

STROLL

Indian Peaks

meet tina wand

OWNER OF SIMPLY
ORGANIZED BY TINA

DELIVERING NEIGHBORHOOD CONNECTIONS

STROLL INDIAN PEAKS: Tina, thanks for chatting today! Before we dive into your business, do you mind sharing a little about yourself?

TINA: I grew up in the San Francisco Bay Area. After high school, I joined the United States Air Force where I was a security specialist stationed at Offutt AFB in Omaha, NE, and Osan AFB in South Korea. After the military, I pursued a degree in business economics from Sonoma State University followed by an MBA from the University of San Francisco.

I moved to Colorado in 2007. My husband, Chris, and I have a 12-year-old daughter, Natalie, who attends Peak to Peak Middle School, and a yellow lab named Tilly.

How long have you lived in Indian Peaks?

Chris has lived in Indian Peaks since 2004, which is before we even met! After getting married and starting a family we decided it was time for a new home. We looked in many different neighborhoods but kept coming back to Indian Peaks because of how much we loved our neighbors. I'm happy we were able to find our next home in the same community.

Tell us about your business, Simply Organized by Tina.

We provide confidential, judgment-free professional home organizing and decluttering services to busy families and individuals. This may include helping people downsize to a new living situation, clear out the clutter from one or more spaces in their homes, or simply organize a kitchen, pantry, toy room, bathroom, or closet so that it functions better. I believe becoming organized is an investment in your well-being.

How long have you been involved? What does your volunteer work include?

After graduating from college in the Bay Area during the dot-com boom, it was no surprise I found a career path working in public relations and marketing for start-ups and larger technology companies.

For as long as I can remember, I've always been organized at home and at work. Growing up, I was the kid who never had to be told to clean my room because it was always very neat and tidy.

Before I knew professional organizing was a real service, I had friends tell me I should help people get organized. Thanks to professionals like Marie Kondo and shows such as The Home Edit, professional organizing services started to grow as an industry and people have started to understand the benefits of eliminating clutter and being better organized. After leaving the corporate world, I started researching more about it and worked for three different organizing companies before starting my own.

How do you feel your stand out among other home organization businesses?

First and foremost, I like to make sure there is a good connection with my client. It is very normal for some



people to feel shame or discomfort in inviting a professional organizer into their home, therefore, it is important my clients understand there is no judgment and that they feel safe and comfortable working with me.

I also believe there is no one-size-fits-all approach to organizing. We've all seen photos of beautifully labeled and contained pantries. While that approach may work for some, it may not for others. It is important for me to understand the goals of my client in order to create an organized space and system that functions in a way that meets their needs and makes them happy.

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Any advice you can offer residents?

The biggest obstacle I see to people getting organized is feeling overwhelmed and not knowing where to start. Instead of trying to tackle a large project all at once, start small. Maybe it is the junk drawer or a linen closet. Keep a donation box handy that you can add to as you come across unwanted items so they don't continue to take up space. If you do decide to hire a professional organizer to help you get organized, make sure your personalities mesh well, you feel comfortable working with them in your space, and they understand your goals.

How are you and your business involved in the community?

As a military veteran, I proudly offer a discount to our military and veteran community. I also offer a discount to healthcare workers and teachers.

Tina, is there anything else you'd like residents to know about you, your family, or your business?

I've lived in Indian Peaks for 15 years now in two different homes! I enjoy cooking and baking with my family and as a result, kitchens tend to be my favorite room to organize. I'm on a mission to try and learn Italian and you can often find me walking our dog, Tilly, along Indian Peaks Trail.

Business Contact

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Attention, business owners! Did you know that you could highlight your business for free in this publication? Email the publisher at IndianPeaks@n2co.com to be featured.

TESTIMONIALS

“Tina was great to work with. She knew exactly what needed to be done and helped me get it done systematically, including how to get started, what to prioritize, and what common pitfalls to avoid! I highly recommend her to anyone needing to get their home organized!”

—DAVID CHOI