

FOR IMMEDIATE RELEASE: September 19, 2024**Contact:** Tim Ervin**P.** 231-794-0089**E.** timervinassoc@gmail.com**IMMACULATE HOME OFFERS ORDER AND CALM TO HOMEOWNERS**

TRAVERSE CITY, MICHIGAN – [Immaculate Home](https://www.immaculatehome.org) is a growing luxury lifestyle and home management brand, dedicated to bringing calm, order, and elegance to the lives of its exclusive clientele.

“We tailor our services to fit the unique needs and challenges of each client, ensuring that no detail is ever overlooked,” says Emily Dodds, founder and owner of Immaculate Home. “Our goal is to seamlessly integrate into our clients' lives, becoming an indispensable extension of their household. We organize, re-order, and elevate their homes to perfection, while shouldering the burden of home management so our clients can focus on what truly matters—family, work, and the joy of living in a stress-free space.”

Having earned three college degrees in cosmetology, business, and nursing—all while raising her son Dylan as the sole breadwinner—Emily’s path was anything but easy. Her experience working as a nurse at Munson Hospital in Traverse City sharpened her drive to build a business that would not only provide financial security but offer the flexibility and freedom she craved.

“My initial goal was simple: to create enough flexibility and income to take my son on vacation,” says Emily, reminiscing about their 2019 getaway to Ft. Lauderdale.

“Her accomplishments are remarkable,” says Betsy Evans, Program Specialist for Venture North Funding and Development, a nonprofit provider of low-cost loans and no-cost consulting to small businesses in ten northwest Michigan Counties. “She has grown her associate base to include six talented and trusted women while growing her client base to 28 homes located on Old Mission Peninsula, Torch Lake, Northport, and more. When working with Emily, you quickly understand that her jobs require highly skilled people who can both clean and organize a home to perfection while understanding and responding to the unique lifestyle needs and goals of every client they serve.”

“We’ve certainly evolved,” says Emily. “During our transition from a part-time gig operation to a full-service lifestyle management firm, we’ve experienced natural changes, but we’ve refined our services to focus on providing the best possible experience. As with our clients, we tailor the work requirements of our associates to accommodate their lifestyles and family needs. Our team develops personal relationships with our clients to understand and empathize with their challenges at work and at home—with a goal of helping them achieve greater prosperity in the fullest sense.”

**IMMACULATE HOME**www.immaculatehome.org*When only the best will do*

- Luxury Home Management
- Residential Upkeep and Maintenance
- Home Organization Services

P: 231-944-4565**E.** info@immaculatehome.org

Immaculate Home's growth now includes luxury concierge offerings, such as standing in for deliveries, arranging subcontractors, personal shopping experiences, and thoughtful touches like placing local chocolates, lavender sachets or silk pajamas in the home as a welcome gesture or a gift for special guests.



Emily Dodds, owner of Immaculate Home, with son Dylan.

Ever the consummate entrepreneur, Emily is also cultivating a new startup business that would incorporate their services as a benefit offered to employees by corporations.

"We feel we can help companies by offering a very special, personal, and extraordinary benefit in keeping with the recruitment and retention goals of high growth companies," she said.

Emily gives Venture North high marks for supporting her continued growth and development, including job creation and client expansion. "Betsy Evans is first-rate in every way," she said. "She's a financial literacy genius and helped us manage our growth through the perspective of our gross margins, expenses, and cost of capital. We're relieved and excited about our partnership with Venture North as we look to doubling our business over the next couple of years."

Looking toward the future, Emily envisions Immaculate Home becoming a nationally recognized brand. "How incredible would it be to license our brand to others, offering this luxurious, life-enhancing service to even more homeowners?"

With Immaculate Home, clients receive far more than home care—they experience a transformation of their lifestyle, where every need is anticipated, and every detail is handled with precision and discretion.

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Venture North has made 183 low-cost commercial loans totaling \$10.9 million, leveraging over \$40 million from other financial institutions. They have also dedicated 9,300 hours to no-cost consulting to support business growth in their ten-county region that includes Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee and Wexford counties. As a Community Development Financial Institution (CDFI) certified by the U.S. Dept of Treasury, Venture North's social mission is to help businesses locate in underserved areas and business owners with income below the poverty level. Visit Venture North's web site at www.venturenorthfunding.org for more information or to complete a simple intake form to learn how Venture North services can boost the growth of your small business.

