

REMOTE RISE

4TH EDITION

BUSINESS INSIGHTS

*Hybrid Success Stories:
Companies Nailing Remote
and Onsite Synergy*

SCALING UP

*Delegate Like a Pro: How
Successful Entrepreneurs
Empower Their Teams*

LEADERSHIP & CULTURE

*Leading from Afar: How to Inspire
Loyalty in Remote Teams*

THE ART OF LETTING GO

**The remote alliance that
let Ingrid find freedom**

INTERACTIVE & FUN

*Personality Playbook: Match Your
Leadership Style with Iconic Entrepreneurs*

CBF'S IMPACTING AN ENTIRE INDUSTRY

*Debbie Sardone Named to
Forbes 50 Over 50*

TECHNOLOGY & TOOLS

*Powerful Integrations: Connect
Your Apps and Save Time*

SUSTAINABILITY & SOCIAL RESPONSABILITY

*Remote Impact: Making
a Difference from
Anywhere in the World*

TALENT & HR MANAGEMENT

*Building Trust Remotely:
Strategies for Stronger
Employer-Employee Bonds*





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Welcome to the fourth edition
of Remote Rise Magazine

Editor's Note



Each issue of this magazine reflects more than business insights — it reflects the stories of resilience, vision, and transformation that define today's entrepreneurs. This time, we highlight journeys rooted in courage and elevated by connection.

Ingrid Sampaio's path reminds us that necessity can spark opportunity, and with the right support, a small step can grow into a business that not only thrives but also gives back. From arriving in a new country without English to building a trusted brand that partners with Cleaning for a Reason, her story is proof that perseverance creates impact far beyond profit.

We also celebrate Debbie Sardone's recognition on the Forbes 50 Over 50: Impact list — a milestone that honors not just one leader, but the thousands of cleaning businesses and families transformed through her vision with Cleaning for a Reason and CBF. Her achievement is a reminder that when one voice rises, it lifts an entire industry.

Alongside these stories, you'll find fresh strategies on leadership, sustainability, technology, and talent management — tools to help you strengthen your team, sharpen your vision, and scale smarter in an evolving world of remote business.

So, as you turn these pages, I invite you to see more than advice. See the possibility. See yourself reflected in these journeys. And most of all, see what becomes possible when you choose to keep rising — together.

Enjoy the read.

Ana Gama

Editor & Marketing Manager, GetNuva



THE ROLE-RIGHT HYBRID

A PRACTICAL BLUEPRINT FOR U.S. SMALL BUSINESS



by Adriana Arellano

Hybrid isn't about mixing days at random. It's an operating design: put roles that create value through presence on-site, let process and knowledge roles run remote-first, and reserve hybrid for moments where in-person time measurably improves outcomes (training, client trust, cross-team planning). Do this well and you gain throughput, lower unit costs, and better retention—without adding bureaucracy.

WHY THIS WORKS

Talent & retention economics. The U.S. workforce has settled into a flexible equilibrium: as of May 2025, 51% of remote-capable employees are hybrid (only 21% fully on-site), and Gen Z's preferred model is hybrid (71%). If you don't offer flexibility where work allows it, you shrink your hiring pool. A large randomized trial (Trip.com) found a ~33% drop in quits under a 3-in/2-remote schedule with no hit to performance or promotions. Retention is cash: fewer backfills, less onboarding drag.

Cost structure. Remote-first for suitable roles frees real estate and idle time. Conservative benchmarks show about \$11,000 per employee per year in employer savings when people work remotely half the time—driven by facilities, absenteeism, turnover, and productivity. For a 15-person back office, that's six figures you can redeploy to growth or wage compression.

Output & satisfaction. When hybrid is implemented intentionally (clear norms, tooling, and manager practices), organizations report broad gains: HR leaders see 87% positive impact on work-life balance, 84% on job satisfaction, 79% on retention, and 51% cite higher productivity. Workers themselves say hybrid improves productivity (>60%). That's not "nice to have"—it's your moat in tight local labor markets.

\$11,000 per employee per year in employer savings when people work remotely half the time

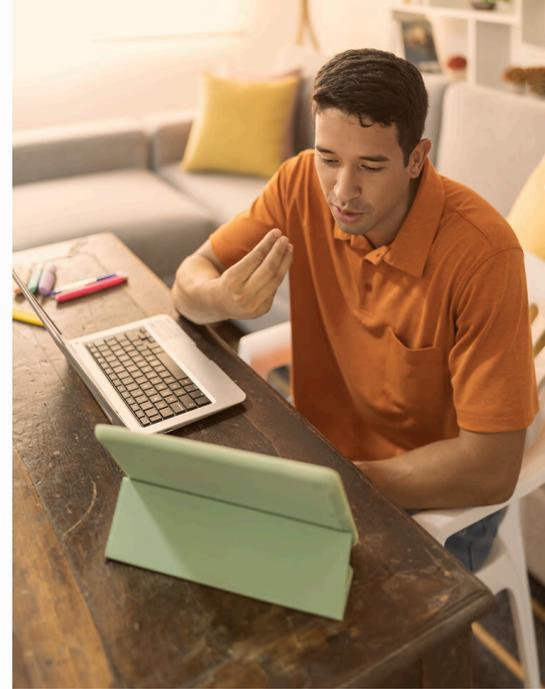


MAP ROLES TO MODES (AND STOP ARGUING ABOUT DAYS)

Use two tests for every role:

- **Value-of-presence test:** Does physical presence materially raise quality, safety, or speed (e.g., roofing crews, flooring installers, dental hygienists, site supers, courtroom appearances)? If yes → On-site by design.
- **Focus-of-work test:** Is the work primarily deep analysis, content, code, or back-office process (marketing, finance, HR, development, billing)? If yes → Remote-first. If the role builds trust or coordination at key moments (sales walkthroughs, client intake, cross-functional planning), define hybrid anchor moments—the specific meetings, reviews, or field days where in-person time lifts outcomes—and keep the rest remote.

This is not a vibe; it's a capacity plan. Put the right work in the right place and you increase completed jobs per day (field), shorten cycle time from intake-to-invoice (office), and widen your recruiting radius for scarce skills (marketing, accounting, development).



OPERATING SYSTEM

FIVE LEVERS THAT MAKE ROLE-RIGHT HYBRID STICK

- 1. Presence with purpose.** Ban “three days because policy.” Tie on-site time to events that create measurable value: training blocks, cross-team planning, premium client milestones, courtroom days, complex installs. Managers then plan people’s weeks around those anchors; everything else defaults to remote.
- 2. Team-level norms > top-down mandates.** Company principles set the guardrails; teams set core hours, response-time SLAs, and their who’s-where rhythm. This is where many RTO efforts fail—the model is less important than the practices leaders create.
- 3. One platform per workflow.** Tool sprawl kills hybrid. Standardize on (a) a work system (jobs/cases/matters), (b) a comms channel (chat + video), (c) a shared file system. For crews, the digital job packet (scope, specs, photos, checklists) becomes the source of truth so work moves without meetings; for professional services, the matter file plays the same role. Fewer apps → fewer hand-offs → less rework. (The what matters more than the brand.)
- 4. Apprenticeship on purpose.** Professions with tacit learning (accounting, law) schedule recurring in-person mentor blocks and back them with recorded walkthroughs and checklists. You get the benefits of osmosis and the flexibility people want—without diluting standards. The evidence says hybrid itself doesn’t damage performance; make the on-site time count.
- 5. Manage by outcomes, not seat-time.** Publish a tiny scoreboard per team and review it weekly:
 - Response time (to leads, to tickets, to patients)
 - Cycle time (intake → scheduled → done → invoiced)
 - First-time-fix / rework rate (field), on-time deliverables/NPS (office)
 - Tie recognition and pay to these, not headcount in chairs. Leaders who do this see productivity and morale rise together.

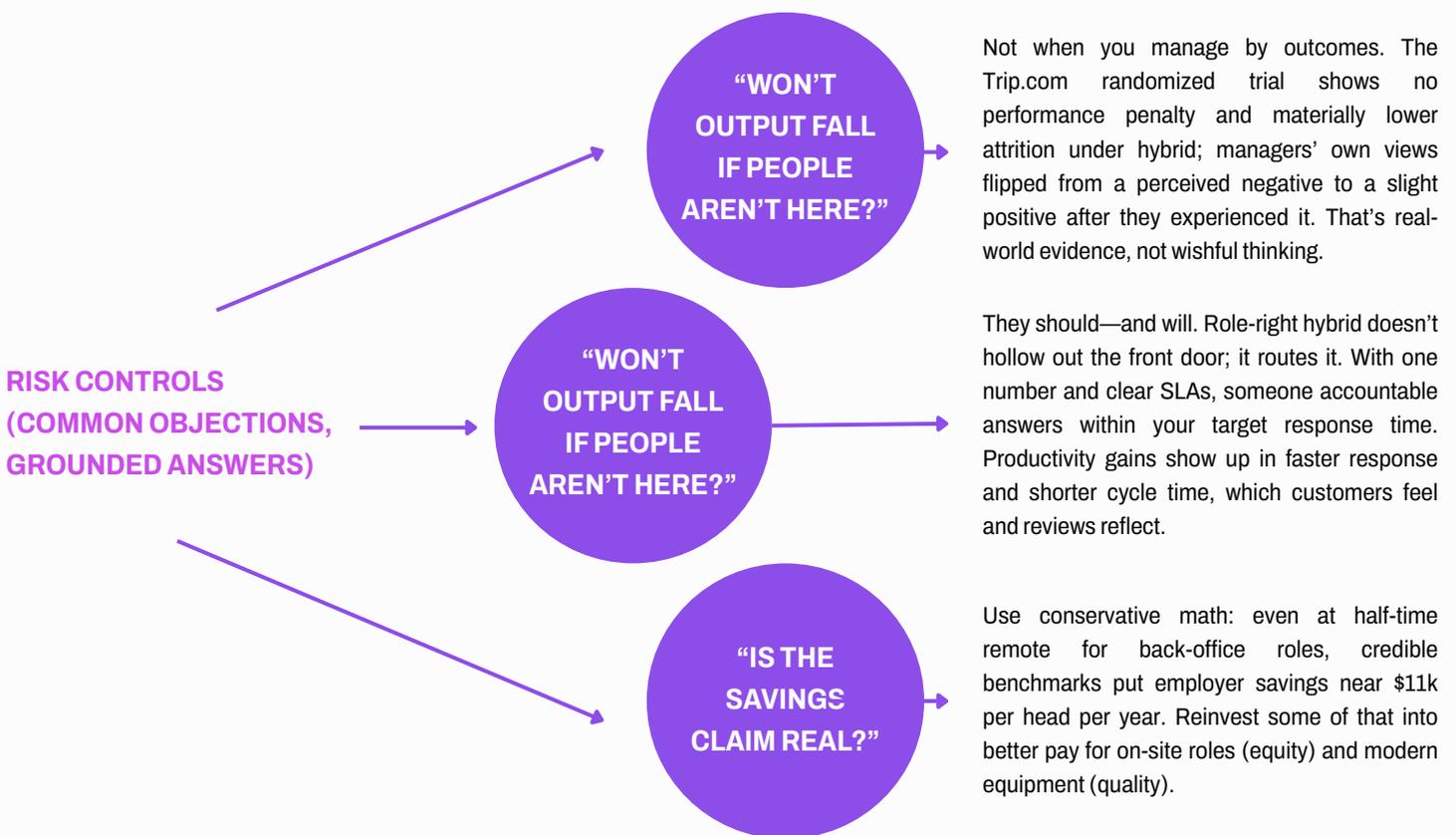


WHAT “ROLE-RIGHT” LOOKS LIKE ON THE GROUND

- **Home services (cleaning, HVAC, roofing, flooring).** Crews are fully on-site; dispatch, scheduling, and billing are remote-first and run on one scheduling/dispatch stack. Morning stand-ups are 10 minutes; everything else lives in the job packet. Net effect: fewer truck rolls to the office, tighter ETAs, faster cash conversion. (The macro trend is clear: field-service digitization continues to deepen through 2025.)
- **Accounting firms.** Client-advisory, bookkeeping, and tax prep run remote-first; audit and review work uses apprentice mornings in office, plus planned client-site days. Hiring widens beyond commuting distance while preserving professional development where presence matters.
- **Law firms.** Research and drafting stay remote-first; trial prep, witness work, and team mentoring run on hybrid anchors. The goal isn’t fewer office days; it’s smarter office days that lift win rates and client confidence.

IMPLEMENTATION IN 30 DAYS (A PLAY YOU CAN RUN NOW)

WEEK 1	WEEK 2	WEEK 3	WEEK 4
ROLE MAP & ANCHORS	NORMS & TOOLING	SCOREBOARD	RUN AND REVIEW
List every role. Label On-site / Hybrid / Remote-first using the two tests. For hybrid roles, define the specific anchor moments (what, why, cadence). Share the plan.	Each team sets core hours, response SLAs, and a standard meeting rhythm. Consolidate tools to one system for work, one for comms, one for files.	Stand up three weekly KPIs per team (see above). Baseline current performance.	Execute for two cycles. Compare response time, cycle time, rework, and team sentiment to baseline. Keep what works; tune anchors and norms where metrics lag.



Hybrid isn't a compromise; it's good business design. The market data says employees prefer it, rigorous research says it protects performance and slashes quits, and the cost model says it frees meaningful cash. Your job as an owner isn't to copy someone else's day count; it's to engineer your operating system: presence where it creates value, flexibility where it doesn't, and management that measures what matters. Start with one team for 30 days. If response times fall, cycle time shrinks, and rework drops, you've found your edge—now scale it.





LEADING FROM AFAR

HOW TO INSPIRE LOYALTY IN REMOTE TEAMS



by Diza Rose

Leading remotely strips away the familiar anchors of office life, no impromptu desk chats, no shared coffee breaks, no team lunches to cement relationships. Yet in this distance, loyalty becomes the invisible thread holding your team together. It's not about physical presence; it's about deliberate connection.

When loyalty is strong, it shows in ways that matter: lower turnover, greater productivity, and team members who go beyond checking boxes because they believe in the mission. According to a 2024 Gallup report, engaged and loyal employees are 23% more profitable and have 78% lower absenteeism rates than their disengaged peers (Gallup, 2024). That's more than a statistic; it's proof that loyalty pays, both in morale and in measurable outcomes.

The real leadership test is this: Are your people just working for you, or are they working with you because they want to see you succeed?

The Heart of Loyalty: Emotional Connection

Loyalty isn't built on paychecks alone. It's built on trust, shared purpose, and genuine care. Especially in remote teams, where face-to-face moments are rare, leaders must go out of their way to create that emotional connection.

This doesn't mean virtual "forced fun" activities every Friday. It means:

- **Listening** to your team's ideas and acting on them
- **Celebrating** wins (big or small) publicly and meaningfully
- **Being transparent** about the company's direction and challenges

As Richard Branson once said, "Take care of your employees, and they'll take care of your business." The Virgin Group's global teams remain loyal not just because they're paid well, but because they feel trusted and valued. Proof that this philosophy works even across continents.

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LOYALTY FOR REAL

Debbie Sardone: Cleaning with Purpose

When Debbie Sardone, founder of Buckets & Bows Maid Service, faced the challenge of keeping employees engaged in demanding, undervalued work, she didn't simply offer more pay, she offered purpose. In 2006, she launched Cleaning for a Reason, a nonprofit providing free cleaning services to cancer patients. Employees could personally approve services for families in need, making them active participants in the mission. The results were remarkable: over 50,000 families served, \$16 million in donated services, and a notable rise in staff retention.

Takeaway: *In your remote business, connect everyday work to a mission that matters. Purpose makes loyalty natural.*

Elon Musk: Vision as the Glue

For Elon Musk, attracting and keeping top talent at SpaceX and Tesla meant more than offering competitive salaries. He anchored everything to a larger-than-life mission, colonizing Mars and accelerating the shift to sustainable energy. This clarity of purpose made employees feel their work was part of history in the making. A 2023 Harvard Business Review study supports this: mission-driven organizations often retain talent even when they can't match the highest salaries, because employees find deep personal meaning in their contributions.

Takeaway: *Remote teams stay not because they're watched, but because they believe. Give them a mission worth committing to.*

PRACTICAL STEPS TO INSPIRE LOYALTY IN REMOTE TEAMS

Loyalty isn't something you can demand; it's something you earn, day after day, through consistent actions that make your team feel seen, valued, and trusted. The good news? You don't need grand gestures or endless Zoom socials to make it happen. Start with these simple but powerful habits:

➔ Keep the Vision Alive



Your mission shouldn't live in a dusty slide deck. Revisit it often, in team meetings, one-on-ones, or even casual check-ins, so every project feels connected to a bigger purpose.

➔ Make Recognition Personal



A sincere, timely "thank you" or a public shout-out for a job well done often means more than a bonus. Recognize not just big wins, but the effort, creativity, and persistence that make them possible.

➔ Trust Them to Deliver



Give your team the space to own their work without micromanaging. Autonomy shows you believe in their abilities, and that trust almost always comes back as increased commitment.

➔ Invest in Their Growth



Offer opportunities for training, mentorship, or skill development. When people see that you're committed to their future, they're far more likely to commit to yours.



THE REMOTE RETENTION ADVANTAGE

The numbers speak for themselves.

Companies offering remote work report **25% lower turnover**, according to Owl Labs. That's less time hiring, more time growing your business, and a team that sticks around.

💡 Retention is just the start. Turn that stability into loyalty, and your team will drive your vision forward.

AVOIDING COMMON REMOTE LEADERSHIP TRAPS

In the quiet space between video calls and email threads, it's easy for remote teams to drift into silos, feel disconnected, or lose clarity on what's expected of them. And while processes and project trackers are important, they're not enough on their own.

As a leader, your role is to bridge those gaps with intention, setting clear response times so no one feels ignored, holding regular face-to-face check-ins to keep the human connection alive, and tracking progress so wins are visible and celebrated. But above all, remember this: your people aren't just tasks to be managed, they're human beings to be supported. Emotional connection is the glue that keeps a remote team from simply functioning to truly thriving.

YOUR TURN: WHERE WILL YOU LEAD FROM HERE?

Every bold vision needs more than strategy; it needs people who believe in it as much as you do. Loyalty is the quiet force that multiplies every effort, turning plans into progress and goals into reality.

Consider this:

- Is the "why" behind the work clear to everyone who's part of it?
- Do the people you count on feel valued for more than just what they deliver?
- Is the culture so strong that no one would want to trade it for anything else?

Because when the answer is yes, something powerful happens: people stop working for a cause and start building it with you. And that's when momentum shifts from surviving to soaring.

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THE ART OF LETTING GO

The remote alliance that let Ingrid find freedom

“I came to the U.S. without speaking English, started from zero, and today I lead a thriving company.”

Some businesses are born out of passion, others out of opportunity. For Ingrid Sampaio, founder of Ingrid's Team LLC, entrepreneurship began with necessity. Arriving in the U.S. at 20 years old without speaking English, she started cleaning houses in Cape Cod to survive. More than a decade later, she leads a thriving cleaning company with 13 employees and countless clients across Massachusetts.

But growth doesn't come without challenges. As Ingrid pursued a dual college degree in photography and art history, she faced the same struggle many entrepreneurs do: how to balance business operations with personal goals. Her answer was bold yet simple—delegate through virtual assistance.

In this exclusive interview, Ingrid shares her entrepreneurial journey, the impact of hiring a Virtual Assistant, and the lessons she's learned along the way. Then, we hear from Stefan Duarte, the VA who works alongside her to keep operations running smoothly from Brazil. Together, their story is proof that trust and collaboration can transform

a business from survival mode into strategic growth.

Interview with Ingrid Sampaio, Founder of Ingrid's Team LLC

Eduardo Alves: Tell us briefly about your entrepreneurial journey. What sparked your initial interest in your industry?

Ingrid Sampaio: As an immigrant, necessity pushed me into cleaning. I came to the U.S. in 2011, at 20 years old, without speaking English. I started cleaning houses during the day and working nights at Wenzes to get by. Over time, I bought a small list of clients from a friend and began working for myself. From there, referrals helped me grow. Eventually, I brought my mom to join me, and by 2019, I stopped cleaning myself and focused entirely on managing the business. Today, I have 13 cleaners on my team.

E: What prompted you to explore hiring virtual assistants for your business?

I.: When I went back to school for photography and art history, I knew I couldn't do both without support. In the past, I lost clients because I was too busy to respond quickly. I didn't want that to happen again. Hiring a VA allowed me to focus on school while keeping my business running.



Ingrid's Team is part of Cleaning for a Reason

E: Can you describe your initial experience and any hesitations when hiring your first VA?

I.: My first VA was from the Philippines, and I still had to handle a lot myself. The fear was always being left without support. With GetNuva, I finally felt secure. I knew I had somewhere to turn if something happened, and that gave me confidence to delegate more.



“Delegating gave me the freedom to think about growth—not just survival.”

E: How has delegating to virtual assistants impacted your business growth?

I.: It gave me time to think strategically. When someone else helps, you're free to focus on ideas and expansion instead of just keeping up. We all have 24 hours a day, but with a VA, it feels like you gain extra time.

E: What systems or tools have been essential to integrating VAs into your workflow?

I.: Jobber has been crucial—it works like a CRM. I also use systems that let my VA call clients directly from Brazil. And AI tools, make communication easier for my team, even when English isn't their first language.

E: What has been the biggest surprise from working with your VA?

I.: With Stefan, I was amazed at how committed he is. He takes the initiative to help me get more clients, even though he doesn't own the business. That kind of dedication is rare and very special.

E: What advice would you give entrepreneurs hesitant to delegate?

I.: I know it's scary to hand over your business to someone else, especially when it's your life. But if you don't delegate, you'll be stuck doing everything forever. Sometimes the person you hire will do things even better than you—and that's how you grow.

Bridging Two Worlds: Owner and Assistant

Ingrid's journey shows the courage it takes to release control and trust someone new with your business. But her success wouldn't be complete without the perspective of the person on the other side—the Virtual Assistant making it all happen behind the scenes.

Here, Stefan Duarte, her VA based in Brazil, shares how he adapted to a new industry, built trust with Ingrid, and became an integral part of her company's growth.



Interview with Stefan Duarte, Virtual Assistant at Ingrid's Team LLC

Eduardo Alves: Could you tell us about your professional background and why you chose to work remotely?

Stefan Duarte: I'm from Rio de Janeiro and I'm 27. I worked at Blue Tree Premium Hotels, where I learned a lot and was promoted twice. Later, I moved into logistics, but it was too high-pressure. Remote work gave me autonomy and allowed me to stay close to my grandmother, who has health issues. Joining Ingrid's team gave me the chance to grow within a medium-sized company and build something together.

E: What was your onboarding experience like with Ingrid's business?

S.: At first, it was tough. I had never worked in the cleaning industry, and Ingrid's company was going through major team changes. But with her guidance, I learned quickly, and it turned out to be a valuable experience.

E: What are your main responsibilities and daily routine?

S.: In the mornings, I send messages to clients to give them time to reply. In the afternoons, I follow up and schedule appointments. I like to stay at least two months ahead in planning, so nothing urgent surprises us.

"I always work at least two months ahead, so nothing catches us off guard."



E: What challenges do you face, and how do you handle them?

S.: A big challenge is client preference for certain teams. Sometimes their favorite team isn't available, so I need to manage expectations carefully. I try to adapt and make the transition smooth.

E: From your perspective, what builds trust in a remote working relationship?

S.: Truth. Always be honest with your manager. If you don't understand something, ask. If there's a problem, speak up. Honesty builds trust and prevents bigger issues later.

E: What's been the most rewarding part of your role?

S.: Hearing positive feedback from clients. It feels great to know they're happy with the service. The hardest part is when there are empty schedule spots, but I do my best to fill them by reorganizing existing clients.

"The secret to trust is simple: always be truthful."

E: Have you introduced any new processes to improve efficiency?

S.: Yes. I started using ChatGPT with prompt templates for recurring tasks like messages and daily schedules. It organizes everything—client names, times, addresses, notes—and saves us hours.

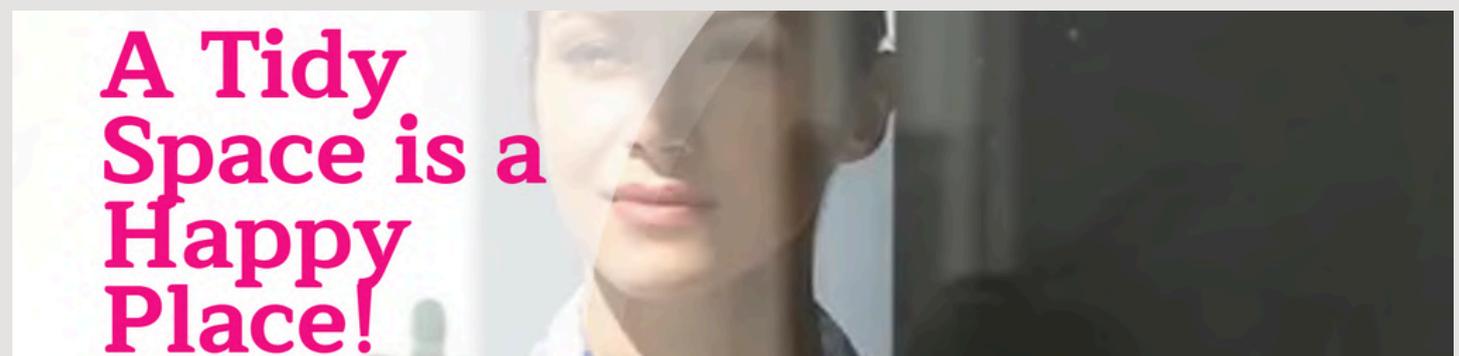
E: What advice would you give to other VAs who want to grow in their roles?

S.: Never stop learning. Always prepare for challenges, and above all, be truthful with your manager and clients. That's how you build trust and keep growing.



Ingrid and Stefan's partnership is proof that success doesn't come from doing everything alone—it comes from trust, systems, and collaboration. By daring to delegate, Ingrid freed herself to think bigger and build stronger. And with Stefan's dedication and initiative, her business continues to scale smarter.

For entrepreneurs hesitant to let go, their story is clear: delegation isn't losing control—it's gaining freedom.



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SCALING UP



DELEGATE LIKE A PRO

SMART DELEGATION THAT BUILDS TRUST
AND POWERS SCALABLE GROWTH



by Eduardo Alves

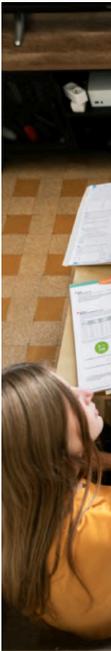
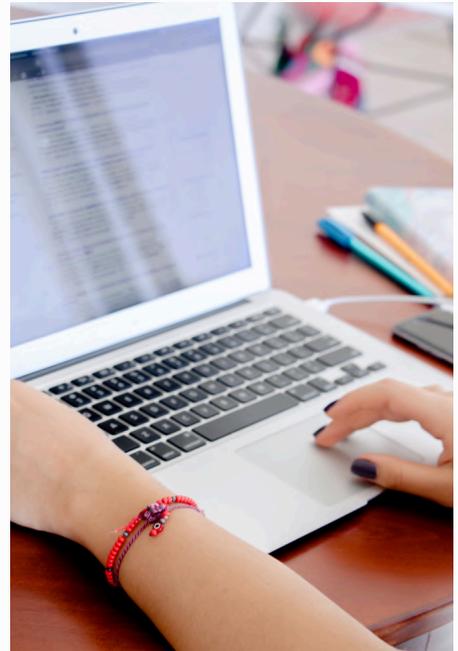
One of the biggest challenges I see in working with entrepreneurs is their struggle to let go. Many believe that if they don't do everything themselves, it won't be done right. That fear is understandable—it comes from passion and responsibility. But it's also one of the biggest barriers to growth.

At GetNuva, I've seen firsthand how business owners transform their companies when they learn to delegate. The ones who scale aren't the ones working longer hours—they're the ones who empower their teams. Delegation is more than offloading tasks; it's about trust, empowerment, and building the foundation for scalability. And when paired with the right tools, like virtual assistants, it becomes one of the smartest moves a business owner can make.

WHAT EFFECTIVE DELEGATION REALLY LOOKS LIKE

Delegation isn't simply telling someone what to do—it's entrusting them with ownership. That means giving clarity, resources, and accountability, while allowing the freedom to deliver results. Micromanagement suffocates teams; true delegation empowers them.

The difference is profound. When leaders hold onto everything, they cap their company's growth at their own capacity. When they delegate effectively, they create a culture of trust where team members feel valued and empowered. That shift is what makes a business scalable.



Most entrepreneurs are driven personalities, but you can't overcome challenges through sheer force of personality alone. You need to learn to delegate so that you can focus on the big picture.

Richard Branson
Founder of the Virgin Group

ENTREPRENEURS WHO SCALED THROUGH DELEGATION

Richard Branson, founder of the Virgin Group, often says his success came from learning to delegate. “Most entrepreneurs are driven personalities, but you can’t overcome challenges through sheer force of personality alone. You need to learn to delegate so that you can focus on the big picture.” ([Virgin.com](#)) Branson’s ability to trust leaders across his many ventures allowed him to keep building, rather than getting stuck in the details.

Sara Blakely, who started Spanx with \$5,000, built her billion-dollar brand the same way. She focused on her strengths and delegated the rest, trusting her team to run operations, marketing, and development. By giving her people the freedom to experiment—even to fail—she fostered innovation and built a brand that could outgrow her. ([Leaders: The Podcast](#))

And then there’s Debbie Sardone, founder of Cleaning Business Fundamentals (CBF). Debbie embraced virtual assistants as a core strategy for scaling—not just in her own business but also in the companies she mentors. By hiring skilled international VAs for roles like customer support, marketing, and administration, she created cost-effective growth opportunities. Placing the right people in the right seats freed up entrepreneurs to lead strategically rather than being buried in daily tasks. Debbie’s story proves that modern delegation doesn’t just save time—it creates measurable, scalable results.

HOW TO DELEGATE EFFECTIVELY

From my work with entrepreneurs, the ones who thrive with delegation follow a few key principles. They start by identifying which tasks don’t require their direct involvement—routine operations, repetitive work, or anything outside their core strengths. They choose the right person for each task, whether it’s a local hire or a VA, based on skills and reliability.

They communicate expectations clearly—defining outcomes, deadlines, and boundaries. They provide training and resources so their team is set up to succeed. And they establish accountability through regular check-ins, not constant hovering. The goal isn’t control—it’s alignment.

When these steps are in place, delegation stops being a risk and becomes a growth strategy.

WHY TRUST AND CONNECTION MATTER

Delegation is built on trust. Without it, you’ll always feel the urge to take work back into your own hands. But when you give your team real responsibility and demonstrate that you believe in them, they rise to the challenge.

This is especially true in remote work. Virtual assistants, often working across time zones and cultures, need intentional connection to thrive. That means open communication, consistent feedback, and the space to contribute ideas. It means showing confidence in their decisions and acknowledging their impact. When trust is nurtured, remote teams don’t just execute—they innovate.

And the return is significant. Businesses with strong trust and empowered employees consistently report higher productivity, stronger retention, and healthier cultures. ([MIT Sloan Management Review](#))

Research confirms what experience shows. The [Bureau of Labor Statistics](#) reported that as remote work increased between 2019 and 2021, productivity rose while costs fell. A [2025 study by Great Place to Work](#) found that productivity in remote-first businesses not only stayed stable but often improved—when leaders supported their teams with clarity and culture.

Even more compelling: engaged employees, the ones who feel trusted and empowered, outperform disengaged employees by over 200 percent. That kind of impact can’t be matched by any amount of late nights or solo effort ([Gallup](#)).

AVOIDING THE PITFALLS

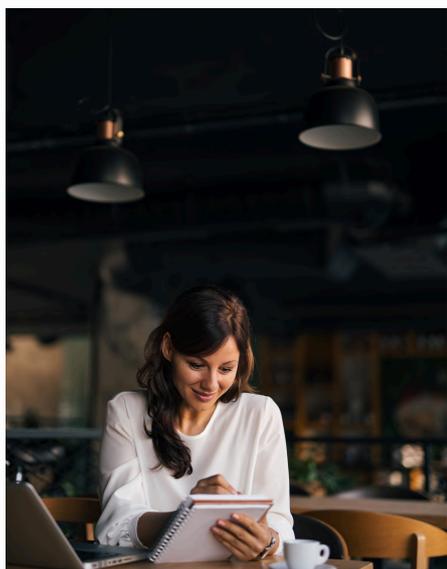
Of course, delegation isn’t always easy. Some business owners under-delegate out of fear, holding onto work they should let go of. Others over-delegate without proper guidance, leading to mistakes and frustration. And sometimes tasks are given to the wrong person, creating unnecessary friction.

The key is balance. Start small, build confidence, and expand as trust grows. Communicate clearly, check in regularly, and keep adjusting. The process may take practice, but once it clicks, it changes everything.

Delegation is not about losing control—it’s about creating the conditions for growth. Richard Branson used it to build a global empire, Sara Blakely used it to transform Spanx into a billion-dollar brand, and Debbie Sardone uses it every day to help entrepreneurs scale with virtual assistants.

I’ve seen what happens when business owners cling to every detail: burnout, stagnation, frustration. I’ve also seen what happens when they embrace delegation: freedom, growth, and renewed energy for the future.

So here’s the question I’ll leave you with: What’s still on your plate that doesn’t belong there? Because the moment you let go, you open the door to growth that goes beyond what you can achieve alone.





REMOTE IMPACT: MAKING A DIFFERENCE FROM ANYWHERE IN THE WORLD



by Ana Gama

From the quiet of a home office in Lisbon to the buzz of a coworking space in Nairobi, a new wave of entrepreneurs is proving that you don't have to be on the ground to make a meaningful impact. Sustainability and social responsibility—once thought of as the domain of big corporations—are now woven into the DNA of small, agile, remote-first businesses.

The shift isn't just philosophical—it's practical. Remote work naturally reduces carbon footprints, cuts down on commuting emissions, and allows companies to hire talent without uprooting communities. But the real magic happens when these businesses look beyond their own operations and ask: How can we use our remote advantage to change lives?

THE NEW MEANING OF SOCIAL RESPONSIBILITY

In the remote world, social responsibility is no longer limited to "green" initiatives or the occasional donation. It's about embedding purpose into the way a business runs—whether that means running paperless offices, offsetting digital energy consumption, or dedicating a portion of profits and time to global causes.

It's about connection without borders. A designer in Argentina can partner with an NGO in Kenya. A marketing agency in Canada can help rebuild small businesses after a natural disaster—without ever boarding a plane. And these aren't rare exceptions anymore—they're becoming the norm.

STORIES THAT INSPIRE

When GitLab, one of the largest all-remote companies in the world, decided to take diversity and inclusion beyond words, they partnered with the Linux Foundation to launch DEI Project Badging for open-source projects. Today, thousands of contributors worldwide participate in more inclusive tech communities because of initiatives like this.

Doist, the team behind productivity tools like Todoist and Twist, makes giving part of their operating rhythm. Up to 2% of their annual revenue growth goes to NGOs worldwide—from Girls Who Code to The Ocean Cleanup—proving that even lean, remote teams can drive global change.

And then there's Crisis Text Line—a fully remote volunteer network offering 24/7 mental health support via text. Its trained online volunteers have supported millions of conversations, saving lives from living rooms, libraries, and kitchen tables across the globe.



THE OCEAN CLEANUP

TOGETHER,
WE CAN CLEAN UP
OCEAN PLASTIC

HOW TO START MAKING AN IMPACT—REMOTELY

You don't need a massive budget or a dedicated CSR department to start. The key is intention and consistency.

➔ Volunteer Virtually: Encourage your team to dedicate a few hours a month to skills-based volunteering. From data analysis for nonprofits to translation for international aid, there's a fit for every skill set.

➔ Go Beyond "Green" in Operations: Adopt energy-efficient digital practices, avoid unnecessary travel, and choose suppliers who share your values.

➔ Host Virtual Campaigns: Online charity auctions, global donation drives, or educational webinars can raise awareness and funds without the overhead of in-person events.

The best part? Remote tools make coordination seamless. Slack channels can connect dispersed volunteers. Zoom and StreamYard can broadcast charity events to global audiences. Asana or Notion can track every deliverable for NGO partnerships just as easily as they do client projects.

THE NUMBERS TELL THE STORY

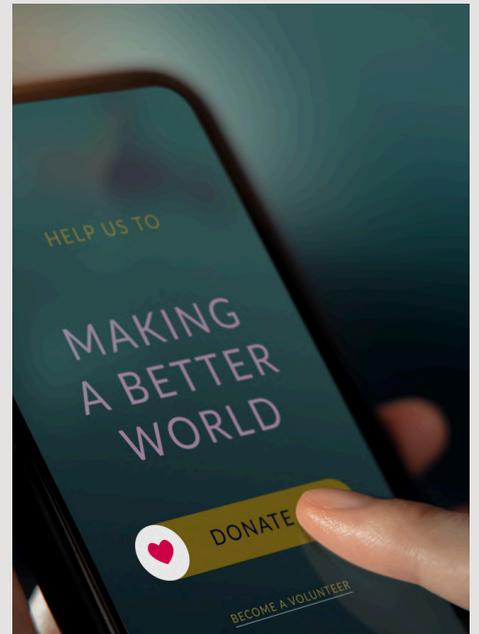
A 2024 study by Cornell University and Microsoft found that full-time remote workers reduce their work-related carbon footprint by up to 54%. Meanwhile, the Independent Sector values each volunteer hour in the U.S. at \$34.79—meaning even small, consistent contributions from your team can add up to tens of thousands in impact each year.

And it's not just about the planet or the numbers—it's about connection. According to Deloitte's Global Impact Report, companies that actively engage in social responsibility see increased employee satisfaction and retention, along with stronger customer loyalty.

CHALLENGES AND THE ROAD AHEAD

Sure, there are obstacles. Measuring impact remotely can feel intangible. Coordinating across time zones can be tricky. And, yes, sometimes the cause you care about most will require creative problem-solving to support from afar.

But these are solvable problems. Start with one project, track its results, and share the story. Use frameworks like Pledge 1% to give your initiative structure. Partner with organizations that are already set up to work with global, virtual contributors.



YOUR REMOTE SUPERPOWER

The beauty of running a remote business is that your potential for impact is borderless. You can amplify voices, deliver resources, and spark change without leaving your desk. The only question left is: What will you do with that power?

Start small if you must—but start now. The world doesn't just need more businesses. It needs businesses that care. And in the remote era, caring has never been easier to put into action.



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IMPACTING AN ENTIRE INDUSTRY



Debbie Sardone Named to Forbes 50 Over 50



“Profitability and purpose can coexist.” – Forbes

When Forbes released its prestigious 50 Over 50: Impact list, one name stood out for cleaning business owners everywhere: Debbie Sardone. Honored for her tireless dedication to empowering entrepreneurs and for founding Cleaning for a Reason, this recognition cements her place as one of the most influential women in business today.

Forbes praised Debbie as a leader who is not only reshaping an industry but also proving that profitability and purpose can—and should—coexist. Through Cleaning for a Reason, she has already touched the lives of more than 58,000 families battling cancer, providing the gift of free home cleaning through a vast network of partners. Now, with her Forbes recognition, her mission is on the world stage.

Why Forbes Matters for Cleaning Entrepreneurs

For cleaning business owners, Debbie's honor is more than a headline—it's validation. It shows the world that our industry matters. That the systems, strategies, and impact built through Cleaning Business Fundamentals (CBF) are not only life-changing for owners, but also community-changing on a national scale.

Real Transformation: Suzi Virgilio's Story

The ripple effect of Debbie's leadership can be seen in entrepreneurs like Suzi Virgilio, founder of HTD Cleaning Services. Before CBF, Suzi's business was running her—chaotic schedules, no systems, and little profit.

After joining CBF in 2021, she turned everything around:

- Grew from \$78,000 to \$460,000 in annual revenue within just two years
- Implemented systems that allowed her to delegate and free up her time
- Gained the freedom to travel, enjoy her family, and run a business that thrives without her being in every job

Suzi calls CBF “the key that unlocked everything,” and her story is one of many that illustrate why Forbes recognized Debbie as a true force of impact.



Building Trust Remotely

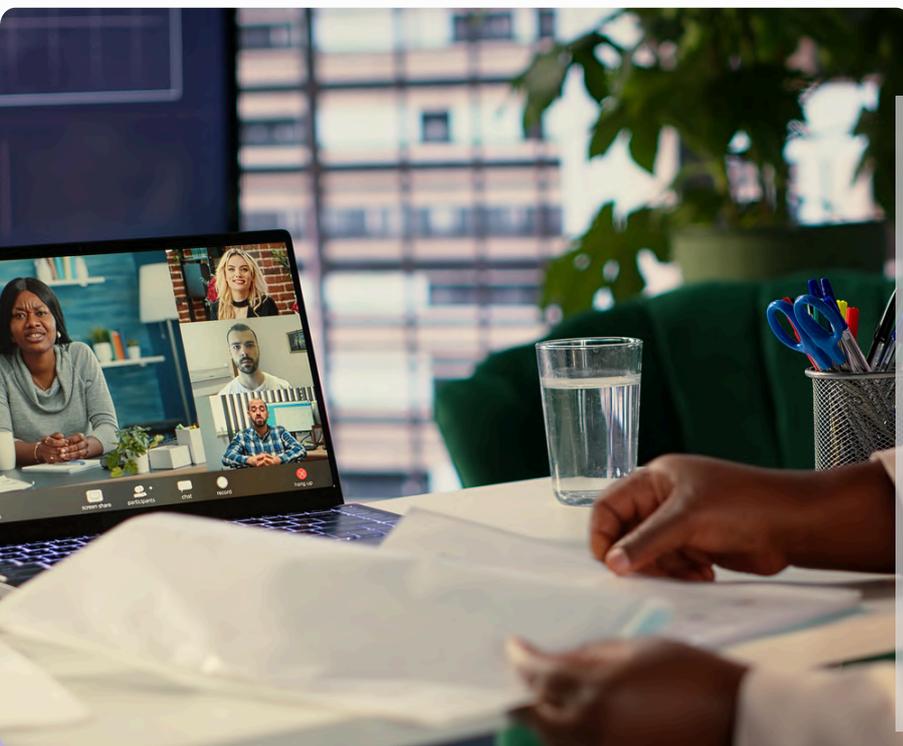
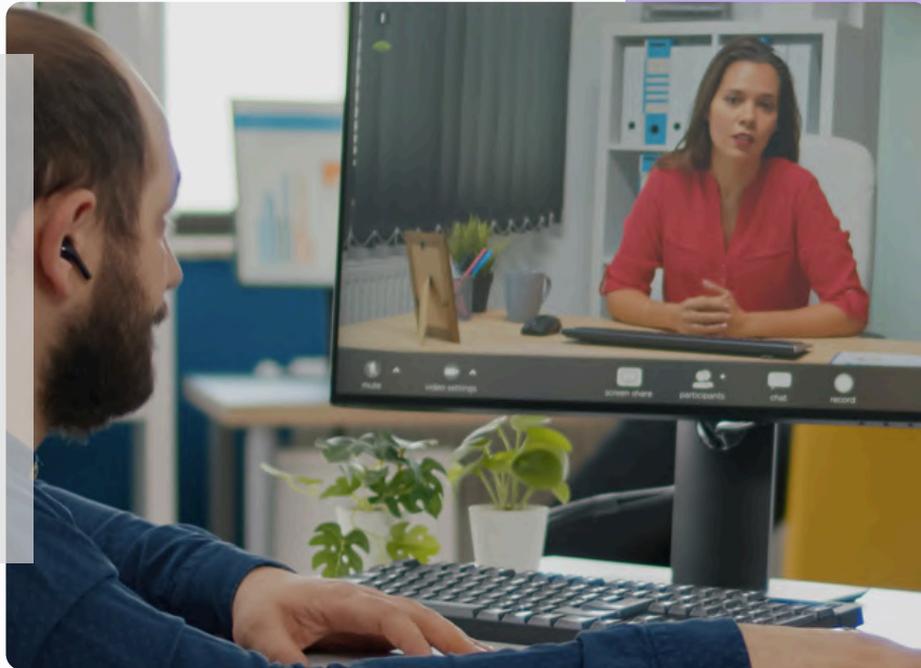
STRATEGIES FOR STRONGER EMPLOYER-EMPLOYEE BONDS



by *Ethan Diddams*

In today's digital-first work environment, trust has become an essential pillar for any successful remote team. As organizations embrace flexible operations and distributed workforces, the confidence that employers and employees place in one another directly impacts engagement, productivity, and retention. Without trust as a foundation, even the most skilled and technologically advanced teams can struggle with miscommunication, disengagement, and high turnover. With conscious effort and thoughtful strategies, however, leaders can nurture genuine connections that drive business results and employee fulfillment alike.

Trust in a remote context extends well beyond believing someone will finish their assigned tasks. It means cultivating an atmosphere of open communication, reliability, accountability, and, perhaps most importantly, psychological safety. In such an environment, team members feel comfortable sharing their opinions, asking questions, and admitting mistakes, knowing they are supported and respected, not judged.



There are standout examples of companies that have made trust central to their remote cultures. Automattic, the parent company of WordPress, has built a fully remote business spanning more than 90 countries. By prioritizing transparent written communication, publicly accessible project logs, and regular all-hands video meetings, Automattic not only keeps everyone in the loop but also assures employees that their contributions are seen and valued. CEO Matt Mullenweg summed it up well: "People crave being trusted and when it happens, it unleashes their best work." This approach has led to high retention rates and strong cultural cohesion.

Shopify offers another example. When the company moved to a fully remote setup in 2020, it leaned on frequent feedback via monthly surveys, accountability partners, and a carefully structured onboarding process with clearly defined success metrics. As a result, over 94% of staff reported feeling empowered and more productive compared to their pre-remote experience. Buffer, a company with a globally distributed remote team, has made a deliberate effort to host regular check-ins, embrace radical transparency around salaries and benefits, and celebrate team wins collectively. These efforts have resulted in measurable improvements across engagement and satisfaction metrics.

So, how do companies foster this kind of trust on a day-to-day basis? The first step is to maintain consistent, transparent communication. Leaders who set regular schedules for team and individual meetings, share company goals and updates openly, and make use of video calls to humanize interactions, create a predictable rhythm and openness that builds rapport even at a distance. These meetings shouldn't be limited to task updates, taking time for personal connection and informal chat can make all the difference.

It's equally important to set clear guidelines for remote work. Documenting expectations about availability, communication channels, and deliverables helps remove ambiguity and ensures everyone knows where they stand. Sharing best practices and "remote playbooks" can bring new team members up to speed quickly, reinforcing a sense of shared purpose and standards.

A culture of psychological safety is the next piece of the puzzle. Teams that encourage open feedback and frame mistakes as opportunities for learning create an environment where ideas can be shared and innovation can flourish. When employees see that all voices (and even stumbles) are welcomed, trust grows.

Encouraging autonomy goes hand in hand with accountability. Trust means giving team members room to own projects and solve problems independently, while maintaining regular check-ins and recognition for those who show initiative. This balance means individuals feel empowered but also supported and connected to their leaders and colleagues.

Of course, digital tools play a big role in building and maintaining these bonds. Platforms like Slack make instant chat and casual conversation easy; Zoom and Google Meet allow face-to-face interaction even from afar; Google Workspace streamlines document collaboration; Basecamp centralizes project management and team discussions. These tools should be used not just for business operations, but to nurture relationships by sharing good news, giving shoutouts, and celebrating together, even virtually.

Supporting data underscores the importance of these efforts. According to Gallup's 2024 report, remote teams that focus on trust and communication are 29% more productive, with 18% higher retention rates compared to those that don't. The Harvard Business Review has found that employees who trust their leaders experience significantly lower levels of stress and much higher occupational energy. And Buffer's latest State of Remote Work survey revealed that trust is the single most important factor for effective remote teams, according to 92% of remote workers.



REMOTE TEAMS THAT FOCUS ON TRUST AND COMMUNICATION ARE 29% MORE PRODUCTIVE, WITH 18% HIGHER RETENTION RATES COMPARED TO THOSE THAT DON'T.



● **International Company Meeting**



Of course, trust building in a remote context comes with its own challenges. A lack of physical interaction, differences in communication styles, and even time zone gaps can breed doubt or confusion. But solutions exist: intentional outreach, additional clarity in written communication, regular informal contact, and consistent recognition help bridge those divides. When hurdles arise, the most successful remote leaders respond with even more openness and personal investment, not less.

In conclusion, trust is the foundation of every thriving remote team. Leaders and HR professionals who prioritize building genuine relationships, set clear expectations, and emphasize open, empathetic communication will see the benefits across engagement, creativity, and results. By making trust-building an ongoing focus, organizations can create a remote culture where every team member feels valued, connected, and inspired to do their best work.



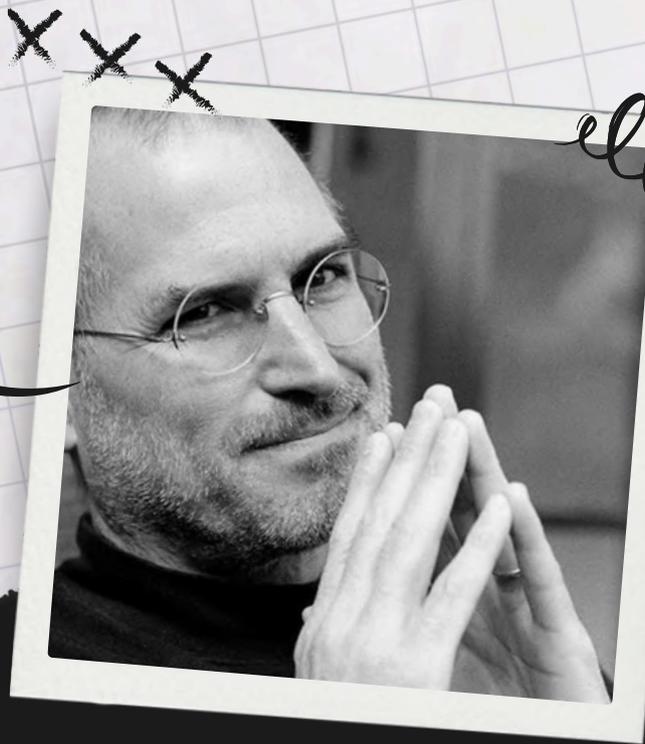
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PERSONALITY PLAYBOOK:

MATCH YOUR LEADERSHIP STYLE WITH ICONIC ENTREPRENEURS



Want a fast, fun way to decode how you lead—and what to do next? This interactive guide maps your natural style to an iconic entrepreneur, so you can lean into your strengths, spot blind spots, and connect better with your team. (Psst: this builds on Remote Rise's Interactive & Fun series.)

THE MINI-QUIZ

Pick one answer per question. Tally the letters you choose most often (A/B/C/D/E).

A TOUGH CALL LANDS ON YOUR DESK. YOU FIRST...

- A) gather data and pattern-match
- B) picture the future and rally energy
- C) move fast, test, iterate
- D) ask how it impacts people and culture
- E) reframe, adapt, and keep momentum

YOUR FAVORITE MEETING VIBE:

- A) agenda + metrics
- B) whiteboard big ideas
- C) short sprint huddle
- D) open, empathetic check-ins
- E) flexible format—whatever works this week

RISK TOLERANCE:

- A) measured and modeled
- B) bold if it serves the vision
- C) high—try it and learn
- D) balanced with team wellbeing
- E) situational—pivot as needed

FEEDBACK STYLE:

- A) structured reviews with specifics
- B) storytelling that inspires
- C) quick, in-the-moment nudges
- D) coaching questions and listening
- E) pick the style that best fits the person

WHEN PROJECTS STALL, YOU...

- A) fix the process
- B) re-ignite purpose
- C) ship a tiny version now
- D) unblock the humans
- E) change the path, keep the target

COMMUNICATION SWEET SPOT:

- A) crisp memos + dashboards
- B) vision decks
- C) async notes + rapid replies
- D) 1:1s and listening tours
- E) mix of formats by audience

BIGGEST SUPERPOWER:

- A) clarity and systems
- B) imagination and focus
- C) momentum and experimentation
- D) empathy and inclusion
- E) resilience and reframing

BIGGEST WATCH-OUT:

- A) analysis paralysis
- B) vision > execution gap
- C) chaos from constant change
- D) slow decisions
- E) spreading too thin

Mostly A = The Visionary Builder (Steve Jobs)

Mostly B = The Servant Brand Leader (Howard Schultz)

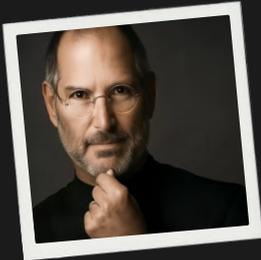
Mostly C = The Disruptor (Elon Musk)

Mostly D = The Empathic Transformationalist (Satya Nadella)

Mostly E = The Adaptive Grit Leader (Sara Blakely)

PROFILES, PLAY-MOVES & PROOF

YOU'RE THE VISIONARY BUILDER STEVE JOBS



You see the big picture before anyone else and have a crystal-clear vision of where you're going. Like Jobs, you're all about focus, style, and delivering experiences that wow. Your superpower? Inspiring others with your ideas and pushing for excellence. Watch out for your inner perfectionist—it can slow you down. Pro tip: pair your intuition with feedback from real people so your brilliance lands just right. Remember Jobs' iconic advice: "Stay hungry. Stay foolish."

YOU'RE THE SERVANT BRAND LEADER HOWARD SCHULTZ



People first, always. You believe that taking care of your team is the fastest route to business success, just like Schultz did with Starbucks—offering health benefits to part-timers back in 1988! You create trust, loyalty, and a sense of belonging that customers feel every time they interact with your brand. Your growth edge? Put numbers behind your empathy so the culture you build also drives measurable results.

YOU'RE THE DISRUPTOR— ELON MUSK



Rules? You prefer to rewrite them. Like Musk, you thrive on bold goals, fast moves, and challenging the "impossible." You're a magnet for people who want to change the world alongside you. Your energy is contagious, but pace yourself—too much speed can lead to chaos. Add a dose of structure to your experiments and you'll turn even your wildest visions into sustainable wins. Musk's take: when it matters, act "in spite of fear."

YOU'RE THE EMPATHIC TRANSFORMATIONALIST SATYANADELLA



You lead with your heart and see potential everywhere. Like Nadella, you know that when people feel safe to share ideas, they do their best work. You're great at building trust and guiding teams through change. The challenge? Sometimes you wait too long to make the big moves. Push yourself to act faster when opportunity knocks—you'll still have your people behind you. Nadella's proof: empathy can spark innovation on a massive scale.

YOU'RE THE ADAPTIVE GRIT LEADER SARABLAKELY



You're resourceful, flexible, and laugh in the face of setbacks. Like Blakely, who started Spanx with \$5,000 and celebrated "oops" moments, you see failure as just part of the path. You can read your customers like a book and adjust your strategy in real time. The risk? Too much pivoting can leave your team dizzy. Add a touch of structure to keep everyone in sync and you'll turn grit into unstoppable growth.

Knowing your style isn't a label—it's a lever. Name it, use it, and round it out with the right habits and partners. Share this quiz with your team, compare results in a 15-minute huddle, and pick one "stretch play" to try together this week. Then watch your leadership—and your people—level up.

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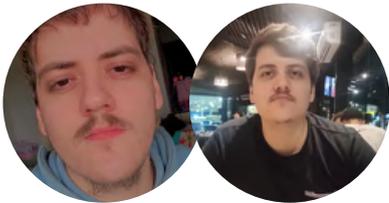
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POWERFUL INTEGRATIONS

Connect Your Apps and Save Time



by Guilherme and Gustavo Zeferino

When your apps talk to each other, the day runs faster and with fewer errors. A customer books online, the job lands on the calendar, the estimate becomes an invoice, payment clears automatically, and the books stay current, all without copy and paste. In home service markets, digital payments represent nearly half of total transaction value and continue to rise, which shows that clients expect fast, online experiences.

Plain English definition: App integrations are connections that move data and trigger actions between tools already in use, often through APIs or no-code connectors. Instead of entering the same information in multiple places, a single update syncs everywhere so everyone sees the same, current record.

CORE BENEFITS FOR OPERATIONS

- Less manual work, with automated handoffs from booking to scheduling to invoicing to accounting
- Fewer errors, with one source of truth for customer, job, and payment data
- Faster cash flow, with pay at booking and instant payout options
- Better teamwork, with owners, coordinators, field staff, and VAs operating from the same timeline

WINS YOU CAN REPLICATE

Cleaning and home service: online booking turns interest into scheduled work. Teams that enable online booking with Jobber convert more website and Google searches into confirmed jobs. Customers can schedule at any time through Online Booking and Client Hub, which reduces back and forth and fills routes.

Construction and remodel: budget control without spreadsheets. Teams that move from spreadsheets to Buildertrend connected to QuickBooks Online report saving thousands of dollars per project due to real time cost tracking and cleaner change orders.



Service teams with VAs: get paid before the visit. Calendly connected to Stripe allows charging at booking, which reduces no shows and protects the schedule. For field work, Jobber Payments, powered by Stripe, together with a QuickBooks sync means customers pay online and the books reconcile automatically.

A CURATED STACK BY USE CASE WITH READY TO USE INTEGRATIONS

Cleaning, residential or commercial

- Operations and CRM: Jobber for clients, quotes, work orders, and routing
- Payments: Stripe through Jobber for online checkout, ACH, and instant payout options
- Accounting: QuickBooks Online with automatic sync of invoices, payments, and refunds
- Marketing and retention: Mailchimp for seasonal promotions and review requests
- Automation glue: Zapier for examples such as job closed to review request, or new customer to Mailchimp list

Why it works: This stack removes friction from the entire funnel, from booking to repeat business, and eliminates double entry between Jobber and QuickBooks.

Construction and remodel

- Project and budgeting: Buildertrend for estimates, schedules, and change orders
- Accounting: QuickBooks Online with two way sync for costs and invoices
- Contracts and files: DocuSign and Google Drive for signatures and a clear audit trail
- Automation: Zapier for website lead to new opportunity in Buildertrend and a follow up task

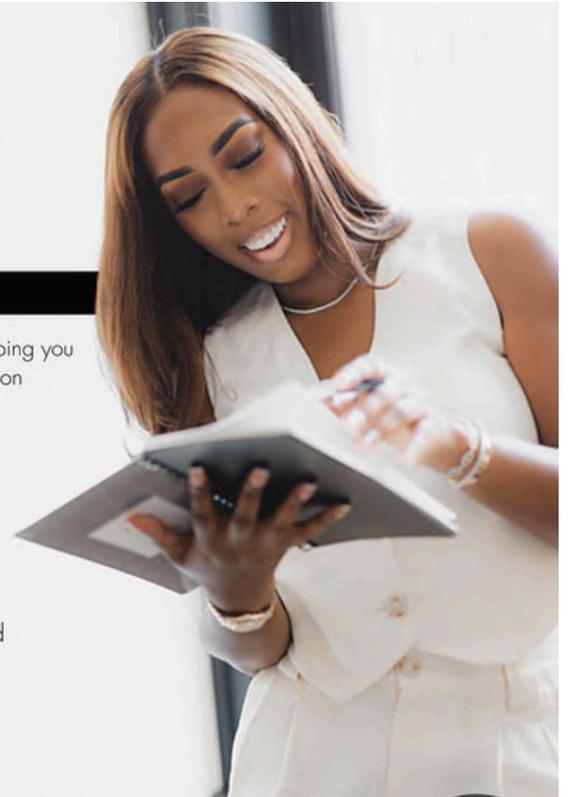
Why it works: Every cost and timeline change updates the financial picture, which protects margins and avoids surprises at closeout.



Integrations are not a luxury. They are how teams reclaim time and operate with less friction. Pick one high impact link to start. For cleaning operations, begin with Jobber, QuickBooks, and Stripe. For construction, begin with Buildertrend and QuickBooks. For firms that collaborate with VAs, begin with Calendly, Stripe, and HubSpot. Pilot the integration for 30 days with clear KPIs such as time to invoice, days to cash, and jobs per crew per week, then tune from there. In most cases there will be fewer no shows, faster payouts, and a calmer month end close, because the apps finally work as one.

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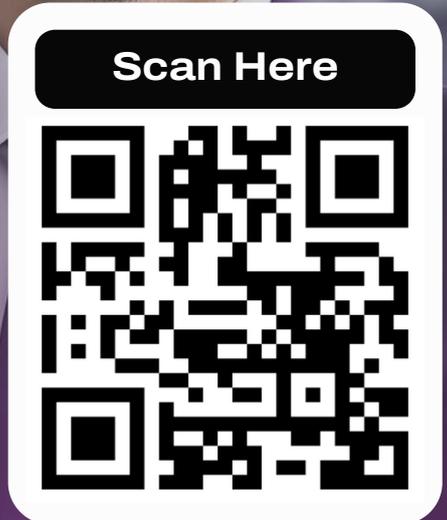
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