

## NEW VENTURES

# Easton startup organizes homes, small businesses



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Maintaining order is a big part of Christopher Fairchild's life — personally and professionally — so he recently started a business to keep homeowners, home sellers, renters and small businesses "In Order."

The key to the success of his new business he said is organizing someone's personal or business space based on that person's habits. Before he began In Order in January, Fairchild said he was "basically reflecting on organizing as a strength of mine that I could capitalize on."

The entrepreneur, who has been an assistant director of

recreation services at Lafayette College for the last six years, reported that he wants to focus not only on small businesses and home organization but also on personal organization. "Anyone can buy a set of organizing cubbies or a shelf, but there's more to it than that," said Fairchild, "It's a matter of dissecting how a person actually lives or works. Analyzing their habits in a confidential and respectful way leads to practical solutions."

He offers free consultations, taking clients through a room, and going over the pros and cons of its organization. He then puts together a proposal with estimates for time, cost of materials and other aspects of the job.

"I also would like to focus on the homes for sale, such as if

someone is selling a home and needs help organizing it in a way that is visually appealing," Fairchild said. "There is also a focus on small businesses. The fact is that many businesses are focused on the task at hand and don't have time to organize things such as documentation, computer files, photographs, calendars and arranging physical space."

He added that his background in recreation services can also help his clients organize their lifestyle and he can assist with establishing an appropriate exercise routine.

In Order is based out of Fairchild's home. The address is 541 Raub St., Easton, PA 18042. Clients can schedule an appointment by calling (484) 226-0229 or by sending an e-mail to [inorder2organize@hotmail.com](mailto:inorder2organize@hotmail.com).