

CLUTTER CLEANER

Understanding the Estate Cleanout Process

Estate Cleanouts as a Trusted-Partner Advantage
for Certified Senior Advisors & Realtors



Presented by Matt Paxton, Founder, Clutter Cleaner

Introductions

- Helping families downsize, declutter & move for 20+ years
- Host of *Filthy Fortunes*, *Legacy List with Matt Paxton*, & *HOARDERS*
- Author of the best-selling book, *Keep The Memories, Lose the Stuff*.
- Downsizing expert for AARP & Goodwill International
- Founder of **Clutter Cleaner** – a national estate cleanout and downsizing company



What an Estate Cleanout Actually Involves

Most referral partners see the before and after — rarely everything in between.

1

Sort & Assess

Separate keep, sell, donate, and discard — item by item, room by room.

2

Household Goods Sale

The financial and emotional hinge point — turning belongings into value.

3

Donation & Disposition

Documented, responsible placement for everything that doesn't sell.

4

Removal & Clean Sweep

The home left market-ready for photos, staging, or showing.

Not one-size-fits-all: the right mix of these four depends entirely on the home and the family.







The Industry

- Junk companies get paid to haul stuff away and then they sell it for personal gain (double revenue)
- Estate sale companies sell items and charge for set up, take a % of items sold (30 to 40%) and then get a 10% or more buyers' premium (triple revenue)
- Estate Cleanout companies should be paid by the hour to manage it all
 - We are able to focus solely on the client



It Starts With a Question, Not a Plan

“What does success look like to you?”

Asked before a single box is touched — because “success” means something different in every home:

Speed

Maximum Value

**Sentiment &
Memory**

Family Fairness

Closure

Reading the Room, Not Just the Room's Contents

1

Grief

The home is often the last physical connection to a life or a loved one.

2

Guilt & Sibling Dynamics

Decisions about “who gets what” can surface tension that has nothing to do with the objects themselves.

3

Overwhelm

A lifetime of belongings can paralyze a client into inaction — someone has to help them start.

“The stuff is rarely just stuff.”

Emotional intelligence isn't a soft skill on this job — it's a job requirement. Every team member has to read a room before they read a room's contents.

Services

- We clean out houses and help families preserve and share their legacy through preserving the items they want to keep and disposing of the items that no longer serve them
- Services include:
 - Inventory Management
 - Sorting of Valuables
 - Logistics & Shipping
 - Item Sales
 - Donation Pick-up & Delivery
 - Junk Removal (including hazards)
 - Document Scanning & Management
 - Photo Scanning & Preservation
 - Paper Shredding
 - Story Preservation (Artifcting)
 - Storage

Clutter Cleaner – Safety Highlights

- Security

- Background checks on all employees
- Social media monitoring

- Safety

- Special uniforms (no pockets)
- Clear backpacks
- Only company issued technology
- 2 people in a room rule (including family)
- Stay on property full day

- Communication

- No headphones and/or iPhone watches
- Fishbowls
- Silent Alerts

- Training & Education

- Weekly training on technology and financial/historical value of items

- Incentives

- Bonus structure on positive reviews, items found, tip pooling & 1%

Clutter Cleaner – Process

- Proof of Entry
 - Get a location understanding of Probate requirements
 - Clarity on who is involved & where things are going
 - Timeline
 - Project Estimate
- Take pictures of everything of value (full inventory)

How educated does our team
need to be?

Experience Matters

- Where stuff is hidden
 - Shake every book
 - Check every pocket
 - Different nails in floorboards
 - Freezer
 - Toilets
 - Picture Frames
 - Furniture
 - Complete yard and home metal detector sweep & doppler if needed
- Hazards



Document Everything – Twice

- Document every item that is found
 - Pictures
 - Physical inventory
- Meet with family/legal representative at end of each day for a full asset swap
 - We document inventory
 - Full cash count
 - They document inventory
 - If it doesn't match, we count again

Selling Assets

- We match the asset to the selling platform most likely to maximize sale value
- Unwanted or non-sellable items are donated
 - Estate receives a complete environmental impact/donation receipt
- All proceeds are disbursed to the estate
 - With full inventory documentation

Selling Assets

- Private Sellers
- National Auction Houses
 - Heritage
 - Freeman
 - Sotheby's
- Online Auction Houses
 - EBTH.com
 - Bid Rush
 - Max Sold
- Direct Sales
 - EstateSales.net
 - FB Marketplace
 - Depop
 - What Not
- Yard Sale
- Consignment Shop
- Dude with a van

Key Local Trust Partners

- Estate Cleanout Company (Move Manager)
- Real Estate Agent
- Placement Expert
- Care Manager
- Trust & Estate Lawyer
- Senior Living Community



The Clutter Cleaner Difference

- 25 years of experience
- Trusted by your clients
- National Coverage
 - Speed & Quality
- Local representation
- Simple pricing
 - No hidden charges
- Full Service - Complete Home Solution

