

## Entrepreneur: A clean room as a kid pushed Bridges Conner into business

Bridges Conner's parents never would have dreamed that telling their daughter to keep her room clean would lead to a bustling Valley enterprise.

Conner found herself at a crossroads in life. Returning to Phoenix from a formerly settled domestic life in Dallas, she found herself with a lot of options.



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Bridges Conner, center, and her staff work around the Valley to keep people organized.

"I've always been rather entrepreneurial," she said. "So it was a matter of balancing something to do with raising my boys."

Conner found herself using her childhood love of organized rooms to help friends face household clutter.

Out of that came Get Organized with Bridges + Co., a company of professional residential and commercial organizers.



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In February 2010, it was just Bridges doing all the organizing.

"There have been studies that show when someone gets their home or business physically organized, it actually frees up energy," she said. "Clients tell me they can finally find what they need and have a huge sense of relief. They feel they can move forward."

While Conner started doing it on her own, her firm has grown this year to a team of 15 organizers.

While they are sometimes called in for emergency closet and garage cleanings, they also have been involved in organizing entire homes and commercial offices.

Sometimes clients are staging a home for sale. Sometimes a client has a life transition and just wants to clear out clutter and start fresh. And, in other instances, customers may not be able to figure out where to begin.

"This is a very organized process," she said with a grin, adding, "It is a thought process, sometimes a counseling, but in the end organizing is a logical step-by-step effort that we take. We're recreating thoughts and habits."

A background in fashion merchandising and property management gives Conner the foundation for the business, as does a stint running a scrapbooking store.

[Currently Conner](#) is active in the National Association of Professional Organizers and its Arizona chapter.

She has spoken professionally to help others with business development and opportunities in the organizing field.

Promoting Get Organized is a challenge, because conventional advertising doesn't generate the volume of results a typical retailer or service business would expect for the cost.

Conner, who self-funded the business, uses special events.

Get Organized typically has about 25 to 30 decluttering projects in progress per month. Conner's goal is two teams on assignment each day.

The business has grown to a point that she hired a virtual assistant to handle aspects of the business administration she doesn't do well.

"It is well worth the cost," she said. "It lets me focus on what I do best."

| *Eric covers economic development, banking and finance, infrastructure, transportation and utilities.*