

# FROM THE COMFORT OF HOME

## LOCAL HOME-BASED BUSINESS OWNERS SHARE THEIR EXPERIENCES

By Ashley Rullestad

Some Waukee residents are taking their financial futures into their own hands and starting businesses from home. The reasons for doing so are numerous — to be able to be home with kids, do what they love or have the flexibility working from home offers.

While working from home certainly has its own set of challenges, for most, the freedom to be one's own boss is something on which a price tag can't be placed.

### A new challenge

Heather Deering started Seniors Helping Seniors after searching for the right business to run. Deering's goal is to provide the care necessary for seniors to continue to live independently in their own homes for as long as possible. She knew she wanted to try a new challenge, but she wanted to make sure the business she chose was the right fit for her.

"I thought this would be a great opportunity, mainly because the senior population here in Iowa is high, and my own grandmother is 93, and she still lives independently," Deering says. "The whole aspect of helping others was really appealing. You wake up in the morning, and you feel good about what you're doing because you've helped someone out. We took a look at it and liked the concept. There are other home-care companies in town, but our biggest difference is we only hire seniors to do the work."

Deering got started with her new career last December, and she says she loves the flexibility it brings.



Laci Stevens with Evie Stevens and Sydney Stevens. Laci runs an in-home daycare in Waukee.

"I have two small children, so being able to be home for them to catch the bus in the morning and being able to set my own schedule is huge," she says.

While a home-based business certainly allows for a lot of flexibility and other perks, it also comes with its challenges. For Deering, being home during the summer with her chil-

dren was sometimes difficult.

"We did have a nanny, but they were still here, so they were making noise and being distracting," she says. "One of my biggest things, and I'm still working on it, is technology. Today I'm having this computer glitch, and I don't have anyone to call to fix it. I'm trying to figure this out myself, and it's extremely frustrating,