

Our homes and our belongings are in a symbiotic relationship

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After all, the size of your home often determines how much you accumulate, and many of the things you accumulate are purchased to compliment your home.

So it's no surprise that when it comes time to move, one of the first questions becomes: What about my things? It's both a practical and, like nearly everything else related to moving, an emotional question.

The subject has been a major topic of conversation for two local businesswomen: Pauline Donnelly of Donnelly + Co. Real Estate, and Valerie Achorn of Simplified Lives, a moving concierge service that helps its customers cope with their accumulated belongings when it comes time to relocate. After a chance meeting, the two business owners saw how well their services could mesh.

Donnelly, who opened her boutique Newbury Street brokerage in 2017, says Achorn's service is just what many of her clients have needed all along.

"Moving represents a huge practical challenge for anyone who's spent more than a few years in his or her home," Donnelly explains. "A homeowner's first thought is almost always: How am I going to deal with all my things? But it's complicated by the emotional part of it all. Because of

course, it's not just stuff—it's lives and memories."

The two women have been working together for a couple of years now, and Donnelly says she and her agents have already found that Achorn's services make an immeasurable difference for her clients.

It begins with an in-home visit to assess the scope and details of the move.

"Our initial consultation helps us understand the scope of work, as well as how hands-on the client wants to be," Achorn says. She explains that her clients are often fully involved in the process, but that some appreciate things being dealt with by a less sentimental third party.

"From there, we sort belongings into three categories: things to be packed and moved, things to be appraised and sold, and the rest, which is donated, recycled or discarded."

Donnelly says that this simple organizational approach is often just the framework homeowners need to begin to sort through the emotional realities of the decisions they'll need to make.

"Donnelly + Co. is built on, among other things, a high level of customer service," Donnelly explains. "Our agents are all well-trained in helping clients through this process. But the services of Simplified Lives have truly taken it to another level."

Achorn's services extend beyond moving. They put their operation to use for everything from simple decluttering to home staging to appraisals, and they're

also specialists in senior move management, and have received a Circle of Service Award from the National Association of Senior Move Managers.

"There's that saying that you don't own your stuff, your stuff owns you," laughs Donnelly. "Simplified Lives helps alleviate that feeling when it matters most."

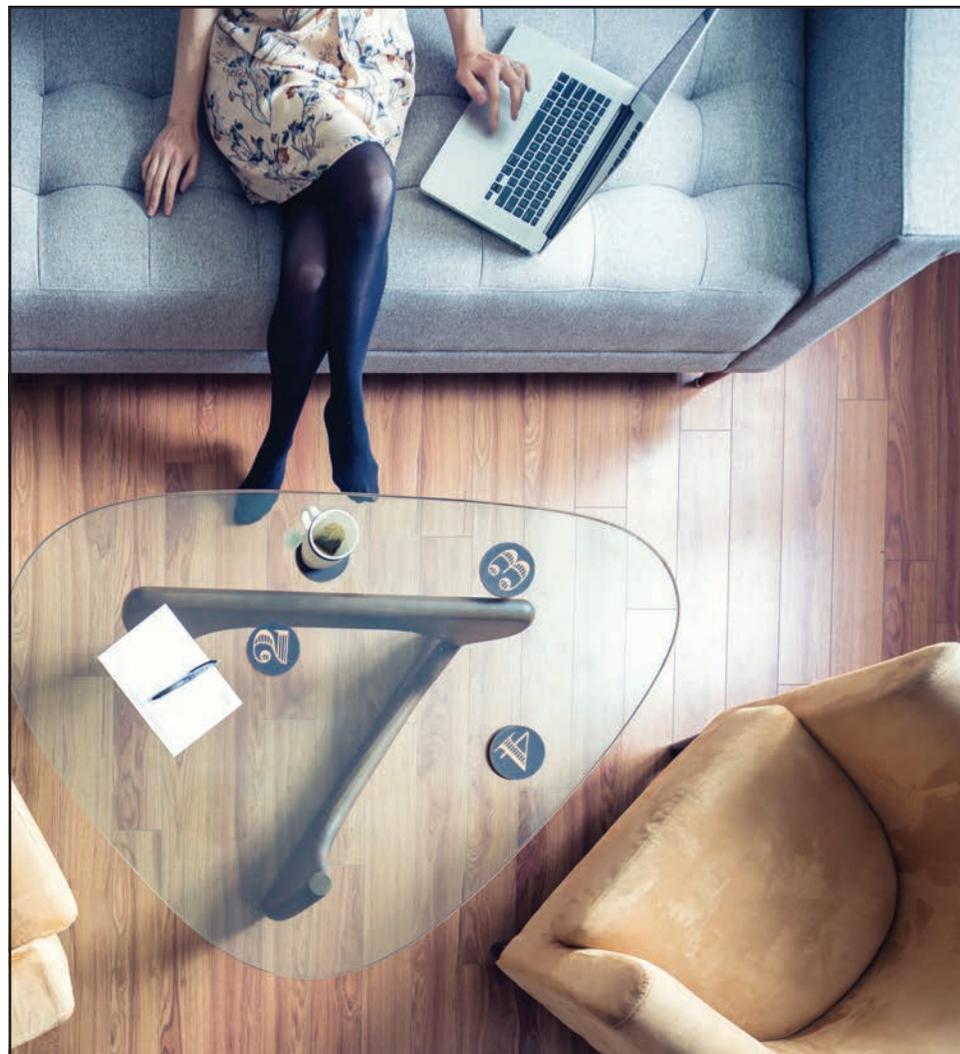
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1. One call to handle all client downsizing/moving needs; no more multiple calls to multiple vendors
2. Simplified Lives professionalism, diplomacy and high-touch service
3. Proven ability to deliver exceptional customer service
4. All staff insured & bonded

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