

RELIEVE THE STRESS FOR SENIORS AND GET DOWNSIZING

FOR SENIORS, one of the most difficult times in their later years can be the task of moving and the downsizing stage. There can be a lot of stress surrounding deciding where they should move, what they would like to take, and what they are actually able to take.

That's where Downsizing Diva comes into play. The company came from recognition of the need to help seniors facing these drastic changes to make the transition much smoother and less stressful.

"My passion is moving seniors at the right time," explained Brenda Alderdice, franchise owner of the Caledon/Dufferin County of Downsizing Diva. "Some wait too long because of the work involved, so they stay. Sometimes a personal crisis may occur and they may lose control and family may step in and make the decisions for them."

Ms. Alderdice was one of the first franchisees of the Downsizing Diva and began the journey shortly after facing the situation of helping her own father downsize. She attributes the experience as a wake-up call that helped her recognize the need for this personalized service.

"My experience downsizing and moving my father was truly the gateway to my present passion," she said. "It sent me towards becoming a business owner and helping seniors and their families make this very difficult transition in their later years as stress free as possible."

Downsizing Diva provides a start-to-finish service, helping clients determine when is the right time to move, helping to clear clutter and organize, downsizing 'stuff', the list goes on and on. They'll even help clients donate, sell or discard of items they no longer want, and help to arrange for a contents sale or auction.

"We love to assist and help them choose what they want to keep, and what they want to dispose of," she explained. "After moving, we re-create their space in their new home, with their favourite keepsakes and furniture."

The entire format of the company, and the way the 'Divas' operate is designed to help make the entire process much simpler, less stressful, and customize a plan for the needs of each individual and family.

"Once moved, their loved ones can enjoy quality time with their loved ones in their new surroundings without worrying about all the demands of caring for a home," said Ms. Alderdice. "It is important one stays in their home for as long as they can, but when they make that decision, we are there to help every step of the way and even have some laughs along the way."

While Downsizing Diva has been operating in Caledon for three years, Ms. Alderdice recognized the need for seniors in Dufferin County too, which prompted the expansion of her services.

For more information on Downsizing Diva, their services, review testimonials, or to book a free in-home-consultation you can visit their website at movingseniorscaledon.com, by email at brenda@downsizingdiva.com, or by phone at 416-818-8249.

Downsizing
Diva

Planning a move?

Downsizing Diva can help with all the details... from start to finish

Moving Seniors and their families with care, compassion and sometimes, comedy!

**SPECIALISTS IN
DOWNSIZING &
MOVING FOR SENIORS!**



Brenda Alderdice (416) 818-8249
www.downsizingdiva.com

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