

# BUSINESS OWNER

Your Money | 39

# Talkings up new broom

## Career swap cleans up

Maureen Shelley

JULIE Finch-Scally was unhappy when she lost her job in banking. However, instead of lamenting her luck, which only got worse when she found it difficult to get a job because she was over 50, the hardworking business owner decided to start up a new career — in cleaning.

Believing there was more to the cleaning industry than just doing the physical work, she started her own domestic cleaning agency — Duster Dollies — in 1993.

Duster Dollies is now a 100 per cent Australian owned residential franchise cleaning agency.

Now, with franchisees in Sydney, Melbourne, Brisbane and Adelaide, it generates a turnover of \$1 million a year.

Ms Finch-Scally is also the editor of *The Third Oldest Profession: The A to Z of Cleaning* which contains helpful hints for homeowners.

Ms Finch-Scally's company has also won business awards. Duster Dollies' motto is: Giving You Back Your Leisure Time.

"In an age where there is never enough time to fit in the cleaning, the Duster Dollies method ensures everyone benefits," Ms Finch-Scally said.

"The cleaner who has the time and needs the money, but not the time and the franchisee who is able to run a profitable business from home and still have time for their children. Cleaning is not a dirty word — it is a way to solve many people's problems."

"It's bad news for Billabong, Westfield, CSL, Cochlear," he said. "But the mining and energy shares should benefit."

**US PRESIDENT** Barack Obama has praised a newly sealed trade deal with South Korea as a landmark agreement that promises to boost the domestic auto industry and support tens of thousands of American jobs.

The pact, which requires congressional approval, would be the largest since the North American Free Trade Agreement with Canada and Mexico in 1994.

**TRACKING PIRATES** GOOGLE has agreed to buy a company whose software is used to protect internet video from piracy. Widevine Technologies Inc makes "digital rights management" software.



Clean slate: Julie Finch-Scally has made Duster Dollies a franchise success

## Moneywrap

The December share price index futures contract is pointing to a four point rise, or 0.08 per cent, when trading opens today and CommSec's chief economist Craig James said this was about right.

Mr. James tipped the local bourse to open between five and 10 points higher with globally-focused companies being impacted from a stronger Australian dollar which traded over US99.31c on Friday.

### Dollar lifts bourse

THE Australian market is tipped to open higher with mining stocks benefiting from a higher Australian dollar and stronger commodity prices.

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