



Special to The Oakland Press/TRACY MISHLER

Lisa Brownlee, owner of Lakes Area Pet and People Care, shows one of her fuzzy clients.

From pooches to people, she extends same level of care

By TRACY MISHLER
Special to the Oakland Press

Marcey Uday-Riley did her research and wanted nothing but the best for her dog, Chloe.

After visiting several dog day cares, Uday-Riley of Bloomfield Township was referred to Lisa Brownlee, owner of Lakes Area Pet and People Care.

"In reality, I shouldn't have a dog because I'm always away on business," she said. "But when I am home, she's such good company. My last child is off to college, and Chloe keeps me company. I'm really glad to have her and that I found Lisa."

Lakes Area Pet and People Care, previously called Pet Sitting By Lisa, has expanded — offering not only pet-sitting services, but also concierge services for personal and business needs.

Owned and operated by Lisa Brownlee, 43, of Sylvan Lake, Lakes Area Pet and People Care offers pet sitting and boarding, housing sitting, senior aid and personal services, including grocery shopping, errand running and waiting for deliveries and repairs.

Brownlee said her business motto is "peace of mind while you're away, and a gift of time" with her concierge service.

"The biggest challenge is educat-

Lakes Area Pet and People Care

Contact: (248) 681-3875

Location: Sylvan Lake

Price: Pet sitting, \$20 a day for small dogs, \$25 for large dogs more than 75 pounds; home visits, \$16.50 per visit, \$1 per additional pet; personal services, \$25-\$30 per hour depending on the job.

ing people that it's worth the money to save time," Brownlee said. "It's OK to have someone do your chores for you."

Brownlee exclusively serves Oakland County businesses and residents. And as a home-based business, she said her business goals are on par for what she is working to accomplish.

"I do get a lot of repeat business, with close to 100 clients," she said. "But that's just the pet care. I want to try and promote more of the people care and bring that stronger into my business."

Steve Kratt, customer and neighbor of Brownlee's, said he hopes to see Lakes Area Pet and People Care grow much bigger in the future.

"Her business is all about trust," Kratt said. "Once you build up trust and confidence in people, it's better for everyone."

Brownlee said she is bonded and insured, key in her business.

"I provide references to clients to ease their minds," she said. "That's important."

Now only a part-time business, Lakes Area Pet and People Care provides taxi services for pets, taking them to the veterinarian, groomer and other destinations; boarding for up to two dogs; and home and personal services.

Brownlee said her personal services include bringing in the mail, watering plants, running errands, light yard work, light house work and making sure the home is secure while clients are away.

She also provides party planning, assists during events, makes appointments and reservations and does food preparation and service.

According to the U.S. Department of Labor, the personal service industry is one of the fastest growing industries in the United States.

"I have specific goals for the future," Brownlee said. "I want to build to a full-time business and hire people to work for me. The goal is to have successful business."

Brownlee said she has been in the pet-sitting business for about 10 years, five of them as a formal business. With years of experience in food service, she wants to use her knowledge in her concierge business. "It's hard to balance a career and life in this fast paced world," Brownlee said. "Hire someone to help."