

IN GOOD COMPANY: ERRANDS PLUS, LC

Q & A: Talking business with owner John Helms

What inspired you to go into business?

During 23-1/2 years in retail and 13 years self-employed, I observed that everyone receives the same amount of time each day and choosing where and how to spend that time was getting more difficult. The important things in life were more and more overwhelmed by the mundane but urgent things. Helping others regain the control of where and how to spend their time seemed like an idea that would be accepted by many and be easy to provide without a lot of education or startup costs.

What is unique about your business?

We are licensed and insured and do this business full-time. We are available to serve your needs on your timetable and we do it without excuses.

Who are your customers?

1. Any person who just "can't seem to get it all done" and wishes they could be two places at once.
2. Employers whose employees are dealing with personal "To-Do" lists items during work because that is the only time they have to do it.
3. Employers who want to offer a special "perk" to keep their valuable employees loyal and productive.
4. New moms/dads.
5. New brides.
6. Homebound individuals.
7. Anyone who knows of or cares about new moms/dads, new brides or homebound individuals.

8. Pet owners and/or homeowners going on vacation.
9. Anyone needing notary services when all the other sources aren't available.

Where do you see the business in five years?

The demand for personal services such as Errands Plus, LC will only grow as people work more hours, children become involved in more and more extracurricular activities and parents/grandparents age and need more physical help to remain independent. We expect to grow along with those demands.

What is your business philosophy?

Errands Plus, LC will respond quickly and will complete tasks in a competent and timely manner allowing our customers/clients to spend their time where it is important to them.

What is the best part of your job?

Each day's activities are different.

How are you marketing the store?

Our website is located at www.ErrandsPlusLC.com. We attend various networking events sponsored by the Greater Las Cruces Chamber of Commerce, the Hispano Chamber of Commerce de Las Cruces and the Las Cruces Newcomers Connection Welcome Service. We speak one-on-one with individuals and businesses and their human resources specialists. We distribute flyers in various ways. We do limited print advertising.



John Helms, owner of Errands Plus LC, acts as a personal assistant so customers can be in "two places at once."

What do you look for in an employee?

Employees must be honest and dependable.

What best prepared you for entrepreneurship?

23+ years in the retail grocery business and 13 years self-employed in various fields.

What advice would you give to others starting a business?

"Take calculated risks. That is quite different from being rash."
Gen. George S. Patton

What items do you carry, in brief, and their price ranges?

All services are provided on a "time and mileage" basis with discounts provided on volume purchases. Prices vary and we would be happy to provide a no-obligation consultation to help you determine what services would best suit your unique situation. All services can be provided via Gift Certificates and are perfect for that "hard to shop for" person.

What is your opinion of the Las Cruces business climate?

When we started this business, we had

no problems with the various city, state and federal agencies. All local offices were prompt, helpful and competent which allowed us to get started quickly.

What obstacles do you face or have you overcome?

The biggest obstacle is getting people to understand that their time has value and that that value isn't the amount they are paid by their employer.

What is the most important thing about your business that you wish people knew?

Think of what one hour of leisure time is worth. Don't think in terms of what you earn at work because many of the things that are on your "To-Do" list are accomplished during non-work time. Visit www.ErrandsPlusLC.com/LeisureTimeValuator.html to find out what an hour of your leisure time is worth. A service that charges less than that amount and allows you to do what you want to do with your time is a good buy.

What are your business goals?

Our goal is to provide services that meet the needs of individuals as well as small, medium and large businesses, whatever those need may be.

E

Name: ERRANDS PLUS, LC

Address: 1335 KEVIN DR.

Hours: 8AM - 6PM MONDAY THRU FRIDAY
OTHER HOURS BY APPOINTMENT

Phone: 650-6168

Doña Ana County Building Permit Report December 13, 2007

Las Cruces Home Builders Association

Permit #	Contractor	Owner	Project	Address	Subdivision	Permit
33022	Self	Orlando/Beatrice Benavidez	Res/New	290 Rancho La Mesa	Ranchitos Lindos	\$1,229
33027	Flair Homes	David Dungani	Res/New	37 Cielo Vista	Cielo Vista Estates	\$810
33030	Flair Homes	Viewpoint Acreage	Res/New	2990 Mesilla Acres Road	Mesilla Acres Estates	\$793
33031	Self	Yvonne Archuleta	Res/Rem/Add	1379 Esslinger	N/A	\$200
33032	Above & Beyond	Leroy Murkowski	Res/New	2620 Westmorland	EBL&T	\$615
33237	Greenhouse Inc.	Donald Dwyer	Res/New	4550 Organ Mesa Loop	Organ Mesa Ranch Subd.	\$625