

PRESS RELEASE

Only 10% of us who make a New Years Resolution to clear and control our clutter will succeed in 2009 – unless we're doing it to help ourselves with the Credit Crunch.

As 2009 approaches and people are talking about how they're going to change their lives for good in 2009 with their well meant New Years Resolutions, a company has discovered that the credit crunch is actually encouraging people to stick to the resolutions 'to get organised, clear the clutter and save money'.

A new survey from The Clutter Clearing Consultancy www.clutterclearing.net, who have seen a 3 fold increase in on-line subscribers and sales since April this year, shows that people are looking at ways to make extra cash in the face of the credit crunch which includes sorting out their clutter. Not because they want to be better people or have better homes, but to make extra space, to rent out the space and generate extra income, turn unwanted clutter into cash, and to enable their home to stand out as a home with space, light and storage space if they are trying to sell.

Such is the demand that the company has added a 'credit crunch clutter' section to their website, specifically to help people in the current climate and covering topics such as the facts and figures, how to turn clutter into cash, affordable help with your clutter, how to make more space, how to organise your home, and how to cut the cost by clearing your clutter with friends.

Clare Baker, founder of The Clutter Clearing Consultancy www.clutterclearing.net says that the findings don't surprise her. 'Thanks to the credit crunch people are short of cash and can't move home to get more space, so it's only logical that you can make more space AND make some cash out of your unwanted clutter. For the last 10 years the de-cluttering service has been considered a niche luxury market for those who want to perfect their homes. As we enter a period of economic slow down where houses aren't selling, people can't afford to move and we all need to find ways of making extra space and cash, the demand for professional de-clutterers is actually increasing.

The Clutter Clearing Consultancy, www.clutterclearing.net, who have a **FREE** on-line top tip subscription service, has been asking all it's members to tell them more about their clutter. What they found is:

- 100%** of people who seek help have had their clutter for more than a year
- 75%** say they feel stuck with all the clutter/it's holding them back
- 75%** of people say they have reached a point where they feel they need some help from someone as they can't do it on their own
- 64%** of people say they've decide to clear their clutter because of the credit crunch
- 50%** of people have had their clutter out of control for 5 or more years
- 45%** of people give their unwanted clutter to charity
- 43%** of people say they would use the word 'overwhelmed' to describe how they feel about their clutter
- 37%** of people have given themselves a month to clear the clutter
- 29%** are fed up of living like this

- 18%** **of people's clutter contains absolutely everything!**
- 83%** **of us will make a New Years resolution**
- 87%** **of people break their resolution by January 4th - Most of the remaining 13% keep continue until the first week of February before we give up**
- 10%** **of people will stick to it, keep their New Years Resolution and succeed.**

Clare continues, 'people have realised that they can make money out of their unwanted clutter if they sell it by having a garage/front garden sale, selling it via an on-line auction site, going to a car boot sale or taking it to a high street [cash conversion](#) shop.

Plus, if they clear the paperwork clutter then they may be able to reclaim hundreds of pounds from unfair [bank](#), [credit card](#), [PPI charges](#), [endowments](#), [council tax rebanding](#), [old bank accounts](#), review [energy bills](#) and get papers together to do some [financial planning](#). They can rent out their spare space e.g. garage/shed to someone who needs/wants it. If you live in a house it may be that someone in a nearby flat would like to use your garage to store their car, bikes etc (make sure you tell your insurance company you are storing it and make clear what the person can and can't store in there).

Other options include:

Rent out the space you've made in your spare room to a student, foreign student over the holidays, someone who works during the week in your area - particularly useful in the current climate and cheaper for them than a B&B – visit the [Government Rent a Room](#) scheme website for more information.

With any cash that you make from selling unwanted clutter you could insulate your loft or get cavity wall insulation to help reduce your heating bills.

Unwanted clutter could be turned into gifts for Christmas (as long as you don't give it back to the person who gave it to you!).

Un-used skills could be turned into cash e.g. sewing, baking, gardening, building, interior design, curtain making, knitting, hairdressing, beauty skills etc. These could be considered skill clutter if we're not using them. Could you use them as Christmas gifts, trade them with other people in return for services from them that you would find useful, or use them to earn a bit of extra cash as a part time job?

For many of our clients they get payback on the services we provide within a month, if not less.'
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Notes to editors:

1. Clare Baker set up and runs The Clutter Clearing Consultancy – **www.clutterclearing.net**
2. Clare Baker can be contacted on 0777 5897955, 01295 275030, 0203 3030 152 or 01604 269 129.
- 3 Clare Baker is available for interviews, discussions, phone-ins etc on clutter clearing issues.
4. Clare Baker has contributed to articles on the issue of clutter for many well known magazines, newspapers and radio stations.
5. The Clutter Clearing Consultancy has a weekly FREE top tip that people can sign up for on-line.
6. Details of unusual things found amongst the clutter can be found on the website at: http://www.clutterclearing.net/unusual_finds.php
7. Details about more survey results can be found at: http://www.clutterclearing.net/survey_results.php
8. Credit crunch facts and figures can be found at: http://www.clutterclearing.net/facts_figures.php

Please call one of the following numbers to book an interview with Clare.

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