



## Cash in the Attic

During this time of growing economic stresses, the modern American family faces the most severe financial belt-tightening in decades. Along with many of my colleagues, I've been fielding a lot of questions lately from curious friends about expenses and costs related to organizing services. *Has the economy impacted your bottom line? Are people still willing to pay for your services?* They are a bit surprised when I tell them that our existing clients remain loyal to the organizing process and we continue to hear from new and prospective clients every day.

I believe these economic times are impacting more than our wallets-- they are hitting us squarely in the value system. Maybe we've just all come to our senses. I'm hearing from people who are tired of frivolous spending and indulgent living. In other words, economic changes are encouraging a lot of people to follow the advice that organizers have been trying to pass along for years—**make wise decisions, reduce waste, reuse/repurpose, and GET RID OF EXCESS!**

A client complaining of storage space five years ago would have called our company for moving and staging, as they promptly put their home on the market in search of bigger, and therefore, better. Today, a client with the same complaints is calling us to help them reassess systems and eliminate waste, *in their existing home*. The American family is finally gaining an understanding of the differences between spaciousness and size, that organization, and not square footage, is the key to efficiency.

How many of us have unused items accumulating throughout our houses that might be worth something to someone else? In fact, these items might be more likely to sell now than ever before because many people are looking to avoid retail pricing. Goodwill Industries and consignment business sales are skyrocketing! Organizers are on the front lines of the re-selling and re-purposing movement. We are walking databases for consignment stores, recycling resources, and local charities. As an organizer, I constantly challenge my clients to 'use a critical eye' when examining those things that seem stagnant. Items that are clutter in your space could be found treasure for someone else out there. I feel it is my responsibility to help facilitate the process of getting those things out of your space and into the community.

Organizers have been paving the way of simplified living for decades. Now, due to shifting financial concerns, many people are ready to follow.

