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BY LISA BIANK FASIG



Concierge firm picks up three new local clients

BY JAMES RITCHIE

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Best Upon Request, a Cincinnati-based concierge service provider, has clients in 14 states. But CEO Tillie Hidalgo Lima is always proud to snag a hometown client.

"To have business in our own backyard is huge," she said. "You want representation where you live and work."

The company recently made local deals with Christ Hospital; law firm Katz, Teller, Brant & Hild; and the Mayerson Co., which manages the Scripps Center downtown. Other new clients include Mission Hospital in Mission Viejo, Calif., and Beaumont Hospital in Grosse Pointe, Mich.

Before the latest deals, the \$5 million-a-year Best Upon Request had 38 locations.

Services include errand-running, event planning, guest relations and home-based services. A concierge might take your car for an oil change or buy a gift for your spouse. The employee pays for the oil change, for example, but the concierge service is covered by the employer.



Hidalgo Lima

At Christ, services will be available to employees and physicians as a benefit, starting toward the end of the year, said spokeswoman Heather Adkins. Two concierges will be on-site at first.

"Health care is so busy nowadays, we want to do whatever we can to help employees," she said. "And we definitely anticipate providing it for our patients in the future."

The Mayerson Co. is using the concierge service, which started a couple of weeks ago, as a perk to keep tenants happy.

"We've gotten a lot of feedback already," said Neal Mayerson, president. "People are kind of astounded that they get this service just because they're a tenant in the building. ... This is a dynamic and competitive market, and you can't rest on your laurels."

At Katz, Teller, Brant & Hild, Best Upon Request is trying a new model, with concierge services being dispatched instead of kept on-site with the client. It's a way to serve smaller firms, said Hidalgo Lima.

"Many clients are coming to us and saying, 'You're part of our wellness program,' because reducing stress is good for your health," she said.