



MARCH 2026 EDITION

REMOTE RISE

THE OWNER ADVANTAGE

Build leverage. Protect your time.

FEATURE INTERVIEW

INSIDE YORLENY'S CLEANING

The decisions behind a service business that scales.

PARTNERS



THE ECONOMICS OF THE OWNER ADVANTAGE

The hidden cost of owner time, and how it hits margin.

FROM BUSY TO BUILT

A 90-day blueprint for operational stability.

WHEN DISTANCE BECOMES A DOOR

How remote work is reshaping opportunity in Medellín.

JOB DESIGN AS RISK MANAGEMENT

Roles that reduce churn and owner bottlenecks.

FIVE SCREENS THAT TELL YOU THE TRUTH

The weekly views every owner should track.

FIREFIGHTER, MANAGER OR ARCHITECT?

A quick self-check for your leadership pattern.





ISSUE 07 | MARCH 2026

REMOTE RISE

CEO Filemon

CO- Founder Kalita

Executive Director Adriana

CTO Gustavo

Editor-in-Chief and Marketing Manager Adriana

Account Manager Ethan

Web Developer Guilherme

Web Designer Senior Zózimo

Sales Representative Eduardo

Talent Development Specialist Diza

Outreach Specialist Marilia

Marketing Coordinator Stefania

CONTACT

SALES contact@getnuva.com
MARKETING media@getnuva.com

WHATSAPP +1 (980) 485-4481

Remote Rise is published
by GetNuva Agency

getnuva.com



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EDITOR'S NOTE



THERE IS A QUIET DIFFERENCE BETWEEN OWNING A BUSINESS AND SLOWLY BEING EATEN BY ONE.

I don't see that difference in reports. I see it in what disappears.

The dinner you arrived late to.

The Saturday in the park that became "just this one urgent task."

The dog you don't adopt because you know you'd never walk it.

Those are the real costs of the way a business is built.

In the beginning, I understand the trade. There is a season where the owner is the system – you pick up every ball, learn every platform, reply to every message because not doing it feels dangerous.

The problem is when that "beginning" quietly lasts five, ten, fifteen years. Habits that once protected the business turn into a structure that traps the person who built it. The company grows, the noise grows – and the space for a life outside of it shrinks.

When I talk about the Owner Advantage, I'm not talking about status or hustle. I'm talking about the moment an owner decides to treat their time, attention and presence as scarce, valuable assets – not as an endless resource the business can consume.

For me, the Owner Advantage begins when you start asking what truly requires your mind and judgment, what your team can hold without you, and what could live with someone else – including remote talent – if you had the courage to design the role and let go.

Remote work matters here: not as magic, but as a way to unhook the business from the belief that everything has to sit on the owner's shoulders. Used with clarity, it can buy back something harder to recover than money: hours of a life.



A new year doesn't fix this on its own. But it does give a pause – a line on the calendar where you can ask:

If I keep running my business this way, what will it cost me next?

I created this edition of Remote Rise as a companion to that question, to open space for you to design something different: a business that still asks for your best, but doesn't quietly ask for all of you.

With appreciation,

Adriana

Executive Director, GetNuva
Editor-in-Chief, Remote Rise

HOW IT FEELS TO WORK WITH YOU

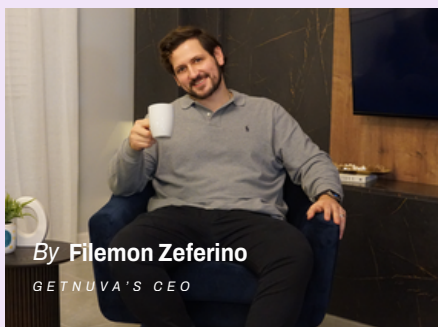
I used to think leadership was mostly about output. Goals met. Clients happy. Numbers moving in the right direction.

With time, I learned something less comfortable and far more useful: people don't experience a leader as a strategy. They experience a leader as a presence. A tone. A pattern. A nervous system.

And whether you run a team of five or fifty, your team can feel you before they can explain you.

They feel you in the way you enter a Monday. They feel you in the way you respond to mistakes. They feel you in the silence between messages.

Most leaders don't intend to create tension. They just underestimate how easily tension spreads.



By Filemon Zeferino
GETNUVA'S CEO

THE SCENES I RECOGNIZE INSTANTLY

There are a few scenes I've seen in every small business I've been part of, including my own.

It's 10:47 p.m. A message arrives: "Quick question." It's not a crisis, but it lands like one. You answer. Of course you answer. You're the owner. You're responsible. You don't want to be the reason something slows down.

The next day, your team learns a quiet rule: the workday never truly ends. They may not say it out loud, but they absorb it.

It's Tuesday afternoon. A client requests a change. You forward it instantly. "We need to do this now." No context. No priorities. No trade-offs. Suddenly the team is rearranging their whole day around a request that may not even be profitable.

They don't resent the change. They resent the feeling that the ground moves under their feet without warning.

It's Friday morning. You're calm. You send a short note: "Here are the three priorities for today. Here's what matters, here's what can wait. If you get stuck, tell me early." The message takes two minutes.

But the day feels different. People work with steadier hands.

Those small moments are not neutral. They create climate.

YOUR HABITS BECOME SOMEONE ELSE'S ANXIETY

A business isn't only a set of processes. It is an emotional environment. And the owner is the strongest source of weather.

Late-night messages create urgency as a default.

Last-minute changes create guessing as a habit. Unclear priorities create fear of choosing wrong. Constant checking creates the feeling that nothing is ever quite good enough.

Over time, a team in that environment becomes reactive. People stop making decisions. They wait for the owner. They copy the anxiety.

On the other hand, calm leadership creates something rare in small businesses: stability. And stability is not soft. It is productive.

When the team trusts the ground will not shift every hour, they work faster. They communicate earlier. They take ownership. They think.

In my experience, clarity is the most underrated form of culture.

The difference between pressure and panic.

Small businesses have real pressure. Clients call. Cash flow matters. Mistakes cost money. There are seasons when everyone must stretch.

But pressure and panic are different.

Pressure can be managed. Panic gets contagious. Panic looks like rushing without direction. It looks like changing priorities three times in a day. It looks like solving everything personally because trusting others feels risky.

The strange thing is, leaders often create panic in an attempt to prevent failure. They just don't realize that panic itself becomes a source of failure.

A team that lives in panic makes more mistakes. They hide problems. They stop bringing you the truth until it's too late.

A team that lives in clarity brings you the truth earlier, when it's still solvable.

THREE SIMPLE EXPERIMENTS FOR THE NEXT MONTH

You don't need a culture initiative. You need a few small changes that your team can feel.

1) Replace "availability" with a daily window.

Choose a clear time block when your team can bring urgent questions and decisions to you. Outside of that window, you only step in for true emergencies. This single boundary reduces constant interruption and teaches your team to think, not just ask.

2) Send one calm weekly note.

Once a week, send a short message with three items:

What matters most this week. What can wait. What "good" looks like.

This creates alignment without meetings and reduces the guessing that drains productivity.

3) Pause before you forward a problem.

When a client requests a change or an issue appears, don't forward it immediately.

Ask yourself:

Is this urgent, or is it just loud? What is the priority order?

What is the simplest next step?

Then send the team context, not just pressure. People can handle hard work. They struggle with unclear work.

These are not theories. They are small disciplines that change the emotional climate of a business.

A QUIET TEST

If you want a simple way to measure your leadership, don't ask your team if they "like" working with you. That's not the point.

Ask yourself this:

When your name appears on their screen, what do you think they feel first? Relief? Or tension?

You may not always control the workload. But you can control the climate you bring into it.

And that, in the long run, is what younger leaders often learn too late:

Your team will remember your results, yes.

But they will never forget how it felt to work with you.





I BUSINESS INSIGHTS

THE ECONOMICS OF THE OWNER ADVANTAGE

In almost every conversation with small-business owners in the United States, two realities appear together: long weeks and thin margins.

Surveys consistently show many owners work 50 hours a week or more, and a meaningful share report 60+ hours. At the same time, average net profit margins for many small firms cluster around 7% to 10%, with some service businesses at the upper end and many others below that range.

This is not only a lifestyle issue. It is an economic design issue. The owner is usually the most expensive and least measured resource in the company. Their time rarely appears as a formal cost on the P&L, but economically it behaves like one. How that time is allocated, toward low-value work or high-leverage decisions, shapes both the profitability of the business and the life of the person running it.

PUTTING A PRICE ON THE OWNER'S WEEK

Consider a simple, realistic example.

Imagine a service business with \$1.2M in annual revenue and a 10% net profit margin. On paper, that is \$120K of profit. The owner works around 55 hours per week, which is close to what many studies describe as typical for entrepreneurs.

Now ask a different question: what would it cost to hire someone to do what the owner currently does? In many U.S. markets, a capable general manager for a \$1M to \$2M operation can easily cost \$150K to \$180K per year in salary and benefits, roughly \$75 to \$90 per hour.

If we value the owner's time at \$80 per hour, the business is consuming about 2,860 owner hours per year. That represents a "shadow cost" around \$228,800. It does not appear on the income statement, but it is real. Every hour spent on work that does not require owner-level judgment is an invisible overpayment.



Highlight: The shadow cost of owner time
 $55 \text{ hours per week} \times 52 \text{ weeks} \times \$80 \text{ per hour} = \$228,800$ in owner time quietly consumed by the business each year.

Once you see that number, it becomes difficult to justify using those hours in places where someone else could deliver the same outcome at a fraction of the cost.



by Adriana Arellano

WHERE OWNER TIME ACTUALLY MOVES THE NUMBERS

Research on larger firms helps illustrate the point. A multi-country study of CEOs found that leaders who spend more time on outward-facing and strategic work, rather than day-to-day operations, tend to lead companies with higher sales and better productivity. A shift toward this “leader-type” behavior is associated with roughly 7% higher sales, even after controlling for inputs.

For a small business, owner time tends to produce the highest return in a few specific areas.

Key clients and relationships come first. In many businesses, a relatively small group of customers represents a large share of revenue and margin. The owner’s presence in these relationships affects renewals, referrals, and upsell opportunities in a direct way.

Pricing and offer design is next. Small improvements in effective pricing, often 2% to 3%, or a better mix of services can materially change margins without adding extra hours.



Strategic choices also matter. Decisions about which markets to serve, which services to phase out, and what to test next year shape the next several years of cash flow and risk. Typically, only the owner has the broad view needed to make these calls with confidence.

Finally, key hires and role design. Choosing who leads operations, finance, or sales, and defining those roles clearly, can free hundreds of owner hours over the life of the business. A well-designed role multiplies the impact of every future decision.

Time invested in these areas is not only important. It is economically productive.

WHERE OWNER TIME QUIETLY DESTROYS VALUE

There is also a quieter side to the story. Many owners spend a large portion of the week doing work that is vital for the company, but too expensive for them to do personally.

This often includes routine administration: re-typing data between systems, formatting documents, reconciling small report differences, chasing signatures, resending invoices. It includes micromanaging execution: re-doing staff work, answering every operational question, checking every small decision. In many small businesses, the owner also becomes informal IT support, configuring tools and solving access problems.

All of these tasks matter. None of them require \$80 per hour judgment. When the owner handles them by default, the business overpays in a way the accounts will never show.

The rise of remote and hybrid work makes this misallocation even more visible. Around 23% of U.S. workers now telework at least part of the time. Professional and business services, which adapt well to distributed teams, consistently report some of the strongest net margins across sectors. In other words, the infrastructure and talent exist to move much of this low-leverage work off the owner’s calendar. The limiting factor is usually internal design.

“Remote and nearshore talent is not just a way to cut payroll. Used well, it is a way to buy back the owner’s thinking time.”

TWO SCENARIOS FOR THE SAME BUSINESS

Highlight: Same hours, different profit

Scenario A: \$120K profit

Scenario B: approximately \$187K profit

Result: 56% more profit with the same 55 owner hours per week

Return to the \$1.2M service business.

In Scenario A, the owner spends about 15 hours per week on high-value activities: client relationships, pricing, strategy, and key hires. The other 40 hours disappear into operations and administration.

If most of those 40 hours could be handled by a competent operations coordinator or senior assistant at \$25 per hour, the explicit cost would be around \$52K per year. Instead, those hours are effectively delivered at the owner's \$80 per hour shadow rate, implying around \$166,400. The business is overpaying by more than \$114K for work that does not require that level of seniority. On paper, profit is still \$120K. In reality, the economic return on the owner's time is far lower than it appears.

In Scenario B, the owner redesigns roles and brings in support where it makes sense, including remote or hybrid capacity. An operations role is created for 25 hours per week at \$25 per hour, at an annual cost around \$32,500. Those 25 owner hours are redirected toward pricing adjustments, a more profitable client mix, better scoping of work, and process improvements that reduce rework and urgent tasks.

The result does not need to be dramatic to matter. Suppose these changes raise revenue by 15%, from \$1.2M to \$1.38M, and improve margins slightly through fewer mistakes and better scheduling. After paying for the new support role, total profit can realistically move toward \$187K. That is about \$67K more profit, or roughly 56% higher profit, with the same weekly hours from the owner.

In Scenario A, each owner hour generates around \$42 of profit. In Scenario B, each owner hour generates about \$65. What changed was not effort. It was the allocation of attention.



A PRACTICAL LENS FOR 2026

Owners do not need a sophisticated model to begin shifting in this direction. A simple three-bucket lens is usually enough.

The first bucket is work that genuinely must be done by the owner: final pricing and major deal terms, strategic decisions that change direction, relationships with top-tier clients, and key leadership hires or exits. These activities are the heart of the Owner Advantage and should be protected consciously on the calendar.

The second bucket is work that must be led by someone in a leadership position, but not necessarily by the owner: regular one-to-one meetings, weekly operations reviews, detailed project follow-up, and day-to-day coaching. Over time, these responsibilities can move to a strong operations manager, a lead, or a senior remote team member, as long as expectations and authority are clear.

The third bucket is work that can be remote or outsourced: recurring, teachable tasks that do not depend on the owner's judgment. Scheduling and confirmations, invoicing follow-up, preparation for bookkeeping, document preparation, basic reporting, and first-line customer support for predictable questions belong here. With a significant share of the workforce already operating in some form of remote work and a mature nearshore ecosystem, there are few structural barriers to moving this bucket off the owner's desk.

The Owner Advantage appears when hours migrate out of the third bucket and into the first. Profit improves because more of the owner's week is spent where decisions truly move the numbers. Life improves because fewer evenings and weekends are sacrificed to tasks that someone else could handle at a much lower cost.

For a small U.S. business in 2026, that combination is not a luxury. It is a practical definition of sustainability.

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FROM BUSY TO BUILT: DESIGNING A BUSINESS THAT CAN ABSORB GROWTH

Let me guess what your week looks like right now.

You start the day with a plan. Then the phone rings. A client needs to reschedule. Someone calls out. A lead wants a quote “today if possible.” An invoice is sitting in drafts. Your team needs answers. And somehow, you are still the one who has to hold the whole thing together.

By the time you finally sit down to think, it is late. And the only thing you can hear is your own brain saying, We are growing, but I am not sure we can handle much more of this.

That is the moment most businesses enter the danger zone.

Not because growth is bad, but because growth is honest. It shows you what is missing. It exposes the places where your business is still built around you instead of built to stand on its own.

In 2026, “scaling” is not a fancy strategy word. It is a very practical question: If demand goes up, does your business stretch, or does it snap.

I have seen this play out in three clear stages.



by Eduardo Alves

STAGE 1: IT IS BASICALLY YOU AND YOUR WILLPOWER

This is the phase where you do almost everything. Sales, scheduling, customer messages, service delivery, fixing mistakes, calming people down, sending invoices, chasing payments. You are not running a business so much as you are personally holding one together.

When demand increases here, the first thing that breaks is speed. You cannot respond fast enough, so leads cool off and clients get impatient. Then scheduling starts to wobble. One small delay turns into a domino effect across the day. Quality gets uneven because you are switching tasks every five minutes. And eventually, you become the biggest risk in the company, because if you are sick, burned out, or just unavailable for a day, everything slows down.

What usually helps is not a massive system. It is a single front door and a simple habit.

One front door means clients and leads know where to go and you know where to look. One inbox. One phone flow. One intake form. Something that stops requests from coming at you from ten different directions.

Then you need a habit that protects your day. For most owners, it is a short “triage block” at the same time every day, where you clear urgent messages, confirm the schedule, and decide what actually matters today.

If you want help in Stage 1, the best first support is almost always the same: someone who owns scheduling and inbox triage. Even part time. Even remote. Because it pulls the constant interruptions off your plate, and interruptions are what destroy you in this phase.

STAGE 2: YOU FINALLY HAVE HELP, BUT YOU ARE STILL THE BOTTLENECK

This is where most owners think, Okay, we are scaling now.

You hire one or two people. Maybe an admin assistant. Maybe a VA. Maybe someone for customer care. And for a short moment, it feels like you can breathe.

Then reality shows up again.

Because when demand increases in Stage 2, what breaks is clarity. People help, but nobody truly owns anything. Work gets touched by multiple hands. Things fall through the cracks. Decisions keep coming back to you because no one knows where the line is. You become the escalation point for everything, and the business gets louder instead of lighter.

This is the stage where owners say, “I have a team, but I am still doing everything.”

If that sounds familiar, here is the shift: stop delegating tasks and start delegating outcomes.

It is one thing to say, “Can you answer the phone.” It is another to say, “You own lead response time, booking rate, and follow ups.” That second version creates a lane. It creates ownership. And ownership is what prevents chaos.

The other thing you need is what I call a decision fence. It is simply a clear rule that says, “You can decide up to here without me, and anything past that comes to me.” Without it, people will always play it safe and bounce decisions back to you, even when they are fully capable.

Once you have lanes and decision fences, you need a rhythm. Not long meetings. Just a reliable rhythm. Something like a quick check-in each morning to catch the issues before they become fires, and a weekly review where you look at a few signals and ask one question: What is breaking as we grow.

That rhythm is what turns your team into a machine instead of a group chat.



STAGE 3: YOU HAVE STRUCTURE, AND NOW YOU ARE BUILDING SOMETHING THAT LASTS

This is the stage where your business stops living in your head.

Responsibilities are defined. People know what they own. Work moves without you needing to push every single piece.

But growth can still break things here, just in a different way.

Instead of “everything depends on the owner,” the problem becomes “we are bigger, but we are messy.” Onboarding is inconsistent. Processes are different depending on who trained you. Tools multiply. Nobody trusts the data. Problems repeat because no one closes the loop.

At this stage, the fix is a basic internal operating system. It sounds big, but it is really just a few consistent reviews that protect the business.

A weekly leadership check where you look at capacity, customer experience, cash, and team issues. A monthly review where you decide what keeps breaking and what needs to be documented or simplified next. And a simple onboarding path that teaches people how your business works without you having to re-explain the same scenarios forever.

This is where the business starts to feel calm, even when it is busy. Because it is not fragile anymore.



A PRACTICAL 90-DAY OUTLINE TO MOVE FROM BUSY TOWARD BUILT IN 2026



If you want to change how your business feels, do not start with a complete overhaul. Start with three moves that actually shift the weight.

First 30 days: Choose three lanes and name the owners.

Pick the three outcomes that matter most as you grow: schedule reliability and capacity, customer conversion and retention, and cash flow accuracy. Assign an owner to each. Then write a simple decision fence for each lane. Not a policy manual. Just a clear line that prevents everything from coming back to you.

Days 31 to 60: Put in a rhythm that makes problems visible early.

Add a short daily operational check and a weekly review. In that weekly review, each lane owner comes with a few numbers that tell you if things are stable or slipping. It does not need to be fancy. What matters is you see the same signals every week, so nothing stays hidden until it becomes a crisis.

Days 61 to 90: Document what keeps breaking and make onboarding repeatable.

Look back and identify the five issues that keep returning. The ones that steal time and create stress. Write a short playbook for each: what triggers it, how it gets handled, what gets escalated, and who closes the loop. Then train your team on those playbooks. This is how you stop paying the same “learning tax” every month.

Here is what I want you to hear, especially if you are in the thick of it right now.

A business that can absorb growth is not one with perfect systems. It is one that is not fragile.

It has clear ownership. It has a simple rhythm. It has small reviews that catch problems early. And it does not require the owner to be the glue holding everything together.

In 2026, you do not need to become a different kind of person to scale. You just need to redesign the business so growth stops feeling like pressure and starts feeling like progress.





TRUST ON PURPOSE

How Yorlenny's Cleaning Service turned burnout, betrayal, and the fear of letting go into a new standard of freedom and growth.

When you look at Yorlenny's Cleaning Service today, you see a company built on more than just high-quality cleaning; you see a company built on a solid foundation of faith, family, and unwavering trust. While the results, satisfied customers, and a thriving business are evident, the journey to get here has not been easy. It was a process in which we realized that, to grow a business, you have to be willing to let go of the control you think you need.

*In this interview, founders **Tony** and **Yorlenny Loeffler** explain how they went from being completely "at their limit" to building a team that functions like a family, and why their partnership with GetNuva was the definitive turning point in their story.*

Eduardo: For someone who has never heard of Yorlenny's Cleaning Service, how would you describe your company today, and how did it all start?

Tony: What stands out most about our company today is the quality of the cleaning and the overall customer experience. People read our reviews and can tell there's something different about us. We answer the phones, we've built processes so people can actually connect with someone when they need help.

As for how it started, back in 2017, Yorlenny and I were praying for an opportunity. I noticed that every Thursday Yorlenny would go out for most of the day, and I finally asked her what she was doing. That's when I learned she had a successful background in cleaning. When I heard that, I started thinking, what if we could scale this? What if we could teach other people how to do it too? We prayed about it, and in March 2018, we launched.

"We were watching ideas and looking for possibilities, but we realized that if we could scale heart and quality, we could build something that truly changes lives."

Built on Heart and High Standards

Eduardo: Is there something you feel Yorlery's Cleaning does differently from other companies in your area?

Yorlery: Yes. We work with our hearts. The girls really care; sometimes they'll say, "Don't pay me extra, I just want to finish because this person is going through something serious." We guarantee the job 100%.

Tony: We do have that guarantee on our website. Another thing that makes us different is how we structure our standard cleaning, we've built some deep-cleaning elements into our regular service. We clean ceiling fans, sliding doors, baseboards—things not every company includes every time. Customers really appreciate that, so we made it part of our core process.

Eduardo: Can you share one or two moments that really tested you as owners, either financially, emotionally, or as a family?

Yorlery: The hardest moment was when someone we trusted went behind our backs and hurt the business. I trusted that person in our customers' homes and around my family. It makes you question yourself and wonder what you need to change.

Tony: Yes, the betrayal was very hard. When you're building relationships and praying with people, finding out there was a hidden agenda is painful. Another test involved a major client blow-up while we were out of the country. We lost the client and several technicians. It was chaotic and definitely tested us.



Eduardo: When you look at the business you have today, what makes you most proud?

Yorlery: Beyond the business itself, I'm proud that we can help the women who work with us improve their lives. It's not only about growing the business or making money. It's about creating opportunities for other women like me.

Tony: For me, what I'm most proud of is that we took the leap. We were praying for an opportunity, and when it came, we stepped into it, even without a clear roadmap. We trusted, we believed, and we had faith. Looking back, I'm proud we were willing to step into the unknown and build something together.

Eduardo: Was there a specific moment when you realized, "We can't keep going like this, we need help from outside"?

Tony: Yes. Before we hired our first virtual assistant, who eventually became our operations manager, we were completely maxed out. Yorlery was handling everything related to the technicians and cleaning, and I was handling pretty much everything else.

We tried hiring locally, but it wasn't working. This was after COVID, and the people we hired either didn't work out or didn't stay. So we decided to open it up nationwide and see what would happen. We had hundreds of applicants, narrowed it down to one person in New York, and within a year we doubled revenue, doubled growth, doubled everything.

Eduardo: Before you started working with GetNuva and with VAs, what did a normal week look like for you?

Tony: Life was chaotic. Even with systems in place, we kept hitting ceilings. Yorlery handled everything related to technicians and cleaning. I handled everything else: new customers, transactions, admin tasks, and all the operational pressure that comes with growth. We were carrying a lot.



"We had built a big business but were running it like a side job. We needed to step out of the chaos to finally scale."

From fear to freedom

Eduardo: What made you open the door to outsourcing, and why did you choose GetNuva?

Tony: At first, going remote wasn't even what we wanted. But the doors kept shutting on local hires. After we saw success with our first remote hires, that gave us confidence. When I met your team and realized we needed more sales support, it wasn't even a question. You seemed like honest people with a solid system, and the fact that the person would be dedicated to our company was very attractive. That made a difference to us.

Eduardo: How did your in-person team react when you introduced remote VAs into the business?

Yorlenny: I think they felt intimidated. They were curious and asked a lot of questions about how it would work. Honestly, if I were in their position, I probably would have felt the same way.

Tony: People know remote support is cost-effective, but they often doubt the quality. The real challenge is proving that outsourcing doesn't just save money, it delivers excellence.

Eduardo: Today you work with three VAs through GetNuva. How did you integrate them?

Tony: The first was Daniel, our sales rep. We trained him, patched him into our phone system, and he started answering like an extension of our office. Then we brought in Rigo, our SEO specialist, and Maria, another sales rep. At this point, we function as one office, even though we're in different countries. We work as one connected team.

Eduardo: A lot of owners worry that remote support will feel distant. How do you keep it feeling like family?

Tony: One of the biggest differences is culture. When everyone is in different locations, you have to be more intentional. We use contests, incentives, and weekly touchpoints. We are learning and getting better at the culture side every day.

"I feel like I have a company I can work together with and trust. I know I'm going to get exactly what I'm looking for. It feels like teamwork."

Looking ahead

Eduardo: If you compare the "before" and "after," what changed most for you as owners?

Yorlenny: The stress changed. We book more. We don't have to worry every time the phone rings. Now, if a call is missed, somebody is already following up. We can take a long weekend and not worry the same way we used to.

Tony: We were able to leave town without making a huge production out of it. We can walk away from the business, and the business still goes on. It really feels like we got our life back.

Eduardo: If you could speak to your old selves from six or seven years ago, what would you tell them?

Yorlenny: I would say it's not easy, but it's not impossible. I have more knowledge, better tools, and better people around me.

Tony: I would tell myself to move faster and be more decisive. In the beginning, I got too stuck on decisions. Now we move much faster. Once you know what needs to be done, you need to move.

Eduardo: Looking ahead, what do you hope this new way of running Yorlenny's Cleaning gives you in the next few years, not just for the business but for you as a family?

Tony: We have no intention of selling the business, but we do want to become even freer from it. We want more time, more flexibility, and the ability to pursue other dreams, including in the rental space and other businesses.

Our kids are older now. . We want to be able to participate in life, be with family, and have real freedom of choice. That's what we're building toward.

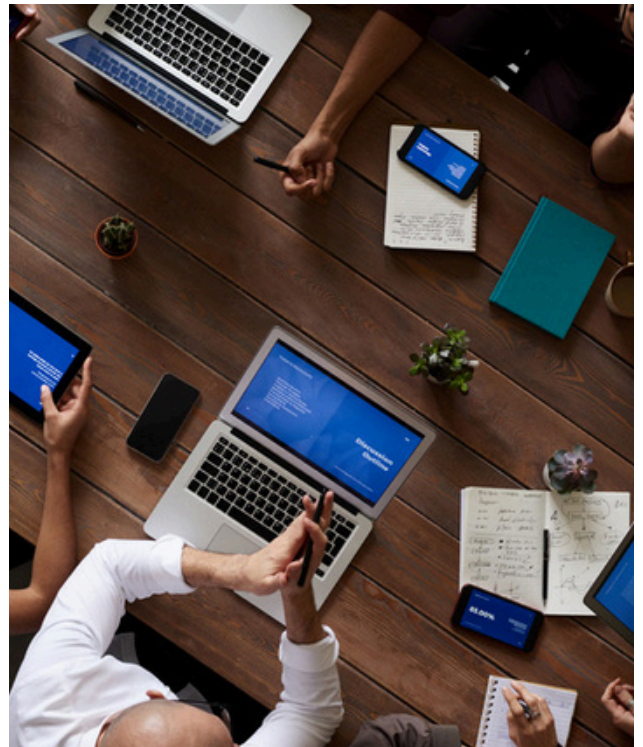
Eduardo: If you had to describe your experience with GetNuva in just a few words, what would you say?

Tony: I'd say it's been a breath of fresh air. We were hesitant at first, but over time that changed. We've built a strong relationship with GetNuva and now work with three virtual assistants we trust. Knowing GetNuva has our back has been one of the biggest things for me.

Eduardo: Tony, Yorlenny, thank you for sharing your story. You show people that they can grow, delegate, and stay true to who they are.

Tony: Thank you very much. I appreciate your time.

Yorlenny: Thank you.





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STOP HIRING "SOMEONE TO HELP WITH EVERYTHING" - BEFORE IT SINKS YOUR SMALL BUSINESS

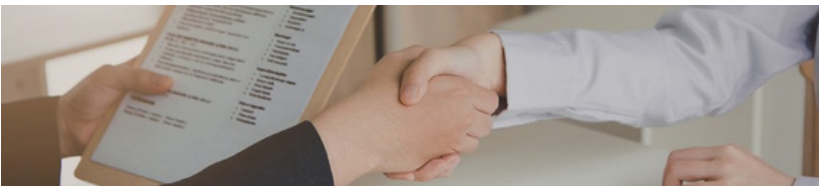


by Ethan Diddams

Imagine the scene: You finally hire "Jan" to lighten your load. She's going to "help with everything." Week one, she's scheduling jobs and answering phones. Week two, she's chasing late payments and updating your CRM. By week three, she's on sales calls while you're still approving every quote and soothing angry clients. Sound familiar?

This is the trap of vague hiring – and it's killing small businesses like yours. When you hire a generalist without clear lanes, you create operational chaos. Skills don't match tasks. Decisions bottleneck at your desk. Every fire flows back to you, the owner, because no one owns anything. The result? You're trapped as the single point of failure, working 60-hour weeks while revenue stagnates. It's not delegation; it's Russian roulette with your P&L.

Smart operators – think cleaning companies, HVAC firms, plumbers – escape this by defining crystal-clear roles. Whether local hires or remote VAs, success comes from specificity. Here are three proven designs tailored for businesses under **\$5M revenue**.



The Operations & Scheduling Coordinator: Your Logistics Command Center

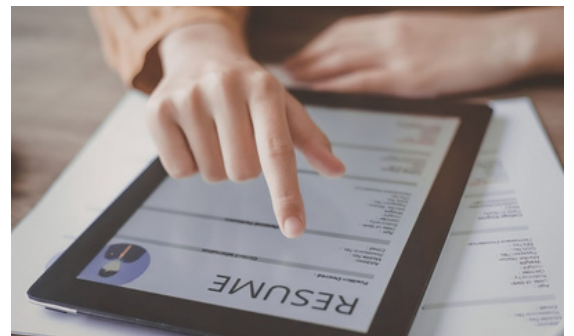
This role owns execution so you don't. Expected outcomes are laser-focused: 95% on-time job arrivals, zero double-bookings, and techs fully utilized (no idle trucks burning fuel).

Daily, they're optimizing routes, pivoting for weather delays, and handling "tech locked out" emergencies. They coordinate with dispatchers, confirm availability, and keep your calendar airtight.

Independently, they reschedule jobs under two hours and swap technicians for no-shows – quick decisions that keep cash flowing. Anything bigger escalates: pricing changes or client disputes over \$500 go straight to you. No guesswork, no paralysis.

Think of it as herding cats, except these cats think they're wolves. Get this right, and your ops hum without your constant oversight.

The Client Care Specialist: Your Relationship Revenue Engine



Forget cold calling; this is warm upsell magic. Outcomes: 85% lead-to-booking conversion and churn under 10%. They turn inquiries into recurring revenue.

Picture their day: Fielding inbound calls ("When can you clean my office?"), nurturing follow-ups, and spotting upsell opportunities. "Mrs. Johnson, your spring clean was flawless – ready for monthly VIP service at 10% off?" That rapport closes deals three times faster than pushy scripts.

Green lights include quoting and booking jobs under \$1K, plus one-time cleans. Escalations cover contract negotiations or refunds over \$250. They build trust; you close whales.

The Admin & Billing Enforcer: Your Financial Firewall

Numbers don't lie, and neither does cash flow. Outcomes: 98% invoices paid on time, with bank recs clean enough to make your accountant smile.

They're chasing payments, blasting reminders, processing cards, and scrubbing your CRM daily. No more "Doris still owes \$200" surprises.

Independent authority: Flag lates under \$200, update records, send automated nudges. Leadership only: Bad debt over \$200 or service contract tweaks. This role alone saves owners 15 hours weekly – time better spent landing enterprise clients than dunning Doris.

TALENT & HR MANAGEMENT:

THE 2026 ROLE-BUILDING CHECKLIST: 30 MINUTES TO FREEDOM



Before hiring or reassigning anyone this year, run this dead-simple prep. It takes 30 minutes but prevents months of pain.

Start with outcomes first: Nail three measurable wins, like "25 jobs booked weekly" or "\$50K monthly recurring revenue." Next, map the task blueprint – block out daily and weekly schedules with no vague "as needed" fluff. Draw the decision fence: "\$X maximum independent authority; escalate anything over Y."

Craft a one-page scorecard – KPIs front and center, plus your direct cell for true emergencies. Finally, test drive for seven days. Tweak what breaks, terminate what doesn't. Boom: roles that stick.

The Bottom Line: Vague hires keep you in owner's purgatory, reacting forever. Clear roles deliver predictable profits and real delegation. In 2026, stop playing generalist roulette. Hire for lanes, not chaos. Your business – and your weekends – will thank you!



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2189 Silas Deane Highway | Suite #8
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THE ROAD TO PROFITABILITY: CBF LIVE 2026

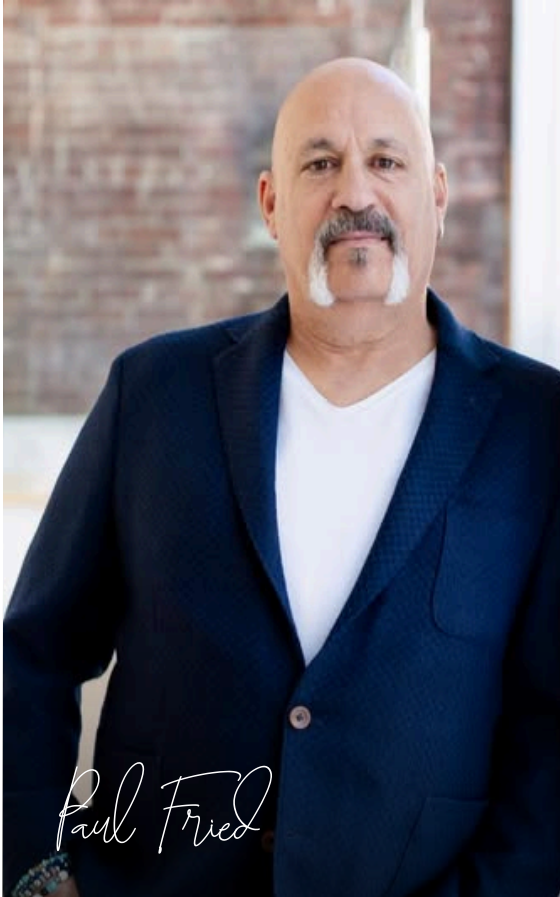
Cleaning Business Fundamentals isn't just a training program; it's a complete operational ecosystem. Under the leadership of industry icon Debbie Sardone, CBF has become the go-to resource for owners who are tired of the "same old routine." At CBF Live 2026 Virtual, you will be able to see up close the systems that are redefining the industry.

Growing a business is a challenge; doing so sustainably is an art. CBF provides the science behind that growth, offering the step-by-step systems, leadership frameworks, and hiring processes you need to succeed. Our members, including Paul Fried and Sabrina Jones, have proven that when you follow the CBF roadmap, the results are lasting. Whether you want to increase your efficiency or ultimately step away from day-to-day operations, CBF offers the professional guidance you need to achieve your goals.



Debbie Sardone

THE SILENT COST OF SUCCESS: Two Founders, 1 Strategy



Success Story: *Paul Fried*

For 13 years, Paul Fried worked with the conviction that a two-person team structure was sufficient to be efficient. But despite his company's consistent success, Paul realized he was continually missing out on significant growth opportunities. Recognizing that his reliance on outdated operating habits had cost him millions in potential revenue, he finally shifted his focus to the professional systems and frameworks necessary to unlock his company's true profit potential.

The turning point came when Paul finally accepted CBF's roadmap. By implementing the Empower Pay program and switching to a single cleaner model, Paul not only optimized his operations, but fundamentally redefined his role as a leader. Today, his cleaning techs are seeing pay increases of up to 33%, and his company margins have climbed dramatically. **For Paul, the business is no longer a heavy burden, but a well-oiled machine that, after years of struggle, finally fits together perfectly.**



Success Story: Sabrina Jones

Before joining CBF in 2017, Sabrina Jones' life was characterized by chaos. She worked more than 60 hours a week, took care of cleaning tasks, managed part-time staff, and did paperwork whenever she could. She was trapped deep in an employer-operator lifestyle. "I was addicted to my job 24/7," she recalls.

Sabrina knew there had to be a better way, and she found it in Debbie Sardone's CBF program. By adopting the CBF system "from start to finish," Sabrina learned to hire and trust office staff to handle day-to-day operations. Eight years later, Sabrina hasn't done any cleaning tasks in over half a decade. Now she enjoys a self-employed business and a balanced life outside of work. For Sabrina, investing in CBF wasn't just a business decision, it was the key to regaining her freedom.

THE COUNTDOWN TO GROWTH STARTS HERE

You're Invited



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Stop experimenting and start growing. Join the CBF Live 2026 Virtual for two days of in-depth tactical analysis and live mentoring. By the end, you'll have the exact blueprint you need to stabilize your income and finally create a high-performing business that runs efficiently, even when you're not there.

Don't miss out: <https://cbflive.com>

Use code **RemoteRise26** for exclusive early access and savings, just for Remote Rise readers.



WHEN DISTANCE BECOMES A DOOR: HOW REMOTE WORK CHANGES LIVES



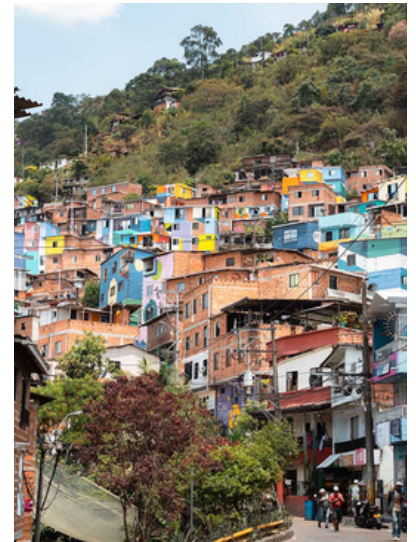
by Adriana Arellano



At sunrise in Medellín, cable cars glide over the hills, music drifts from open windows, and somewhere above the valley, a kitchen table becomes an office.

A woman opens her laptop. Her work is not for a local company, but for a small service business in the United States. On her screen: a scheduling system and client notes. On her phone: messages from an owner in Florida. On the wall: a calendar with three dates circled in red – school fees, the last payment on a loan, a weekend trip they never thought they could afford.

For her, “remote work” is not a trend. It is the reason she can stay in her city, keep her family close, and still reach opportunities that once lived an ocean away. In her story, distance is not a wall. It is a door.



Nearshore Work, Local Change



For years, opportunity in Colombia often meant leaving: a plane ticket, a new country, a long separation. Today, another path is emerging. Instead of exporting people, cities like Medellín, Bogotá and Cali are quietly importing work.

As U.S. businesses look south for support roles, operations and customer service, a new pattern appears: people who earn globally and spend locally. One remote salary can stabilise a household that used to live month to month. A younger sibling stays in university. Replacing a broken fridge becomes a decision, not a disaster.

Money from nearshore roles flows into corner shops, bus fares, school supplies, dental appointments. It gives families enough breathing room to move from “How do we survive this month?” to “What could we build here?”

The Owner Advantage on the Other Side



On the other side of the call, somewhere in the U.S., a small-business owner faces a different kind of pressure: a full inbox, a ringing phone, staff questions, customer complaints, invoices, schedule changes, and a family that would like to see them before they are exhausted.

For that owner, hiring in Latin America usually begins as a practical decision:

“I can’t keep doing everything. I need help I can actually afford.”

Nearshore talent offers a specific kind of advantage. Time zones overlap, so people can work the same hours. Costs are lower than a domestic hire, but roles can still be paid fairly for the local market.

When well-defined, recurring tasks move to a remote role – scheduling, inbox triage, invoice follow-up, basic customer care – the owner’s day slowly changes shape. Fewer late-night “catch-up” marathons. Fewer Saturdays swallowed by admin. More attention left for pricing, key relationships, strategy – and simply being present at home.

This, too, is sustainability: a business that no longer feeds on every available hour of the person who leads it.

Seeing the Shadows Clearly

The story is not all bright. Across Latin America, remote workers still face real risks: unstable contracts, income swings, unclear protections, and the feeling of being permanently “on” for clients in other countries.

When nearshore talent is treated only as cheap labour – hired quickly, explained badly, replaced easily – everybody loses. Workers live with constant anxiety. Owners waste time and money on churn. Communities see little of the long-term benefit remote work could bring.

Real responsibility lives in the details of how the relationship is built.



Building Doors, Not Walls

For owners who want remote hiring to be both profitable and responsible, a few choices matter more than any slogan.



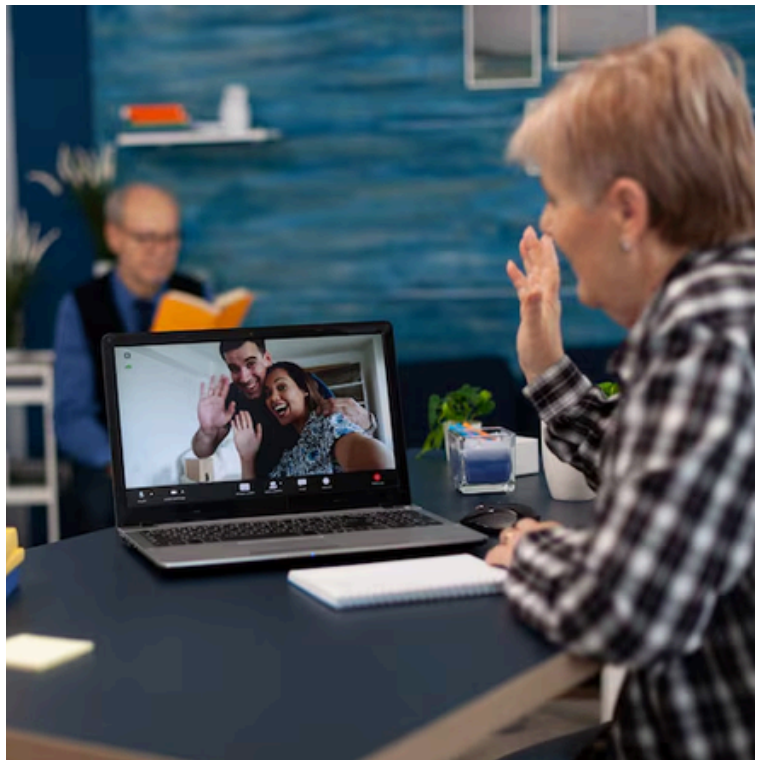
Pay with respect, not just conversion.

Design real roles instead of vague “help with everything”.

Offer stability where you can.

Invest in relationship, not only tools.

Respect time zones and rest.

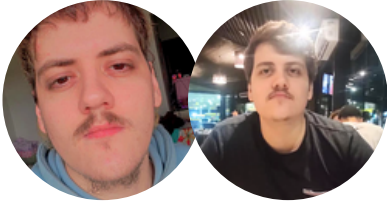


When those pieces are in place, distance stops feeling abstract. It becomes a shared space between a business in the U.S. and a household on a hillside in Medellín.

A laptop closes. A child asks about homework. Dinner is served on plates paid for with money earned across a border, without anyone having to leave home. On another screen, an owner ends the day with enough energy to sit at their own table and think clearly about the future.

That is what it looks like when distance becomes a door – for both sides.

TECH OVERVIEW: FIVE SCREENS THAT TELL YOU HOW YOUR BUSINESS IS REALLY DOING



by Guilherme and Gustavo Zeferino

You don't need another tool. You probably already have the data you need sitting inside your accounting software, your scheduling system, your CRM, or even a well-maintained spreadsheet. The problem isn't access. It's that no one is looking at the right screens at the right time.

If you were asked right now, "How is your business really doing?", could you answer without pulling up six tabs and cross-referencing three reports? Most leaders can't. Not because the information doesn't exist, but because it's scattered across systems that were never designed to talk to each other.

The fix isn't buying more software. It's identifying five views you already have (or can build in minutes) and making them part of your routine. Here are the five screens every business leader should check regularly.



1 Revenue vs. Expenses (The Survival Screen)



The question it answers: Are we making more money than we're spending, and how long can we keep going if nothing changes?

This is the most fundamental view in your business. It should show your incoming revenue, your fixed and variable costs, and the net difference between the two, broken down by week or month. If you can add a simple cash-flow projection (even just "at this rate, we have X months of runway"), it becomes ten times more useful.

Where it lives: Your accounting or bookkeeping system. QuickBooks, Xero, Wave, or even a disciplined spreadsheet. Most accounting platforms generate this view out of the box.

How often to check: Weekly. Monthly is too slow to catch problems. Daily is noise.

2 Upcoming Work vs. Available Capacity (The Scheduling Screen)



The question it answers: Do we have enough people and hours to deliver what's already been promised?

This is where most growing businesses start bleeding. Sales closes a deal, but operations doesn't have the bandwidth. Or worse, the team is sitting idle because nobody noticed a gap in the schedule. This view should show confirmed jobs or projects for the next two to four weeks alongside your available team capacity.

Where it lives: Your scheduling or project management system. It could be a calendar tool, a field service platform, a project board, or a shared spreadsheet. The format matters less than the habit of keeping it updated.

How often to check: Twice a week minimum. Once at the start of the week to plan, and once mid-week to adjust.

3 Open Issues and Complaints (The Reputation Screen)



The question it answers: What's broken right now, and how long has it been broken?

Every unresolved complaint is a ticking clock. The longer it sits, the more expensive it becomes. This view should show every open ticket, complaint, or unresolved issue, sorted by how long it's been waiting. You don't need a sophisticated dashboard for this. You need a single list that doesn't let things fall through the cracks.

Where it lives: Your email inbox, your CRM, a support tool, or a shared spreadsheet with a simple status column. The key is having one place where every issue lands, not five inboxes and three group chats.

How often to check: Daily. A complaint that's 24 hours old is manageable. A complaint that's two weeks old is a lost client.

IN PRACTICE: A services company with a 30-person team started tracking open issues in a single shared spreadsheet after years of managing complaints through scattered email threads. Within the first month, they discovered that 60% of their unresolved issues were stuck not because they were complex, but because no one had been assigned to them. The fix was organizational, not technical.

4 Invoiced vs. Collected (The Cash Gap Screen)

The question it answers: How much money are we owed, and how old is that debt?

Revenue on paper means nothing if the money isn't in your account. This view should show your outstanding invoices, grouped by age: current, 30 days, 60 days, 90+ days. The aging breakdown is critical because it tells you not just how much is owed, but how likely you are to actually collect it. An invoice at 90+ days is a fundamentally different problem than one at 15 days.

Where it lives: Your accounting or invoicing system. Almost every accounting tool has an aging report built in. If you're using spreadsheets for invoicing, add a column for invoice date and build a simple formula to flag anything past 30 days.

How often to check: Weekly, ideally on the same day you review revenue vs. expenses. These two screens together give you the full financial picture: what you're earning, what you're spending, and what you're still waiting to collect.

5 Team and Contractor Indicators (The People Screen)

The question it answers: Is our team healthy, reliable, and productive?

This isn't about surveillance. It's about spotting patterns before they become crises. If one contractor's hours have been dropping for three weeks, that's a conversation you should be having now, not after a missed deadline. This view should track the basics: hours worked, attendance or availability, and one or two output metrics relevant to your business (tasks completed, clients served, tickets resolved).

Where it lives: Your time-tracking system, your HR platform, or a simple spreadsheet. For contractors, it might live in whatever tool they use to log hours. The important thing is consistency: same metrics, same format, every period.

How often to check: Weekly for the numbers. Monthly for trends and patterns.

The Takeaway

Five screens. Five questions answered. None of this requires a six-figure BI platform or a data engineering team. If you have an accounting tool, a scheduling system, and a way to track issues and hours, you already have 90% of what you need.

The real discipline isn't building these views. It's checking them. Put them on your calendar, assign them to specific days, and treat them like the non-negotiable meetings they should be. A simple view that gets checked every week will always outperform a sophisticated dashboard that nobody opens.

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FIREFIGHTER, MANAGER OR ARCHITECT?

A QUICK
SELF-CHECK FOR
BUSINESS OWNERS.

You can tell a lot about a business by looking at one thing: how the owner spends their week.

Not the strategy deck. Not the five-year vision. The actual Tuesday afternoon.

This quick self-check is not a diagnosis and not a personality test. It's simply a way to notice your current pattern.

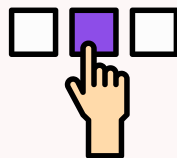
Are you mostly putting out fires?
Mostly coordinating and keeping things moving?
Or already designing a structure that can run without you in every detail?

Answer honestly, thinking about a typical week, not the “perfect” version.

HOW TO TAKE THE QUIZ

For each question, choose the option that feels closest to your reality most of the time.

- A = Firefighter
- B = Manager
- C = Architect



At the end, you'll see which letter you chose most often.

Ready? Let's see what your week reveals.

THE QUIZ



1. When you open your laptop in the morning, what usually happens first?

- A. I'm already reacting to messages that came overnight.
- B. I check today's schedule and make sure everyone knows what to do.
- C. I start with 1–2 important priorities I chose ahead of time.

2. How do tasks usually get to you?

- A. They show up as emergencies: calls, chats, “Do you have a minute?”
- B. Mostly through planned channels: meetings, check-ins, shared boards.
- C. I actively limit what reaches me; only certain decisions land on my plate.

3. Your calendar looks like...

- A. A patchwork of last-minute meetings and “urgent” slots.
- B. A full but mostly organized schedule of recurring calls and follow-ups.
- C. A mix of key meetings and blocked time for thinking, strategy and design.

4. When something goes wrong in the business, what usually happens?

- A. I jump in personally and fix it. That's the fastest way.
- B. I coordinate who does what, then keep an eye until it's resolved.
- C. I ask: “What in our system allowed this?” and adjust the structure or role.

5. How often do you do work that someone else could do with training?

- A. Every day, many times a day.
- B. Often, but I'm slowly passing some of it to others.
- C. Occasionally – mostly when I'm training, reviewing or improving a process.

SCORING: WHAT DID YOU GET MOST OF?

YOUR PROFILE

Firefighter – The Essential First Responder

Right now, your business depends heavily on your ability to react.

You are the person people call when things break, when a client is upset, when a deadline slips. That instinct has probably saved the company more than once. Without that phase, many businesses wouldn't have survived their early years.

The cost is that your time and energy are constantly spent on the urgent, not the important. Strategy, pricing, hiring, quality of life – they all wait until the fires are under control... and they rarely are.

This edition starts here:

- Leadership & Culture – “How It Feels to Work With You”
- Business Insights – “The Economics of the Owner Advantage”

One small move for the next month:

Choose one type of recurring problem you always rescue (for example: scheduling issues, last-minute client changes). Write the simple rule or process you wish existed. Then share it with the team or a VA and enforce it for 30 days before you jump in again.

Wherever you landed, remember this: most owners move between these roles over time.

The goal isn't to “be” one forever. It's to recognize where you are right now and take one small step toward a version of your business that relies less on urgency and more on intention.

Read the articles that match your profile. Try the small move. See what shifts.

Next week might look very different.

Manager – The Coordinator Holding It Together

You have built some structure. Workflows exist, people know roughly who does what, and you spend a lot of your time coordinating: making sure things are done, checking in, filling gaps.

The business is no longer pure chaos, but a lot still depends on your constant presence. You are the hub. The upside is control and visibility. The downside is that growth still leans heavily on your personal capacity.

You're closer to Owner Advantage than you were – but not fully there yet.

This edition, start here:

- Tech & Tools – “Five Screens That Tell You How Your Business Is Really Doing”
- Talent & HR – “Job Design as Risk Management”

One small move for the next month:

Pick one area (for example: invoicing, client onboarding, or scheduling) and define a real role around it – with outcomes, responsibilities and simple metrics. It can be local or remote. The goal: you stop being the default backup for that area.

COUNT HOW MANY
A, B AND C ANSWERS
YOU CHOSE.

Mostly A → Firefighter

Mostly B → Manager

Mostly C → Architect



If you're split between two, read both – you may be in a transition.

Architect – The Designer of a Business That Can Hold Growth

You think in systems. You still work hard, but you are increasingly careful about where you put your effort. You create roles instead of scattered tasks, you use tools to see the business clearly, and you design routines that don't collapse the moment you step away.

You haven't “arrived” – no one does – but you are already operating with an Owner Advantage mindset: your time, attention and presence are treated as limited resources the business must respect.

Your challenge now is to protect that discipline as you grow and resist the temptation to take back everything when pressure rises.

This edition, start here:

- Scaling Up – “From Busy to Built: Designing a Business That Can Absorb Growth”
- Sustainability & Social Responsibility – “When Distance Becomes a Door”

One small move for the next month:

Choose one decision you still handle personally that could be turned into a simple rule, checklist or delegated authority. Document it, test it with your team or VA, and keep your hands off it for one full cycle.

ISSUE 07 | MARCH 2026

REMOTE RISE

CONTACT

SALES contact@getnuva.com

MARKETING media@getnuva.com

WHATSAPP +1 (980) 485-4481

Remote Rise is published by
GetNuva Agency

getnuva.com

