**Introduction**

* **Paul introduces himself and the Tuesday Lead Share Group.**
* **Housekeeping notes and introductions are typical.**
* **New people get 60 seconds to introduce themselves, others get 30 seconds.**
* **Featured presenter is Caitlin Atkins.**

**Upcoming Events**

* **Greet and Meet New Member Orientation: Today from 11:30am to 1:00pm. Free event with snacks and refreshments.**
* **Senior Helpers One Year Anniversary and Ribbon Cutting Celebration: This Thursday, June 5th, from 5pm to 7pm in Warrenton.**
* **Young Professionals First Friday Luncheon: This Friday, June 6th, at El Agave in The Plains from noon to 1pm.**
* **Monthly After 5: Thursday, June 12th, at Bailiwick Antiques in the plains.**

**Young Professionals Council**

* **A community for up and coming professionals in Fauquier.**
* **Open to everyone, "the young and the young at heart."**
* **Monthly first Friday luncheons at different businesses.**
* **Quarterly Crafted Connections, which are a take on after 5's.**

**Leads Discussion**

* **A lead is what you give to someone else.**
* **Going to lunch with a member counts as a lead for both, but only once a year.**
* **Still single digits for leads this quarter.**
* **Caitlin: "Believe me, when you start seeing leads passed, you start to realize why you're here."**

**Introduction**

* **Caitlin Atkins owns Spaces Organized in Styles, a residential professional organization in Wellington.**
* **The presentation will discuss the product Quality of life.**
* **SOS started in 2020 and focuses on residential organizing, life transition, and household management.**

**CPO Certification**

* **Caitlin received her CPO certification in October 2024.**
* **She is one of 17 in Virginia and the only one within a 45-mile radius of Warrington.**
* **The industry is unregulated, and they are working to set clear standards and credentials.**

**Psychology of Clutter**

* **Clutter increases anxiety and stress, reduces focus and productivity, and increases procrastination and decision fatigue.**
* **People with cluttered homes are 77% more likely to be overweight due to unhealthy eating habits.**
* **Clutter impacts women more than men and can significantly affect children with autism.**

**Identifying Clutter Triggers**

* **Identify clutter trigger points in your home, such as entrances, cars, garages, or closets.**
* **Emotional clutter should be contained to one space and not overflow into other areas.**
* **"If you were to open up your junk drawer, everything in that drawer has a place that it needs to live."**

**Clutter Quiz**

* **The quiz is from the ICD (Institute for Productist Organization) website.**
* **The quiz shows how clutter impacts your home environment.**
* **There are no right or wrong answers.**
* **Aim to be in the 20s when totaling the score.**

**ICD Levels of Hoarding**

* **The ICD is a national organization that puts out research and educational material on clutter and chronic disorganization.**
* **The ICD has five levels of hoarding tendencies.**
* **It's interesting to break it down this way because people often associate hoarding with extreme versions seen on TV, but many people fall between levels one and five.**
* **The levels aren't about good or bad, but about areas of improvement. If it impacts mental health, seeking help is an option.**

**Hoarding Levels: Structure**

* **The speaker called family members and told them they were a level two.**
* **Categories to consider: structure and zoning, animals and pets, household function, health and safety, and whether PPE is needed to enter the home.**
* **At level two, some level of protection might be needed to enter the home.**
* **The ICD website has a lot of information available.**

**Test Scores and Client Onboarding**

* **The speaker mentioned that if the client isn't on board with decluttering and it's not an issue for them, there's not much that can be done.**
* **The client has to be the one who wants to change.**
* **This often happens with people who are truly hoarding; they don't want people in their homes.**
* **Family members often push them to do something.**

**Client Assessment Example**

* **The speaker had an assessment with someone who was probably at a level four hoarder.**
* **The client met the speaker outside the house and texted 10 minutes before, expressing anxiety.**
* **The client and her husband met the speaker outside and didn't want the speaker to enter the house right away.**
* **The speaker emphasized that the client had to be the one who wanted the change and that it would be a long process.**

**Services and Hoarding Tendencies**

* **The speaker's company charges by the hour.**
* **They typically work with people who need help decluttering after events like moving in-laws' belongings into a garage.**
* **They don't work with actual hoarders, but they can work with people with hoarding tendencies.**
* **They are finding that they can work with levels one through three of hoarding, but level five and possibly level four are where they draw the line.**

**Hoarding Levels Discussion**

* **Level one doesn't even look like hoarding.**
* **The animal aspect is interesting, such as someone who took in 35 Chihuahuas.**
* **Pet odor is a big problem in many houses, even if they aren't considered dirty or cluttered, which could be a level two or three issue.**
* **This can open up conversations with people who go into homes.**

**Scent and Clutter Zones**

* **Scent is one of the first things noticed when entering a house.**
* **People often disassociate with smells they are around every day.**
* **The speaker mentioned the term "smoky peach" to describe the smell of cigarette smoke.**
* **The goal is to get people thinking about their homes and clutter zones.**

**Additional Organizing Services**

* **The speaker's company offers digital organizing.**
* **Photo organizing is a big thing, including photo scanning and organizing, which can be done on the cloud.**
* **Virtual organizing is offered for support between in-home sessions to maintain progress.**
* **"Nature abhors a vacuum," so it's about being comfortable with open space.**

**Clutter and Space**

* **People don't typically like to have openness around them and feel uncomfortable with space.**
* **People will fill the space they have, regardless of the size.**
* **One person throws everything away and then regrets it.**

**The 20 by 20 Rule**

* **The 20 by 20 rule: If you can get it in 20 minutes for under $20, it's okay to toss it.**
* **It's important not to throw away important documents or tools.**
* **Don't keep things "for the sake of" possibly needing them one day.**

**Organizing**

* **It's fine to have a collection of something that brings you joy, like coffee mugs.**
* **Problems arise when collections overflow into other designated spaces.**
* **Some organizers offer storage organizers and shelving suggestions.**

**Professional Organizers**

* **The organizing industry is unregulated, with no industry standards.**
* **Some organizers offer a "quick service, fast food experience" without a phone call or assessment.**
* **Others, offer a more in-depth experience, providing organizing solutions, bins, containers, and shelving, while considering the client's aesthetic and preferences.**

**Client Involvement**

* **Working together with the client is important for long-term success.**
* **Organizers shouldn't toss, throw away, or donate anything without client involvement.**
* **Some clients want to be very involved, while others just want the house organized quickly.**

**Introductions**

* **Becky Miller owns Piedmont Pine Properties in Warrenton, specializing in residential sales and property management, managing 250 rental units.**
* **Lisa Barkema from Piedmont Peace Center helps people manage conflict through mediations, education, and a process called "chats" to build connectedness.**
* **Stephanie Teague's Beamer is a medical device that improves blood flow.**
* **Paul Klinger from UVA Community Credit Union does mortgages and refinancing.**

**Paul Klinger**

* **UVA Community Credit Union Mortgages.**
* **Offers guidance on mortgages, housing market, and refinancing.**
* **Programs focus on financial well-being for all lending.**

**Dennis Donovan**

* **Bowman Gaskins Financial Group.**
* **Helps people navigate investment waters and achieve long-term financial goals.**
* **Offers consultations and reviews for no charge.**
* **Works with clients both locally and around the country.**

**Scott Bricker**

* **Orkeda Media Group: Marketing, branding, and design.**
* **Helps clients streamline their websites to improve online presence.**

**Dennis Reitz**

* **Golden Rule Builders.**
* **Working on an addition to a home built in 1913 to accommodate a growing family.**
* **Focus is on practicality and continuing a family heritage, not high-end finishes.**

**John Fraser**

* **Brown and Bigelow: Promotional products for businesses.**
* **Promotional products include beach towels.**
* **"We do pretty much anything you can put a name on."**

**Jan Sutton**

* **Sutton Insurance: Offers business, life, auto, and home insurance (BLAH).**
* **Example referral: Connecting a client who is a hoarder with Paul for mortgage advice to fund a home addition by Golden Rule.**

**Travis Bale**

* **Top Notch Drone Solutions: Aerial videography and photography.**
	+ **Construction progress monitoring, mapping, and building inspections.**
	+ **Thermal cameras for various uses, including locating lost animals.**
* **Drone was shot down during a job.**
* **Based in Bealeton, average service radius of 40 miles, but willing to travel further with mileage surcharge.**

**Caitlin Bale**

* **Top Notch Drone Solutions: Handles the tech side (website, SEO).**
* **Created a non-profit branch, Top Notch Pet Recovery, to work with lost animals.**
* **Training a dog to be a cat detection dog.**

**Earon Banister**

* **Countryside Title in Escrow: Owns and operates a title company.**
* **Involved in purchases and refinances.**

**Rule 62 Therapy**

* **Krista Kim with Rule 62 Therapy, a mental health therapy practice based in Catlett, VA.**
* **They are all virtual and have five therapists on staff.**
* **A good referral is "anybody that needs a little bit of support," because "everybody needs therapy...at some point in your life."**
* **They see a wide range of clients throughout Virginia with any kind of difficulty or struggle.**

**Leads and Client Acquisition**

* **Relies heavily on referrals from individual clients, real estate agents, and lenders.**
* **There is still a stigma associated with mental health therapy.**
* **People seek therapy for various reasons: transitioning, kids leaving for college, divorce, aging parents, medical diagnoses, or general stress.**
* **A good lead is "anybody who's breathing pretty much who's in this life with all the stressors and all, anybody who needs a little extra support."**

**Therapist Team and Approach**

* **They have five therapists with different approaches and backgrounds to fit the client's needs.**
* **The biggest hurdle for people is finding a therapist with availability and who is a good fit.**
* **They don't keep wait lists because it's not fair to the client.**
* **They offer support for people who have loved ones struggling with addictions.**

**Consultations and Referrals**

* **They offer a free 15-minute consultation where clients can meet with each therapist.**
* **They try to figure out what the client is looking for, their needs, and what kind of approach works best for them.**
* **They will make a recommendation for which therapist they think would work well.**
* **If none of their therapists are a good fit, they have a referral network and will refer out to someone who would better suit their needs.**

**Location and Contact**

* **They work from home and are virtual.**
* **They live in Catlett, VA.**
* **Their therapists and clients are spread throughout all of Virginia.**