



THE HOME IN GOOD TASTE

**ABUELI HOME CONCIERGE
BRINGS HOUSEKEEPERS AND
HOMEOWNERS TOGETHER TO RUN
EFFICIENT HOUSEHOLDS.**

By *Alicia Colby Sy*

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Andrea Yang Lanuza, the founder and head of **Abueli Home Concierge**, grew up in a home that she assumed was inhabited by the likes of Mrs. Potts, Lumiere, and Cogsworth: home fixtures that cleaned, dusted, and arranged themselves. “It wasn’t until I moved out of my parents’ home that I figured out that the fairy tale held as much truth as the idea of Santa Claus or the tooth fairy,” she says, smiling. Quickly she realized that her parents and grandparents did not really possess the magical powers she thought they did, but that the safe, clean, and organized home they provided her and her siblings actually involved quite a lot of backbreaking work. “I never paid too much attention to all the interviews, training, or the constant reminders that turned our household staff into wonderful, efficient housekeepers until I had to deal with my own household.”

Fortunate to have relatives and friends that she could run to for advice, Lanuza also benefited from professional help in the form of an excellent home manager who taught her how to set up her own home. “It was then that I realized that many aspects of running a home could be professionalized and centralized, and how that would be beneficial to many other people,” she continues. “New homeowners have to learn and teach their staff over and over again, and who, really, has the time for that?”

The strength of Abueli Home Concierge is undoubtedly the people behind the scenes, including Lanuza and her “League of Extraordinary Housekeepers,” who make up a roster of consultants and passionate teachers, each bringing with them decades of knowledge and experience. Abueli also works with the Pen-Coop, a cooperative of the Peninsula Manila. Members of this organization have worked previously at the hotel and have had extensive training and experience in setting up staffing and cleaning programs.

The flagship service of Abueli is the Home Concierge program. “Running a home requires more training, office work, and follow-ups than many people have time for. We’re here to do that for clients,” Lanuza explains. “The services we offer put us at a text message or e-mail away for all these little requests that you think of during the day. We compile them and execute fixes during the regular visits

of your own home manager.”

Other services offered include extensive six- to nine-week programs that include advanced housekeeping, food and beverage service, laundry and ironing, and personality development, as well as home assistant training for other members of your staff, such as nannies. Also available are monthly maintenance packages that take on as much of home managing as possible so your days at home feel more like a staycation, along with single-day, five-hour visits, where experts teach your staff how to clean up and tidy the home. Services are customizable based on an individual home’s needs. Services to be offered in the future include cleaning services as well as butler and waiter service.

“Our target market is homeowners who want to be able to relax or entertain at home with capable staff to help. With this, we firmly believe that there must be reciprocity in responsibility and care,” Lanuza says. Because of this, Abueli prioritizes homes that treat their staff fairly. “We respect and celebrate what is unique about each home, because those traditions are very important to a household, but, like hiring an assistant, architect, or wedding coordinator, the work produced is better when there is a shared vision.”
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