



SBA UTAH DISTRICT  
2017 Small Business Week Awards

## Woman-Owned Business of the Year



Jessica Taylor  
Legacy Tree Genealogists  
Salt Lake City

# Genealogist turns passion into thriving business

Jessica Taylor is a pioneer within the genealogy industry, taking what is stereotypically considered a hobby for the aging and turning it into a relevant and thriving business model. As a Brigham Young University graduate with a degree in family history, she took a leap of faith that paid off — turning her passion for family history into a million-dollar business.

Taylor has the determination that few can rival coupled with an astute business sense. She surrounds herself with employees that showcase that same tenacity, handpicking and training genealogists that meet her high standards to ensure only the highest quality of research is delivered to the firm's client base. Comparing ratings for all competitors within the industry across third-party review sites such as the Better Business Bureau, Facebook and Google, Legacy Tree Genealogists is the highest client-rated genealogy research firm in the world — a reputation that each employee strives to uphold.

Legacy Tree Genealogists has helped thousands of clients worldwide trace their family tree and discover their roots and personal history

through records, narratives and DNA testing. The client base is diverse, with customers represented in more than 20 countries, speaking more than 15 languages.

Taylor has been an instrumental component within the genealogy community and is actively involved in contributing through speaking engagements and serving on committees and advisory boards such as the Genealogy Business Alliance. She is pioneering a movement to help the industry transition toward technology-driven results and is expanding the targeted demographic to encompass and embrace younger generations, as well.

A native of Utah, Taylor has resided in Brazil while serving a mission for the LDS Church and also for several years in Asia, overcoming the struggles of managing and operating a business while overseas. She now calls Salt Lake City home with her husband and three young daughters. She and her family enjoys hiking, camping and exploring the great outdoors.

Taylor received mentor counseling from SCORE and assistance from the Small Business Development Center.



*Jessica Taylor*  
Legacy Tree Genealogists