



For Immediate Release

## **SOLD: Decluttering to sell your home**

**Professional Organizers in Canada (POC) share ways to make your home market worthy.**

**May, 2016** - There is no doubt that the Canadian real estate market has been red hot over that last several months but are you doing all you can to make your home as attractive as can be to potential buyers? According to Professional Organizers in Canada (POC) an un-organized home with too much memorabilia may be hindering you from selling or making your house less enticing to potential buyers, translating into a lower selling price.

“A cluttered home can give the illusion of less space and a cluttered lifestyle. When someone is looking to purchase a home, they try to envision themselves living there. That’s difficult to do when there’s photos or miscellaneous personal items everywhere,” says Marie Potter, Director of Marketing for POC. “You need to think of your house as an asset when you’re getting ready to sell and objectively remove clutter that can devalue your home.”

To help Canadians gear up for the hot housing marketing, POC is sharing the top five strategies that residential organizers implement when helping clients get ready to sell their homes.

1. **Organize room by room:** Organizing room by room will help make getting your home ready to sell manageable. Start with the rooms that often host the most clutter such as the spare bedroom, office or storage room.
2. **De-personalize:** Remember that you’re selling an asset not a home. Remove any personal memorabilia such as photos, trinkets or kid’s toys. This will help prospective buyers envision themselves living there and stop them from feeling like they’re intruding in your space when they look around.
3. **Look at horizontal surfaces and reduce the clutter:** Buyers need to see that there’s plenty of storage space available. Remove most of what sits on counter, table and dresser tops, mantles, tops of fridges, cupboard units, and large pieces of furniture like bookcases and entertainment units. Leave only a few coordinated, decorative items on a mantle or end table. Also look objectively at all closets and cupboards. If they look cluttered and crowded, review the contents and pack away excess items you want to keep, until after the house is sold.

4. **Create space:** Purge and pack up anything you don't want, don't need or aren't using. Consider getting rid of niche decor items as different people have different tastes and this may turn the buyer off of the home. Pack these items away until after the house is sold.
  
5. **Walk through your home with the eye of a buyer:** Look for the first things that catch your eye, where the eye is drawn to and distractions. Focus on fixing these distractions as this can work towards the seller's advantage.

For assistance in organizing your home or to find a Professional Organizer in your area, visit the POC website at [www.organizersincanada.com](http://www.organizersincanada.com)

### **About POC**

Professional Organizers in Canada (POC) is a national registered non-profit association that provides education, business development tools and a code of ethics for all types of organizers across Canada. Currently representing over 500 Professional Organizers in more than 14 chapters nation-wide, POC's mandate is to provide a supportive environment for members to learn, share ideas, network, and exchange resources. POC also works to educate the public about the organizing industry and the benefits of working with a POC member.

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