

It's Serenity, at Last... Lifestyle Management

Frank Costanzas' plea for "Serenity Now" in the classic Seinfeld episode has become a reality for many Washington-Metro area residents. Serenity Now Lifestyle Management, the brainchild of three local entrepreneurs, claims their services save their clients time and money, while minimizing stress -- all of which equates to real-life *serenity now*.

Ezra Glass, Addam Stine, and Brian Oaks -- all D.C.-metro natives and University of Maryland grads -- have developed what Glass describes as "the perfect blend of a luxury concierge service and personal assistant, coupled with a real affordability factor." As students at Maryland, the three noticed a trend toward a more service-oriented economy -- people are busier now than ever before. Most folks would rather delegate tasks, such as catching up on to-do lists or finding contractors, to allow time for the more important things, such as spending time with family.

Intrigued, the three began to research the concierge-service industry and discovered several European firms that specialized in offering clients a wide-range of personal services above and beyond those offered by a traditional concierge; they called themselves 'lifestyle management' firms. Glass notes that, "Although lifestyle management is huge in Europe it has not made its way to this area. So, we decided to seize the opportunity."

That's how Serenity Now Lifestyle Management was born. Stine explains, "We formed the company during the spring semester of our senior year at UMD and spent the next year developing our network of suppliers (which now eclipses 500)."

"We can now confidently say that we offer the highest level of service and value in everything that we do - and there isn't much we don't do" says Oaks.

The scope of their services is quite impressive: From babysitting/nanny services, general contracting/ project management, relocation service (including movers, maids, handyman, and interior decorating), and even home improvement experts that can be at your home in a moment's notice. "We can also get you tickets to virtually any event, anytime and anywhere," says Glass.

"We had a client that called us the day before the Jones-Tarver boxing match in Tampa, FL and wanted all arrangements made that day -- including two ringside seats, hotel/travel accommodations, and invites to all of the after parties. We got him there, with the seats he wanted and surprised him with his favorite bottle of wine on ice in his hotel suite when he arrived," explains Glass.

"Most requests are not so extreme," says Glass. "We get about two or three requests a week for same-night babysitting/ nanny services. We have several babysitters and nannies (for children five and under all babysitters are certified nurses) on call 24 hours a day for any child care emergency that might arise, though many of our clients use our child care services exclusively." Stine says the point is "we are always available for whatever and whenever you need us."

Serenity Now also offers corporate membership programs that can be integrated into a company's benefit package. "Serenity Now corporate packages increase productivity and employee retention rates, and allows for a more focused office environment," says Stine. Serenity Now Corporate also helps companies attract the talented employees that many corporations are vying for in the competitive job markets. Serenity Now could be the difference maker.



Other popular services include dry cleaning pick-up and delivery as well as grocery delivery from the market of your choice. Additionally, Serenity Now offers a full range of services for the family pet, including kennel services, grooming, and walking. The firm also offers errand running services. All services are provided through monthly membership packages custom-designed to fit the needs of each client.

Undoubtedly, someone someday will grow frustrated trying to figure out which of their ten remotes turns on the TV, and they'll shout that stress-relieving mantra made popular by their favorite show. Except in this case—unlike the show—hollering the words "Serenity Now!" will actually alleviate their pain.

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