



## *Relevar Home Care*

*Destined for Small Business*

July 2011

Knowing when to start your small business is difficult. Sometimes, outside influences give the push needed to start down the road to entrepreneurship. For owner, Misty Delegato, an unlikely event caused her to decide to start her own private duty home-care business, Relevar Home Care, which she has built into a successful, growing enterprise.

Relevar Home Care began as an idea over eight years ago when Delegato was working for another company. Delegato wanted to find out more information about starting your own small business, so she contacted Bob Madigan, a senior business consultant at the Macomb/St. Clair office of the SBTDC. Delegato was interested in starting her own nurse staffing business. She had some experience with the industry, but knew little of the opportunities available. Bob recommended she research the staffing industry for potential opportunities. Delegato went to several conferences and did her own research when she realized the home-care staffing industry was growing and there was an opportunity to start her own business.

Delegato was undecided about starting her business, until one day, her employer notified that she was being let go from her position. “I felt that it was something that was meant to be,” recalled Delegato. “I told my husband that „I just feel like now I have to do it.””

Soon after, Delegato started Relevar and the business began to see some success. As it grew, Delegato continued to work with the SBTDC and Bob brought on Nancy Boese from the SBTDC’s Growth Group Team. Boese worked with Relevar on a Strategic Needs Assessment and Strategic Actioning to identify and prioritize the areas where the business could improve. “She not only helped us narrow down the areas where we wanted to grow, but she followed up to make sure we were completing the steps of our plan,” explained Delegato.

In addition, Julie Oldham, a Finance and Strategy Specialist with the SBTDC started working with Delegato on their accounting. “Relevar is a prime example of a company poised for growth. They are in a growing industry – home health care and have developed great relationships within their communities due to their excellent reputation for their services. Compared to industry standards, their staff overturn is extremely low which increases their value they provide those needing assistance in their homes.”

“As a business owner, you have to realize what your weaknesses are. We knew that we needed to



improve our accounting and Julie helped us do that. She is even helping us with finding a bookkeeper. She has been a tremendous help,” exclaimed Delegato.

All of these steps are helping Relevar reach their goal of growing her business in the future. “We are looking at growing both vertically and horizontally in the future,” said Delegato. “We want to provide the best home-care throughout Michigan.” After losing her job and starting her own business, Delegato provides some great advice for entrepreneurs, “Be courageous enough to ask for help.” She also praises the work of the SBTDC, “The experience has been fabulous. I recommend the SBTDC to everyone I know. I cannot thank them enough.”

Find out more information about [Relevar Inc.](#)





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*Funded in part through a cooperative agreement with the U.S. Small Business Administration  
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