



## Esther Chin's Bio

Imagine moving to a foreign country to attend university and graduating without a job lined up. Then imagine selling most of your possessions and moving 700 miles away, in search of new opportunities, to one of the world's busiest and, to some, most intimidating cities. To Esther Chin, founder of Garden of Esther, this "go big or go home" journey was not one that elicited feelings of angst or doubt, but it did unequivocally shape her future and produce an entrepreneur fueled by confidence, optimism, and determination.

"When I moved from Kalamazoo, Michigan, to New York City, I was sure I would find a good job," Chin said. "Unfortunately, finding a good job turned out to be much harder than expected. I ended up taking a commission-only door to door sales position. During those two years, I learned how to talk to people, how to sell and, most importantly, gained confidence. While looking for something new, I started cleaning houses and helping people run errands. This side job that was supposed to be a part-time gig grew and the number of my customers increased through referrals. When you care about other people and give 100%, people notice and value it.

"In 2013 and with a partner, I launched Lovly Host. I found a niche in the cleaning industry which catered towards AirBnB owners who were too busy to handle their own listings. We figured out the best way to coordinate guests' arrivals, the most efficient ways to clean the houses, hired employees, and built a thriving business."

But by June of 2017, Chin was ready for another adventure. She sold her equity in the business and moved to Vero Beach, FL, already thinking about ideas for a new business. She quickly realized she was literally sitting on a golden opportunity.

"I had land," she said. "I had an area to start a garden. You don't have that kind of space in New York City. I started to grow some herbs and plants and discovered I had a green thumb. From day one, I have been a big proponent of organic growing and healthy eating. Without exception, all the herbs and vegetables I grow are cultivated chemical-free and without pesticides. Eventually, I started packaging my herbs and hot peppers to sell them on Etsy. And that's really where the Esther Chin story becomes the Garden of Esther story."