

# Business Solutions provides virtual services to customers

## DAILY STAFF REPORT

**What goods or services do you provide and what product lines or services do you offer?**

As a virtual assistant, I provide administrative office services, small business support services and realtor support both locally and to clients around the country from my home office in Edwards. I specialize in desktop publishing, online transaction

coordination for realtors, basic Web site design and general administrative services. My clients are located all over the country so most of my work is completed and transferred online or via e-mail.

**What strategy do you use to differentiate your business from your competition?**

Unlike employees or temporary services, I am an independent contractor working from my own office so my clients don't have to pay employee benefits, taxes, equipment costs or provide training. I don't get in the way, I'm available when help is needed, and I charge only for time on task and for materials used. I also paint, and I feel that my artistic eye allows me to create a more aesthetically appealing product for my clients.



Vail Daily/Coreen Sapp

**Gretchen Berg, owner of Berg Business Solutions, is a "virtual assistant" who provides administrative office services, small business support and realtor support both locally and nationwide, from her home office in Edwards.**

**What philosophy do you follow in dealing with your customers?**

Why sweat the small stuff when you could outsource it. I help busy professionals save time and money by providing services that they either don't have time to do or don't have expertise in. I take care of the details so that my clients can focus on their business and their bottom line.

**Tell us a little about your background and experience:**

I grew up in the Midwest and moved to Colorado in 1979. After

## BERG BUSINESS SOLUTIONS

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- Date opened: About a year ago.
- Owner: Gretchen Berg

graduating from Colorado State University, I worked for an apparel manufacturer in Denver for eight years until I realized that the corporate world wasn't for me. I decided to move to the mountains, live in a cabin in the woods and support myself with my artwork. Instead, I ended up in Eagle County working in the title insurance business. At some point, I re-evaluated my goals and found a way to combine my interests and experience.

**What led you to start the business here?**

I love the area and am fortunate to be able to achieve my professional goals from my home office.

**What is the most humorous thing that has happened since you started your business?**

My co-worker, Radar, occasionally runs around the office with his favorite toy, a squeaky carrot. His timing is perfect — he always starts a ruckus when I'm on an important phone call.