

## Make way for the CEOs of summer

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### Dustin Kroft

Age: 27

Business: Rent-a-Son

Got trash but not a strong, young, able body to haul it? This University of Western Ontario graduate offers a bunch of guys with muscle, for hire. “We send the guys out with not much more than their bare hands,” says Mr. Kroft, whose grunts charge \$20 an hour. “The customer hands us the shovel and we garden. The customer hands us the lawnmower and we cut the grass. Rent-a-Son's goal and mission is to go into people's homes every day and give them the son they never had - or [the son they] wished they had.”

Thoughts of filial devotion have had some clients making specialized requests, like, getting the guys to referee their kids' baseball game or, in the case of a wine lover, having them jump into a barrel and crush grapes with their bare feet. But the return is worth it: “Our customers in Toronto are the best. They feed us lunch, give us drinks, basically treat us like their own sons.”