



Case Study: Total Home Takes Care of the Mess During COVID-19



Overview

Profile

Total Home Experience is a concierge service for home service needs in the Reno-Tahoe community. The company started in 2018 after the owner saw no other service like it in the region.

Goals

- Provide exceptional home care services for home owner, realtors and more.
- Give customers comprehensive maintenance solutions.
- Help clients focus more on family life than the minutiae of to-do lists.

Problem

Reno's primary trash removal companies stopped removing excess garbage during the COVID-19 pandemic.

Solutions

- Total Home Dump Run service
- Total Home #MoveItOutMonday campaign

Stepping up in spite of a global pandemic

Total Home Experience (THE) saw a tremendous opportunity to create a trash removal and dump run service during the COVID-19 pandemic. With commercial trash decreasing in light of social distancing and residential trash increasing, garbage was piling up all over the region. Reno's typical removal service stopped removing excess trash during the pandemic, leaving Total Home Experience clients' yards to accumulate with junk, debris and lawn waste - especially as home renovations and decluttering projects became wildly popular during quarantine orders. With a problem presented only their essential service could solve, **THE Founder Katie Coombs** knew the organization could see growth opportunities during a global pandemic.

Since beginning this service during Nevada's quarantine, the cleaning organization is performing on average ten trash pickups per week. Approximately one out of every four THE customers use their dump run services on a regular basis. Today, Total Home Experience has become a model for growth and success in the home cleaning and housework services industry. The company's



employee roster has increased from four to 16, and cleaning crews have increased from two cleaners to eight.

"I have used other companies before, and it's usually a schedule-and-wait type service," said THE customer Michelle Roberts. "And a lot of times it's really expensive. With Total Home, they'll come by and pick it and quote you right then and there. I've had prices as low as \$25 instead of hundreds."

Opportunities to expand the service are on the horizon. While Total Home Experience is currently operating in the Reno-Tahoe and Carson City communities, Coombs has been in conversations to franchise the concierge service.

"THE is the only one-stop shop in town. Our goal is to relieve the tedious nature of housework or yard work so you can gain back valuable hours in the day."

-Katie Coombs, founder of Total Home Experience