

In this business, every job is a big to-do . . .

about 'ta-dah'

By Sandra Martin

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Presto, chango. Give Darla DeMorrow access to your house, and let her walk through its rooms with you. Clipboard in hand, DeMorrow is about to change the way you live and the way others see your home.

With a corporate background in project management, DeMorrow brings a business perspective to her objective of re-organizing people's lives, not just their closets or their living rooms.

"I started my business one year ago doing just the organizing component," said DeMorrow. "I joined up with the Greater Philadelphia Region chapter of the National Association of Professional Organizers (NAPO). I had an opportunity to change my own life and start out with something new. Given my background, I've always approached each client's needs with a project management approach.

"I'm all about getting things done. Organizing, and home redesign, and staging, are very 'New Jersey 2005' kinds of



A few days earlier, DeMorrow and the homeowner review potential changes to be made. Note how the furniture takes up more space, and the unused corner.

problems," she said.

Professional organizing is only one of the three components of DeMorrow's business, which she dubbed HeartWork Organizing.

Her organizing services help

a client de-clutter closets, living rooms, garages and basements in order to gain a sense of order, value and peace. "I do a lot of home offices," said DeMorrow.

There's her home redesign service. "That's a way to make

use of the things a homeowner already owns to completely transform their living space," she said. Rearrangement of furniture in a room or transferring pieces— sometimes involving

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'Ta-dah': Home staging is all about the sparkle

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hauling up a long-forgotten item from the basement or garage — from one room to another — is key. DeMorrow, as an objective second set of eyes, can see possibilities to open up space and transform a room to make it more appealing and more user-friendly.

Third is real estate staging. Essentially, it's the home redesign component, but taken to another level for a client whose home is on the real estate market. "My goal for staging a house is to make the rooms, and the entire house, the star of its own show," said DeMorrow. "I want to make it sparkle, and stand out in the potential buyers' minds. You want to make your home that's on the market the most memorable."

Here's what one such client, Jeanne Reser of Wenonah, had to say after a visit by DeMorrow.

"We're in a situation where we're moving, and we wanted to make the house more eye-appealing, more wide open and uncluttered," said Reser. "Darla gave me some fantastic ideas that I didn't even think of."

"She can see 'beyond' what's actually there in the room," said Reser. "For example, when she was there, she noticed a huge desk we'd had over in a corner of our basement. 'You can put that by your washer and dryer and use it as a laundry folding station,' she said. It opened up that space and the desk no longer blocked a cedar closet in the room."

Sometimes, DeMorrow does the heavy lifting and furniture moving by herself if a particular job involves several rooms or several days. In Reser's case, all Reser needed was the recommendations DeMorrow provided.

"Her evaluation was really quick," said Reser. "She went through the house with a camera, taking pictures, in about two hours and then e-mailed me her list of recommendations. I did the actual changes myself."

In Washington Township, DeMorrow presently is doing a real estate home staging for a client with a number of rooms that needed some rearrangement to open up floor space and make the house more appealing to potential buyers. In the dining room, DeMorrow took out several leaves from the table and removed a few chairs, "to increase the sense

of the large space that it truly is," she said. The dining room was also made more attractive for viewers by removing some floral arrangements and opening up the window treatments to allow in more natural light.

In the family room, an afternoon's work found DeMorrow taking a space with furniture arranged in a static pattern against the walls — and at right angles — and opening up the space by angling the pieces and creating what she calls "different zones in a room."

A corner "dead space" with no function was punched up by adding lighting, a small table and creating a cache-place for keys and mail, not to mention adding some life to that corner of the room.

Other pieces of furniture and accessories, or teetochkes, were removed entirely, uncluttering the space and adding even more of a sense of openness and serenity.

"In staging, you want the potential buyer to be hit with the 'ta-dah' effect when they enter a room," said DeMorrow. "Everything in organizing is about being able to find what you need, when you need it."

FYI

To learn more about HeartWork Organizing, contact Darla DeMorrow at 856-905-3202 or email her at Darla@HeartWorkOrg.com

You can see more examples of "before" and "after" spaces organized, redesigned or staged by DeMorrow by visiting her Web site: www.HeartWorkOrg.com.

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