



## Lifestyle Manager (LM) or Concierge/Personal Assisting (PA)? What is the difference?

Over the years, we have gone by a few different titles attempting to truly identify our role for the leisure side of our business:

- Concierge
- Virtual Assistant
- Personal Business Manager
- Lifestyle Manager

In 2007, we brainstormed our exact function, differentiating between what our clients expected or anticipated from each title. The end result was *Lifestyle Management*. It encompassed everything we wanted to be and everything our clients expected from us. However, for new clients, confusion remains. We decided to draft this chart to help clarify the differences for you noting there are similarities and overlap as well.

	<b>Lifestyle Manager (LM)</b>	<b>Concierge</b>	<b>Personal Assisting (PA)</b>
<b>Primary Goal</b>	<b>Complete Lifestyle Management:</b> a LM's goal is to provide oversight and manage busy households and individuals to allow time to focus on things most important to them – raising children, running a charity, operating a business, etc.	<b>Handle specific request:</b> Concierge typically handles specific requests rather than manage on a continual basis.	<b>Successfully complete tasks:</b> a PA may be hired or work on an as-needed basis handling tasks and checklist as provided by the client.
<b>Primary Role</b>	<b>To provide resources/options and manage such:</b> a LM's client will seek out solutions and resources from the LM and <u>expect the LM to then manage</u> or otherwise handle the request from beginning to end.	<b>To provide resources/options:</b> Concierge is expected to provide resources and options <u>for the client to then manage</u> or otherwise handle.	<b>To receive resources/options:</b> a PA will receive a set of options or resources to handle as directed by the client.
<b>Primary Duties</b>	<b>Project Management:</b> a LM performs household and personal management duties such as HR and payroll mgt for household staff, managing multiple households, getting hard to obtain tickets, activity and event planning. LMs do not run errands. A LM will manage your personal team.	<b>Tasks:</b> Concierge handles duties as requested by the client such as recommendations, hard to obtain reservations, personal shopping and vendor sourcing.	<b>Errands:</b> PAs may run errands for clients, perform basic tasks the client needs to be able to function daily. The PA may even act upon the recommendations provided by concierge or an LM, set appointments, manage clients schedule and more.
<b>Primary Function</b>	<b>Managerial</b>	<b>Assisting</b>	<b>Assisting</b>
<b>Compensation</b>	<b>Retainer basis:</b> LMs typically offer packages or retainer agreements to clients paid monthly, quarterly or annually.	<b>By Request/Task:</b> Personal Concierge is typically paid by the request or task.	<b>Hourly or by project:</b> PAs are typically paid hourly, on salary or by the project.
<b>Career stage</b>	<b>Professional:</b> Lifestyle Managers are usually experienced pros with an entrepreneurial <u>and</u> corporate background.	<b>Professional or Emerging:</b> Concierge are usually well-versed in the hospitality field.	<b>Emerging:</b> PAs are typically college students, singles with extra time or in need of extra funds or those in between life choices.

### Hire us today!

- Contact us to schedule a consultation so we can learn your needs and determine next steps: <http://abundantjourneys.com/lifestyle-management-services>
- Your package or retainer agreement is specific to your needs. Certain requests (concierge type) are available a la carte.
- We offer the business equivalent of a LM – [Virtual Business Manager](#) for your professional needs.
- Of course, do not forget about our [Travel Services](#) for your leisure or corporate needs.

