

PRESS RELEASE

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There's new hope for people with clutter that's out of control as 20% of us made a New Years Resolution to clear the clutter.

According to a new survey, 1 in 5 of us have made a New Years Resolution to clear our clutter, yet more than half of us will fail to succeed.

'The New Year is the busiest time of the year for us' according to leading Clutter Clearing expert Clare Baker. 'People start the year with good intentions - probably because as they clear up the Christmas clutter, take down all the Christmas cards and take all the bottles to the recycling bank so they get that feel good feeling that you get when you've had a clear-out, created some space and got rid of things you don't need any more. They want to keep that feeling so decide to start clearing the clutter from the rest of their homes. The trouble is that clearing the Christmas clutter is usually quicker and easier than clearing the clutter from your entire home, clutter that you may have had for years, and once people start to de-clutter they realise they don't quite know where to start or what to do'.

Clare's company, The Clutter Clearing Consultancy, has been producing results for hundreds of clutterholics desperate to reclaim some control with their clutter. 'Physical clutter is often a physical representation of mental clutter' says Clare. 'If we feel out of control of other aspects of our lives then our homes often show the signs of it first when de-cluttering is the last thing on our to-do list. The New Year is traditionally a time when we try to re-establish control of our lives, whether it's smoking, eating, fitness or clutter. We're here to help those who want to get back control of their clutter.

9 out of 10 people that Clare's company helps (93%) have more than 2 rooms full of clutter. 'We've seen everything - from people who have their own homes cluttered to people who have their homes, their garages, gardens and even their relatives homes full of their clutter. It's no wonder they don't know where to start or what to do, it's too overwhelming! Many people we help are de-cluttering to sell their home. With the change in the housing market it's now more important than ever to clear your clutter so that people have no bargaining power on the price of your property. People pay for space, not clutter so having a strategic de-clutter before you put your home on the market in the spring is another reason why it's our busiest time.'

According to Clare, the problem really comes when a cluttered person lives with a neat freak. 'People generally fall into 3 categories - those who live in laboratory conditions where everything has it's place and is rarely touched, those who have a 'lived in' attitude to their homes where there are lots of things but it's not out of control, and those who live with their belongings stacked high and never throw anything away, either believing that they're helping the environment by not wasting anything, or because it 'might come in useful'. When a clutterholic of person lives with a neat freak, that's when the fun really starts. We've even had calls from husbands who would like us to help their wives who, according to them, can't keep their clutter under control for them. It's no surprise that the clutter isn't the real issue in these situations.

Clare says that working with some people is like working with an alcoholic who has just admitted they have a problem. 'Before you can begin to deal with the clutter they have to recognise they have a

problem with it and ask for the help. If it's not bothering the person who's clutter it is then we can't help. We've had lots of people who have called us up asking if we can help their partner 'keep the clutter under control'! Husbands, parents, even friends, so much so that our gift vouchers are becoming increasingly popular Christmas gifts as people give a not-so-subtle hint to a loved one that they need help.'

'It's often a good time to clear the clutter and turn unwanted items into cash - either for ourselves to help pay off Christmas, or to give to charity and get that feel good factor. Turning the unwanted clutter into cash is often the motivator that people need at the beginning of the year - they have plenty of time to de-clutter because they can't afford to go out. Finally de-clutter gets nearer the top of the to-do list.

Clare's 3 top tips for succeeding with a New Years Resolution if you plan to de-clutter are:

1. Get clear about what you want to achieve by de-cluttering. You know you don't want your clutter, but what do you want instead?
2. Never do more than 2 hours in any one de-cluttering session - otherwise it'll turn into a weekend blitz.
3. Make sure you actually reduce the amount of clutter you have rather than creating piles of clutter. You have to reduce the amount of clutter you have to create more space.

Notes to editors:

1. Clare Baker can be contacted on 0777 5897955 or 0870 429 9594.
2. Clare Baker is available for interviews, discussions, phone-ins etc on clutter clearing issues.
3. Clare Baker has contributed to articles on the issue of clutter for many well known magazines, newspapers and radio stations. (visit <http://www.clutterclearing.net/news.htm> to see a full list)
4. The Clutter Clearing Consultancy is the only clutter clearing business that offers workshops and courses on how to clear your clutter.
5. Clare teaches people to clear their clutter in several ways - either by providing either:
 - a home consultation
 - on-line eBooks
 - workbooks
 - on-line membership
 - FREE on-line advice
 - FREE weekly top tips

all designed to help people get started and find a process to follow.

6. Clare Baker runs The Clutter Clearing Consultancy - www.clutterclearing.net.