

One Company, One Call, TruBlue Total House Care Yorktown Does It All

By Jen Holden

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Photo of Tim and Kay Diemont courtesy of TruBlue Total House Care Yorktown.

YORK- TruBlue Total House Care Yorktown is a total house care and handyman maintenance company that offers services optimized for seniors and busy families who reside in Newport News, Poquoson, Seaford, and Yorktown.

Husband and wife team Tim and Kay Diemont recently celebrated their tenth year as franchise owners of TruBlue Total House Care Yorktown. After growing the business by 25 percent year over year, the Diemonts recently signed a 10-year agreement to continue serving the community with TruBlue.

Busy families and seniors count on TruBlue Total House Care for assistance around the house. Whether clients need a quick, one-time repair or ongoing help throughout the year, TruBlue offers customized plans where customers can choose between individual services or work with a team of experts to create an ongoing service plan.

Tim Diemont served in the U.S. Air Force before starting a career in the retail industry for more than 25 years, while Kay was an administrative assistant for a local mayor and an architectural firm for 20 years. In 2013, Tim Diemont's job wanted to relocate the Diemonts across the country, and, rather than make the move, the Diemonts decided to open a community-focused business.

“I was 57 years old at the time and didn’t want to move out of the area and wasn’t ready to retire, so my wife and I sat down and made a list of what we wanted to do,” said Tim Diemont. Helping senior citizens was at the top of the Diemont’s list.

From dusting and vacuuming, to cleaning windows and everything in between, TruBlue Total House Care Yorktown’s house cleaning and handyman services are here to help. The company offers single service and monthly plans that fits its clients’ busy lives.

Recent studies have shown that up to 90 percent of seniors prefer to stay in their homes as they grow older. While aging in place might not be ideal for everyone, many seniors are able to stay independent in their homes with the help of senior home safety modifications.

“Falls are a big problem for aging adults,” said Sean Fitzgerald, president of TruBlue. “I believe a lot of falls are caused by seniors doing tasks they shouldn’t be doing like household chores and changing lightbulbs. If we can take the risk element out of their hands, they’re going to have a much higher success rate of aging in place.”

The Diemonts said 70 percent of their customers are senior citizens.

“We joined the Peninsula Task Force on Aging and a lot of senior groups early on after starting the business,” said Kay Diemont. “We quickly found out that busy adults need help, too, because a lot of them are taking care of mom and dad while trying to take care of their own homes as well.”

Currently, TruBlue Total House Care has 86 franchises across the country.

“About 90 percent of our system joined within the last two and a half years,” said Fitzgerald. “If there are busy adults and seniors, we have tremendous opportunity.”

In addition to working in the private sector, the Diemonts have also branched out and work with local military bases.

“One of the beautiful things about this franchise is that they allow you to find your own niche,” said Kay Diemont. “We’ve contracted with Langley Air Force Base and the Naval Weapons Station and take care of a good portion of their moveouts. So as people move out, we’ll go in and paint the homes, handyman fix them, and clean them up.”

Fitzgerald said the company’s reputation relies on the work ethic of its franchise owners.

“Tim and Kay Diemont are phenomenal franchisees,” said Fitzgerald. “I don’t know if TruBlue would be where it is today without them. They absolutely live and breathe our culture. They represent our brand phenomenally and support other franchisees. Because of that, it’s obvious why they’re so successful.”

For more information about TruBlue Total House Care Yorktown, call 757-243-1297 or visit <https://trubluehousecare.com/yorktown>