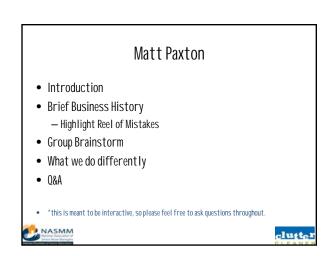


Matt Paxton: How I Grew From Here to There

HOARDERS.







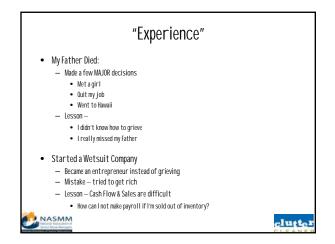


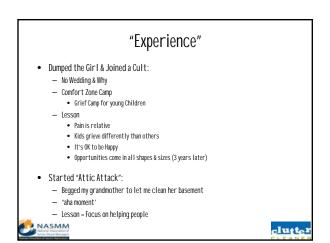
Business History

"Real Job"

- Economist for the federal reserve
 - Hatedit
 - Mistake took the job
 - Lesson couldn't sit at a desk all day
- Economist for Caesars' Palace Casino
 - Loved IT
 - Mistake took the job (and everything that comes with it)
 - Ended up in a ditch with a broken nose
 - Lessons Loved Risk
 - Loved swapping stories at a Black Jack Table

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"10 Years of Mistakes"

• What did the last 10 years teach me:

- Someone else always has it a lot worse than me.
- You have to BELIEVE that good comes out of everything:
 - Alone, sad and broke for 10 years, I believed. • Because my father died...
- Embrace the suck in your life • It will come back to help you or others
- Get involved in something that allows you to help other people.
- Transfer that energy to helping people at work.
- Find work that fits your personality (addiction, risk & cool old ladies = hoarding)
- This is business, why so much personal talk? - Because to survive in 2010, business better be your life.

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"Fast Forward"

- Attic Attack became CLUTTER CLEANER
 - We were working on Hoarding Jobs with local government
 - Slowly got away from our roots
- Is this really the time to help people?
 - I got married to that girl from CZC & she hated my job
 She supported us 100%
 - I had 15 employees
 - Cleaning out up to 10 foreclosed homes a day
 - Housing Market Crashed
 - Cash flow nightmare
 - Owed about \$60k in credit card debt
 Lost our connections in Senior Relocation
 - Lost our connections in senior kerocal
 Hoarding clients couldn't afford us

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Time to Get Smart

- We fired our 5 worst clients
- Cut up the credit cards & factoring agreements
- Debt free
- Got rid of NON essential employees (10)
- Refocused on our passions:
 - Swapping stories with old ladies
 - Cleaning out nasty places
- I got Confident in who I TRULY was:
 - Dumb stories
 - Unique employees
 - Figured out my solution:
 - Try to get on TV

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Where are we now (3 years later)?

- Stilljust6men
- We just finished our 20th episode of "Hoarders" on A&E
- Currently filming our own show for a major cable network $@\ \mbox{Clutter Cleaner}$
- My book "Secret Lives of Hoarders" for families affected by hoarding hits the shelves on 5/3/2011
- Partnering with companies around the country helping their clients with hoarding and senior relocation
- What did we do differently?
 - We embraced what we are awesome at and got rid of everything else.

5 minute brainstorm

What challenges have held <u>you</u> back in the past 2 to 3 years?

Changes we made

Drop the "PC" bull

- Seniors are not OLD anymore and they don't want to be treated that way,
 We gave them CONIROL of this decision in their life.
 - Focused on being their help, We stopped trying to direct everything.
 - Remember, the adult children want you to do everything, the seniors do not.
 - $-\,$ We stopped duplicating their houses and gave them choices and control.
- Started working WITH our clients, not for them. - Casual is appropriate & will soon be expected.
- People demand good service, but they want strait talk and don't want to be "sold."
 - Eddie Haskell is no longer appreciated.

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STOP marketing directly to the senior

- Yes, We STOPPED our expensive advertising programs:
 No one wins (accept the magazines and news papers)
 - You can't advertise trust, you can only earn it.
- We market to their trust points
 Focus your time on clergy, volunteer groups, hospice, realtors, financial planners, home healthcare, etc.
- Refocused minimal amounts of advertising to immediate needs
 Small print ads, obituaries and sponsor bridge games
- Got involved in their social networking and do the work for them
 Made it easy for them to tell their friends how good our service is.

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Got our labor focused

- We scaled back our labor.
 - We've pulled back and have grown our margins tremendously.
 We don't need to be the biggest provider in the city,
- Cut your labor into the business!
 - Our quys share in a profit pool at the end of each quarter.
 Average for us is 10%
 - Broken furniture and mistakes come out of the account on each job:
 If N0 \$ is removed, they get an extra 2%.
 - Tardiness penalties are also included in this pool.
 - Quarterly bonuses keep them focused .
 - And they start to understand cause & effect of mistakes.

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Got confident in our numbers

- We started to understand that we could charge more for less people:
- Less men + fewer trucks + higher prices + lower advertising = higher margins.
 - Great service does still allow for high margins.
 - We stopped getting into price wars with our competitors
 - Harder than we thought.
- Note:

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- If you do plan on expanding, make sure expand accordingly
- multiple crews for each truck, etc
- How many billable hours do you have to grow to get a 2nd truck?
- Can you actually sell that much by yourself or with current staff?

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Simplified our Pricing

- We now give them pricing with as little variance as possible:
 - We learned that the "unknown" scared them away
 - We are still variable, but we CAP the price
- Guarantee that you will not go OVER a specific price and you'll be able to close more jobs.
 - It gives the client comfort that you are in this together,
 - This is an opportunity to be up front & honest with the client, let them know you need the business.
 - It usually results in over estimating and delivering exceptional service at a lower than expected price.
 - Included travel fee's into our hourly fee

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- We BRAG about this simplified pricing when giving it to the client

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Stopped having Daily Minimums

- We were losing jobs to the family, so we started including them in our crew:
 STOP saying NO.
 - Let the families get involved by lowering your minimums. Smaller ½ day jobs are ok.
 - Raise your hourly rate and work fewer hours for the family.
 - It gets you on the phone with the family decision maker at least 2 or 3 times during the process.
 - It also shows you are a part of <u>their</u> solution and that you are different than your competitors.
 - Having your men work next to other family members helps the other family members to experience the service they will also be buying in the next 5 years.
 - Often results in multiple call backs for additional jobs.
 *everything is an opportunity to up-sell.





Partner Up

- Start getting involved in the de-cluttering BEFORE they make a decision on the mover:
 - Partner with a local Professional Organizer
 - Have strong partnerships that they pass service onto you and you pass service to them for unpacking
 and organizing
 - Have same relationship with a local portable storage unit
 We partner with SmartBox USA (like POOS) to provide licensed & Bonded portable storage units for local and long distance storage
 - · They sell our labor and we sell their boxes

*we are averaging an extra \$5k to \$10k (summer) per month from referrals from professional organizers & portable storage companies.

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Partner Up

- Specialized with our competition:
 - TIMEs are TOUGH PERIOD.
 - We've partnered up with our competitors to take the jobs that are too big for us and
 - they sometimes refer more specialized jobs to us.
 - If you do this correctly, you can add revenues for you and your competitor.
- Become your client's services trust point:
 - Connect them with contractors, painters, landscapers, etc.
 Reciprocal business really ads up.

• Helping Out:

helping a client in a time of need will come back in almost any town.
Take a hit on your labor if it means maintaining goodwill.

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Stopped UP-selling Boxes

- We turned our trash into a box recycling program:
 - We donate free recycled boxes AFTER the free estimate.
 - The boxes have a Clutter Cleaner branded packing sticker that includes our company's logo, website & phone number.
 - This is environmentally friendly way to keep branded boxes in homes,
 — also keeps our company top of mind when the boxes stay in the home or get passed to friends.
 - Delivering these boxes after a free estimate helps secure the business and gets you back in front of the family BEFORE the move.
 - Often helps up-sell other moving supplies or additional hourly services later in the process.
 - We offer to pick up the boxes for free at the end of the job as well.
 This gives you another chance to be in front of customer AFIER they are pleased with your services. Create an ongoing relationship, not just a mover.



Help pay for their move

- Help them sell their unwanted items (most of you already do this):
 - Partner with local auction houses (you should take 10% on this)
 - Partner with local eBay stores
 - Don't sell it yourself, not worth the time
 - Get local junk buyers
 - Specialty buyers (books, antique clothes, records, etc)
 - Creating and managing these relationships for your client will enable them to let go of more items.
 It also enables any company items to be any other and the set of th
 - It also positions your company in as a helper and gives you more billable hours in front of the client.
 - $-\,$ often we find that clients can cover \prime_{2} or ALL of their moving costs through their profits on selling unwanted items.

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Other Opportunities

- Offer to deliver donations and unwanted trash to dump
 Easy up-sell at free estimate
- Become a local super star:
 - Media needs content.
 - Focus on local media to help them write content on the ever changing boomer market
 Everyone loves an expert
 - Provide and create local contests for media.
 - Richmond's messiest home.
 - Speaking
 - City clean up programs

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Challenge We tell hoarders, you can't fix the problem until you are brutally honest. Are you ready to be brutally honest with yourself Until you do, you are wasting time, money and energy. How will you change to make you & your business relevant to your clients' emotions? if you've helped them when they are down, you become their friend.



We want to help

- Q&A
- Partnering with Clutter Cleaner: — Treat us like an expert that YOU are bringing in
- we want to work with you

www.ClutterCleaner.com 800-226-0030

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