



**Lisa Ciao,
Owner
Maid For You**

Maid For You Is Growing

With a divorce pending and deciding whether to return to the corporate world as a legal office assistant, Lisa Ciao, mother of four in Warminster, began the adventure of entrepreneurship by establishing her own cleaning company, Maid For You.

living and decision-making skills, health and wellness management, safety, employment, and more! To learn more or purchase a signed copy of Lisa's book, please visit www.anthonyciao.org.

As a passionate entrepreneur, Lisa understands better than most that there is no machine to clock out at 5:00 pm. All business owners know this. Whether you have a brick-and-mortar business or one that is primarily virtual, you're the first one in and the last one out for a LONG time until the business has solid management, and even then you have to step in to run things. The business owner is the HR department, marketing department, IT department, and operations manager all rolled into one.

Despite the challenges of being an entrepreneur, Lisa loves that her company adds richness and value to the community. When you support a small business, a locally owned business, you're supporting individuals who are your neighbors. You're supporting individuals and families, not large corporations whose profits go elsewhere rather than back into your own community.

As Lisa says, "When you support a local small business, you're helping someone pay for their kids to be in soccer, dance, ballet etc. You're helping that local business owner buy groceries, keep the lights on, pay their mortgage, and put gas in their car." When you support local, nearly 70% of your dollars stay local compared to only 43% when you buy from a big business. (Facts courtesy of Fundera.com)

If the pandemic taught us anything, it's the importance of community. We need to be together and in community, supporting and growing those in the community. When we shop locally, local businesses can stay open. Closed-down, blighted storefronts are an opportunity for crime and take away from the sense of

community and charm a place has. If every household spent just \$10 more locally, that would infuse \$9.8 billion dollars into the local economy. (Fact courtesy of Fundera.com).

Local businesses are more invested in their communities and typically love to support local charities. At Maid For You, Lisa and her company have been involved in providing free cleanings to cancer patients and their families through The Breathing Room Foundation and Cleaning For a Reason.

Currently, Maid For You is offering a special promotion to new customers that will support The Breathing Room Foundation, The Cancer Support Community of Greater Philadelphia at Gilda's Club, and Kin Wellness, which provides health and wellness services to cancer patients. New recurring customers who sign up can choose the organization to which they'd like a donation made in their name, along with the monthly promotion offered to new customers. It's a win-win!

Since the business officially started in July of 2000, it has evolved drastically, from Lisa actively in the field cleaning houses and utilizing paper and pencil to schedule appointments, to hiring her first employees and growing her staff to over 14 cleaning technicians, and then implementing digital technologies for all aspects of the business.

Maid For You's current focus is to grow the company to a staff of 20 or more rockstar cleaning technicians and aspiring to continue to rank among the top 1% in the cleaning industry.

Lisa's four children are Gianna, Olivia, and twins Mario and Anthony. Her son Anthony was born with a rare genetic disorder called Kleefstra syndrome. As a mother with a child who has disABILITIES, Lisa is highly engaged in supporting youth and adults with developmental disabilities and has written *Anthony's Way, I Am Me!*, which follows the story of a young boy and how his differences make him special.

Lisa also is in the process of starting a nonprofit, Anthony's Center For Independent Adult Opportunities which is currently in its infancy. Anthony's Center will be a community catering to adults with disABILITIES and will provide the residents of this independent living community opportunities to increase and enhance their



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