful for me because pretty much every-

thing—whether it’s my branding or CPA—comes from someone who I met through the RWN,” she says. “I found that particular network to be really helpful and encouraging. This is a tough gig; it’s definitely a 24/7 job. But it doesn’t feel like a job because it’s so satisfying and fun and it’s different every day.”

It was Goetz’s CPA who pointed out the flaws in her pricing strategy. When she opened Everyday Hands, she was underpriced and was not on track for profitability. She has since raised her prices in order to have a viable business.

“We start at \$50 an hour, and people think that’s a lot sometimes,” says Goetz. “Because much of what we do is intangible and anyone can do it, people think it’s a lot of money. But we’re insured, background checked, dependable and you’ll get the same person every time. I get more nos than yeses, but the yeses are worth it and they understand the value of the services that we offer.”

As Goetz navigates the growing pains of owning a brand new busi-

ness, she directs her attention to finding more employees and building her clientele.

“My goal would be to have a broader reach across the area. I’m really passionate; I’ve always been a person that helps people,” says Goetz. “I want to grow Everyday Hands, have more employees and have a broader reach to let people know that we’re here to help people stay in their homes longer.”

“It’s the little things that trip people up. If you can’t go up and down the stairs but your washer and dryer is in the basement, that’s a problem. If someone knows they can call me or Mary or Scott to help for a couple of hours, all of those things can be taken care of and they don’t have to worry about it.”

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Small Business is a biweekly feature focusing on entrepreneurs. Send suggestions for Small Business stories to Reporter/Editorial Assistant Nicole Sheldon at nsheldon@bridgetowermedia.com.