

Meet Betsy Fein of Clutterbusters!!

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Today we'd like to introduce you to Betsy Fein.

Hi Betsy, it's an honor to have you on the platform. Thanks for taking the time to share your story with us – to start maybe you can share some of your backstory with our readers?

After 12 years in corporate America, I was laid off from my job as a Recruiting Director. Instead of going back to the rat race, I dropped out of the corporate world for good to pursue my dream of becoming my own boss. I wanted the flexibility and freedom of managing my own business. It would have more time for my two kids, and I thrived on the excitement of starting something new. I always had an eye for home organizing, a skill that was in-demand among my friends and neighbors. I had received a severance package and used it to start the company. I said to myself, "You have \$5,000 to get the company off the ground. If it doesn't work, I can always try something new." I was motivated to deliver a service people truly needed, and that wasn't being satisfied at the time. Many people said they found it hard to get organized and that they would be willing to hire someone to help them. Nineteen years later, we are stronger than ever. I made back the \$5,000 and then some! Starting Clutterbusters!! was the best move I could have made. I was able to be present for my children when they needed me. I saw all their shows, games, and competitions. I went to all the parent-teacher meetings and loved every minute of it. We started as a one-person business. Then we quickly began to hire other professional organizers – a strategy that helped increase our volume and improve our services. I was very lucky through the years to receive a lot of press and have been proudest of Redbook magazine, Entrepreneur magazine, Better Homes & Garden, Real Simple, Fox News, CNBC, TLC's Hoarders: Buried Alive, and Dr. Phil.

Alright, so let's dig a little deeper into the story – has it been an easy path overall, and if not, what were the challenges you've had to overcome?

The first thing I always wanted to keep in mind while starting my business is to satisfy client needs. Keeping this in mind has helped me throughout with decision-making I have had to make many adjustments, pivots, and adaptations to the ever-changing world and situations to keep the business running successfully. Always keeping in mind the customers' needs first while making these changes is key. We have been able to survive many different adversities, including my divorce, franchise development issues, the 2008 recession, and the most recent pandemic. By having quality service for all clients, we hope they tell their friends and we can all get organized!

Thanks for sharing that. So, maybe next you can tell us a bit more about your business?

Clutterbusters!! Offers hands-on organizing and has performed more than 65,000 hours of organizing for our clients. One of our organizers can come out and help you decide what to keep, donate, trash, etc and then help you organize and put things back so you can maintain a system. During the first visit, the client shows the organizer around, but you get started right away. The organizer will physically help you with your decluttering and organization, whether working side by side with you or independently. Working as a team with us will help make the experience more enjoyable and ensure that you maintain the organization's systems. Our approach is based on sensitivity to your needs, discretion to maintain your privacy, and respect for your possessions. Your outcome will be an organized and clutter-free space. You'll receive guidance and motivation until your project is complete. Our highly talented team of Clutterbusters!! Organizers is ready, willing, and able to tackle any size job,

from routine to extreme, including hoarding assignments! In fact, the tougher the clutter challenge, the more excited we get when we see it disappear (just imagine how you will feel!).

So maybe we end on discussing what matters most to you and why?

My family is what matters most to me. I made a conscious decision not to grow the company to a level where I wouldn't be able to spend as much quality time with my children as I do. I have been a single mom for the last 12 years, and building that bond and being present for them was the most rewarding part of owning my own company.

