



CLEAR YOUR WAY!

Ellen Faye
Organizing Coach and
Certified Professional Organizer®



In 2009 Straighten-UP! Professional Organizing Services became Ellen Faye Organization.



SJ PEOPLE by Sally Friedman

Order In The House!

Getting your act together may be easier than you think

Order. Organization. A sense of serenity that comes from a place for everything - everything in its place. At the dawning of 2004, those are yearned-for goals in an object-obsessed culture where "stuff" threatens to rob us of our space - and our sanity. If you're like many of us, you look around and see...chaos. The kitchen - the family room - the closets - the home office - even the bedrooms and bathrooms have become repositories of too much of everything.

"HELP!"

That's the word that home organizers like Ellen Faye of Cherry Hill hears most often, and the word that sometimes sets into motion a comprehensive, gut-wrenching purge of excesses.

"HELP" is also what TV anchor Denise Saunders of South Jersey asked, with the specific target area of her home's master bathroom. Listen in to both sides of the order equation: the expert - and the client. And spend the early part of the New Year getting your won house in order...

Ellen Faye, founder of Straighten-UP!, a successful Cherry Hill organizing company believes that she got the organizational genes from her dad, who as a furniture designer was both analytical and space-conscious. Formerly in hotel management, Faye shifted gears when she had kids, and became a superbly-organized volunteer for Parent-Teacher and other organizations.

Several years ago, when Faye was getting some interior design help in her own home from Betsy Hall Interiors of Marlton, the designers were dazzled by how orderly her home was. "They told me that I should become a Professional organizer," said Faye, "and that's honestly how my business was born."

Through word-of-mouth, referrals, and her own reputation as a tireless woman who could get things done, Faye's business grew. And by now, she has seen it all - and organized it all.

"The first step is to visit the client's household, and assess what needs to be done. Sometimes it's just one area, sometimes it's the whole house. If the client says "My desk is a mess!" then we concentrate on that. But I set up a needs assessment," said Faye. "The first goal is just to figure out what works - and what doesn't." So do people with large houses have a better shot at being organized?

"It's absolutely not related to size at all," Faye has concluded." It's all about issues like over-buying, the ability to part with things, and having some kind of system that allows people to manage their lives," said this organizer. "If there's no system in place, a family can literally be lost."

And what Ellen Faye makes sure her clients know is this eternal verity: People use about 20 percent of their things 80 percent of the time-and use 80 percent of their things only 20 percent of the time. Do the math and you learn that we tend to rely on the same, familiar things, and let semi-useless things gobble up our space.

Recently, Faye worked with Beth and Rick Goldenberg of Cherry Hill in a very public way: their odyssey of organizing four seemingly hopeless closets in their home was chronicled on House and Garden TV's "Mission: Organization," with Faye leading the makeover.

The Goldenberg's - she's a special events planner, he's a well-known deejay - had used their closets as the places to stash not just clothing, but all the assorted miscellany that households accumulate. Ellen Faye spent days helping them sort out their excesses. Among her solutions:

- Beth Goldenberg let go of some of the clothing that was jamming up her closets - and her life.
- Faye installed usable spaces in closets using double and triple rods and lots of shelving, along with accessible closet rods and shelves for the couple's two young children.
- Rick Goldenberg got his own small closet once Beth had removed seldom worn clothing, and did some of the closet fittings himself to save on cost.
- Closet doors that were difficult for seven-year-old Rachel Goldenberg to open were replaced by dainty curtains

Among the most common general mistakes Faye sees:

- Empty hangers and seldom-used clothing taking up closet space.
- Holding on to outdated newspapers and magazines, and cluttering desks with unnecessary papers
- Using easy-to-reach spaces inefficiently: why keep towels on skinny linen closet shelves when you can stack them in the space under sinks and put your bottles and lotions on the closet shelves?

Faye's final advice: Make sure that what you keep around you is really valuable and important to you. Toss [or find another place for] the rest!



Ellen Faye, CPO® is founder and Principal of Ellen Faye Organization™ (formerly Straighten-UP!), a Professional Organizing, Coaching, and Consulting firm located in Southern New Jersey since 2001. She is a Certified Professional Organizer and has trained under Denslow Brown in the highly acclaimed Certified Coach Organizer Program. Her passion is helping clients identify their goals and find the balance and skills to reach them through organization.

Ellen welcomes your inquiries at ellen@ellenfaye.com or through www.ellenfaye.com.