**Contact:**

**Martha Shaughnessy**

[**Martha@joinhomebase.com**](mailto:Martha@joinhomebase.com)

**415.987.0285**

Homebase Launches Full Product Suite in Spanish;

Embraces Essential Segment of Entrepreneurs and Employees

Largest provider of free timekeeping and scheduling software makes hourly work even easier for fastest-growing segment of local business

**SAN FRANCISCO, Calif. – September 23, 2016** – Homebase ([www.joinhomebase.com](http://www.joinhomebase.com)), a technology provider that makes hourly work easier for the whole team, today announced the availability of its free online tools and mobile apps in Spanish (<https://joinhomebase.com/manejar-horas-gratis/>).

Homebase’s mobile, web and support products will now help even more small businesses manage scheduling, payroll and team communication in a significant move to include more business owners and hourly teammates.

In the U.S., Hispanics and Latinos make up 12 percent of all business owners and 16 percent of the workforce. Between 2007 and 2012, the number of Latino-owned businesses grew by 46.9 percent compared to just 0.7 percent for non-Latino owned businesses, and in industries like food preparation and serving, this community comprises nearly 25 percent of the workforce.\* In spite of the startling statistics, this group is overlooked by companies serving restaurants.

“The hourly economy has been hugely underserved by tech innovation, and that lag is even more dramatic in the Spanish-speaking community,” said John Waldmann, Homebase CEO and co-founder. “We are here to serve the service industry. We are closing that gap by offering Homebase’s full technology suite to local business owners and teammates all over the US who work most easily in Spanish.”

Everything Homebase offers is now available in both Spanish and English, a first for the industry. Owners can now manage schedules and payday in minutes (Homebase customers save on average 5 hours of administrative work each week) in their native Spanish from both the web and mobile applications. Employees’ gateway to their paycheck - clocking in for work, or managing shift changes with teammates - is opened up and simplified. All in, it creates a more comfortable and functional work environment for more people and more teams.

Bilingual offerings of Homebase’s support services will also be available for free, including live phone and chat support from its its US-based customer service team--who are half bilingual speakers.

Since launching out of beta last year, Homebase has rapidly grown to serve more than 50,000 local businesses, with customers in all 50 states. The team saw that user adoption and engagement in significantly Spanish-speaking communities lagged behind its otherwise meteoric growth and welcomes that segment with this latest product. Homebase customers range from an independently owned bookstore in Rockland, Maine; to a local’s favorite fish-shack off of Ka’anapali Beach in Maui, Hawaii; to growing coffee chains like Philz Coffee with 33 locations.

The tools quickly become essential to the full team at these businesses, driven by core features that:

* Simplify Payroll and Scheduling: Homebase has tracked more than 20 million shifts.
* Ease Team Communication: over one million messages each month remind teammates of upcoming shifts or the latest schedule, or alert managers to personal requests, etc.
* Free Time: on average, customers report saving five hours each week on administrative tasks using Homebase’s free tools.

To learn more about Homebase or to sign up for its free products, visit[www.joinhomebase.com](http://www.joinhomebase.com).

**About Homebase (www.joinhomebase.com)**

Homebase makes hourly work easier for the whole team. With free online tools and mobile apps for managers and employees, Homebase eliminates the paperwork and headaches of scheduling, payroll, and team communication. Based in San Francisco, Calif., Homebase is made up of former baristas, small business owners, waiters – and even the former head of HR from a national chain restaurant – who have gone on to build products at some of local businesses’ most trusted brands, including Intuit, OpenTable, and Yelp. Homebase is backed by Baseline Ventures, Cowboy Ventures, Khosla Ventures and others who know local business and have helped great companies scale, including Instagram, Square, and Yelp.

# # #

Sources:

<http://lban.us/wp-content/uploads/2015/11/Final-Report-.pdf>

<http://www.bls.gov/opub/ted/2015/hispanics-and-latinos-in-industries-and-occupations.htm>