

# Personal organizers come in many specialties

By Harold Davis  
Special Correspondent

Cara Brook does not believe that if someone is disorganized there's something inherently wrong, though some of her clients might think so. Brook, a professional organizer, helps both small businesses and individuals get better organized.

But don't mistake Brook for a cleaning person who works when you're not around. She works with clients to complete specific tasks.

She runs a company called Strategize.Organize.Simplify, or S.O.S for short.

"Being organized and being clean are not the same thing," Brook said. "There are people who are clean that might have neat piles on their desks, but forgot to RSVP to an invitation or a bill left is unpaid, just because they don't know where stuff is."

Whether the client is a pack rat by nature or has been battling paper work as the result of job consolidation, Brook said she wants to make clients feel comfortable and able to operate with more efficiency.

**When did you start your business?**

I started in February of this year.

**What was your previous employment?**

I had a couple of different jobs in the project management area. I was an executive director for the Regional Bar Association in Stamford. I worked for Oxford Health Plans as a contract liaison for their outside vendors and served as a technical liaison. Right before this, I was an office manager for a pest control company.

**How often do you go to someone's**



Kathleen O'Rourke/Staff photo

**Cara Brook of Strategize.Organize.Simplify. is a professional organizer who specializes in paper and file management. She sits in a client's home, which is a work in progress.**

**home or office and how long are you there for?**

Once a week for a couple of hours, but no more than four hours. I'm working with them sorting things through, like what they're throwing away or going to donate. If they are going to keep something, it's a decision of how are they going to file it and where is the best place to store it.

**Are there others in the area that do this?**

When I first started, I did research on the Web and found the National Association of Professional Organizers and they have a Connecticut Chapter. I became a member of both.

So there's a couple in Fairfield County and about 50 in the state.

**Are there any risks to this, such as other competition?**

No, we all have our different specialties. There are people that specialize in wardrobe organization and other that are good with working with children's rooms. Also the professional organizers I know refer each other for work.

**What is your specialty?**

Paper and file management for the home office and small business, and general residential work.

## At work *with...*

**Name:** Cara Brook

**Company:**

Strategize.Organize.Simplify, or S.O.S for short

**Title:** Owner and professional organizer

**E-mail:** sosllc@optonline.com

**Home:** Stamford

**How do you promote your business?**

I just went to the Stamford chamber new member reception last Wednesday and handed out business cards. Most of it is through networking groups. I also belong to Junior League of Stamford and Norwalk.

**What areas do you work in?**

I cover Fairfield, Westchester and New Haven counties. Lately its been primarily been lower Fairfield County: New Canaan, Norwalk, Stamford and Darien.

**How do you charge for your services?**

I have an hourly rate.

**What are your future plans?**

In the future, I'd like to do some public speaking on organization and I'd like to relay the message that being unorganized is not a character flaw.

— *At Work With* regularly appears in *The Advocate* and *Greenwich Time*. Do you know of an interesting job or have one yourself? Tell us about it. Please contact Harold Davis at 964-2277 or [harold.davis@scni.com](mailto:harold.davis@scni.com).