

# REGION'S BUSINESS

A JOURNAL OF BUSINESS & POLITICS



## Innovators

### Year of the Innovator: Business Profile – Task Complete

POSTED ON JANUARY 17, 2013 IN INNOVATORS, PRINT EDITION NEWS WITH 0 COMMENTS

By Brandon Baker

While grocery shopping in 2006, Kellyann Schaefer broke a sweat as she tugged one shopping cart from behind her and pushed another to her front, doing her best to complete her checklist without losing control of her four children in the process.

In this single, stressful moment, Ms. Schaefer experienced her light-bulb realization: She could monetize her time management skills.

"It's such a great business model," Ms. Schaefer said. "Everyone's trying to cram 36 hours into 24, and with the addition of technology in our lifestyles today, everyone has become accustomed to this sort of fast-paced response in getting things done."

Ms. Schaefer spent 21 years working as a nurse and 24 as a homemaker before finally creating Task Complete in December 2010.



Today, Ms. Schaefer and one independent contractor manage more than 50 clients in Bucks County, completing tasks that include house chores, grocery shopping, paying bills, caring for pets and other miscellaneous tasks requested by clients.

Upon creating Task Complete, the Bucks County-native initially struggled with developing the business side of her service, but quickly adapted by taking on a do-it-yourself attitude, persevering by attending seminars, reading books and scouring the Web for advice.

"I dove head-first into it all — I read everything I could and continued to educate myself on how to start a business: marketing plans, a website, blogging, every component of it was new to me," Ms. Schaefer said. "I really started [Task Complete] on a wing and a prayer."

The bulk of Task Complete's clients, Ms. Schaefer said, include executives who are happy to delegate tasks in favor of spending more time at work.

Her business-oriented clientele has helped the service to grow immensely since its inception, allowing her to push forward with plans to hire another independent contractor in the first quarter of 2013, as well as look into creating future "departments" that specialize in assisting clients with very specific needs — concierge services, in-home organization, lifestyle management, etc.

Regardless, Ms. Schaefer couldn't be happier with how Task Complete has evolved since that anxiety-inducing grocery run in 2006.

"Every day, I manage and take care of people's emotional problems and stress-related problems, and I try to give them a better quality of life," Ms. Schaefer said. "I was really born to take care of people."

Search all Region's Business sites

Adobe Creative Cloud™

Create now.

Join now

To assess your real estate needs, download Cresa's:

### 20 Questions to Ask

Download PDF



The Tenant's Advantage  
cresa.com

[Like](#) 45 | 
 [Tweet](#) 7 | 
 0 | 
 [Share](#) 17

### Leave a reply

You must be logged in to post a comment.

[Home](#) | 
 [Bloggers](#) | 
 [Subscribe](#) | 
 [Advertise](#) | 
 [About Us](#) | 
 [Contact Us](#) | 
 [Terms & Conditions of Use](#) | 
 [Sitemap](#)

© Region's Business. All rights reserved.  
 Website Services by [Boden Web Solutions](#).