



time poor

New Zealanders embracing
the lifestyle manager

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You are not alone. Our 'time-poor' society has seen a surge in a new career category known as 'lifestyle management'.

Internationally, this sector of business is booming as people turn to professionals to help keep them keep organised, run errands and live a more balanced life.

New Zealand is no different with more than 20 percent of us working 50 hours or more a week and nearly half of the work force saying they experience work-life conflict.

This is where Ponsonby-based company Charlie's Angels come in.

Company founder Charlie Perry and her team of lifestyle managers offer time-saving solutions for the time-poor throughout Auckland.

"We can assist in the home or in the workplace with almost anything," says company founder Charlie Perry.

"Personal shopping, arranging a party or conference, relocations, having the car serviced, sourcing and supervising trades people like cleaners and plumbers, de-cluttering your home – these are just some examples of the services we provide."

"Busy people are in search of ways to improve their lifestyle and to regain that elusive 'free' time they used to enjoy."

While some people might see having a lifestyle manager as a luxury, Charlie says in reality it is simply an extension of having a cleaner or a gardener.

"Our service is becoming more of a necessity as we strive to create a more balanced lifestyle. Employing a lifestyle manager allows you to really enjoy your weekends after the hard work you have put in during the week."

Since launching Charlie's Angels in July 2008, Charlie and her team of "angels" have worked on over 100 projects helping busy clients with a wide range of tasks.

They are committed to making a positive difference in people's lives and is making services accessible to everyone by offering affordable and flexible solutions.

"Our clients are not just the wealthy but range from young couples who are focusing on their careers, working mums and professionals to retirees who have moved to the sea but still have commitments in the city," says Charlie. "We strive to make our services affordable; in fact it's probably more a question of can you afford not to employ a lifestyle manager?"

Visit: www.charliesangels.co.nz