

## UNUSUAL SERVICE

# WestFetch gives valuable time back to its clients

by Joshua Palmer

WestFetch sells a commodity few can: time. The concierge, delivery and do-it-all service offers customers a chance to take a pass on getting their to-do lists done by hiring WestFetch to do them instead. "It's definitely a service made for busy people," says owner Craig Muniz.

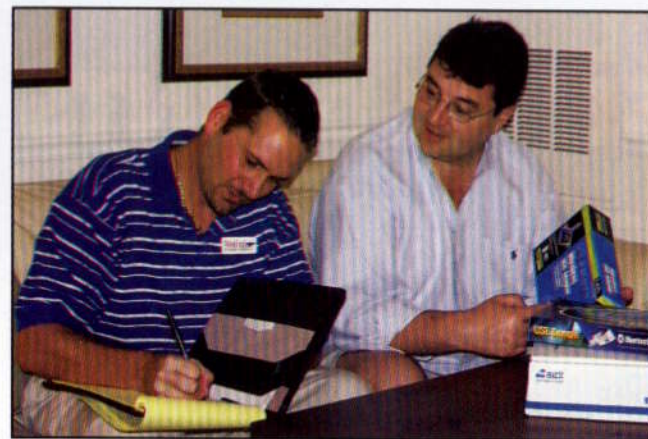
WestFetch — which Muniz runs with his wife, Michaela — offers a variety of services that can drastically cut down on hours spent in traffic or waiting in line. The company can do personal grocery or retail shopping, pick up meals from local restaurants, shuttle people and their pets, run errands or even wait in line at the DMV or post office. The Munizes also provide home services such as professional cleaning, pressure washing, house-sitting, lawn maintenance, computer upgrades, waiting for service provider appointments and even listing items on eBay. "That's the coolest thing about this job — there's no such thing as a typical day," says Muniz.

Muniz says the inspiration for his company came when he



Craig Muniz, owner of WestFetch, reads groceries to deliver to a customer.

noticed that many local restaurants were offering call-ahead takeout but no delivery. A former delivery driver, Muniz decided in 2005 to take his food pick-up idea and run with it. He's been adding a variety of timesaving services since. When Muniz was searching for kennels, he couldn't find anything



Muniz (left) and WestFetch customer Steve Casperson review equipment for an eBay auction.

comparable to the friend's house where he usually left his dog and took the opportunity to offer a unique pet boarding option. Rather than changing over to a traditional schedule, WestFetch's canine guests stay on their at-home schedule for feeding and outside play. Keeping the number of boarded dogs to about three or four helps ensure they get personal attention, too.

At a flat rate of about \$30 for most services, Muniz expects an increased demand for convenience-oriented companies like his. Customers can also buy bulk

service hours with discounted rates through membership or package deals. "With Americans working more and more," says Muniz, "most people say they'd rather spend time with their families than working on a to-do list."

George Sedor knows the value of saving time. Sedor moved into a new house and wanted to sell his old furniture. He didn't have time or patience to sell it himself, so he hired WestFetch to do it for him. Muniz met him at his home and took photos, then came up with descriptions of the items. The furniture was sold and shipped out within a few days. "Time is the big thing," Sedor says. "With the system and established exposure to consumers WestFetch offers, it was more time and cost-effective to use them."

"We can't exactly buy time," says Muniz, "but we can help you get some of it back." ☺

## contact info

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