

HOME PREPARATION — WHICHEVER PATH YOU CHOOSE

Decluttering your Home: *Sell or Stay?*

Whether you're simplifying to stay in the home you love or getting it ready to sell, Cend helps families and older adults across North America prepare their homes thoughtfully — without the pressure of doing it alone.

- Available Nationwide & in Canada

Stay or sell — it starts the same way.

For many older adults, the big question is whether to stay in the home they love or move on to something new. Both are good choices — and both begin with the same step: thoughtfully sorting through a lifetime of belongings.

Decluttering goes beyond a typical cleanout. If you're **staying**, it means creating a home that works with you — clearer pathways, easier access, less to maintain. If you're **selling**, it means a home that shows beautifully and moves you toward your next chapter. You don't have to decide today — we help you prepare for either.

Not sure yet? That's completely fine. Decluttering now keeps both doors open — and makes whichever choice you land on far less stressful.

A DECLUTTERED HOME CAN:

- ✓ Open up rooms and pathways — easier to live in, and easier to show buyers
- ✓ Lower the physical and mental load of managing a full household
- ✓ Make room for grab bars, wider pathways, or a first-floor bedroom — if you stay
- ✓ Help your home photograph and stage well — if you sell
- ✓ Take the pressure off a future move, whenever and wherever it happens
- ✓ Give you genuine peace of mind — and keep both options open



WHETHER YOU STAY OR SELL, START FROM A PLACE OF CALM

Start before you have to.

Many people wait until a health event or a sudden move forces the conversation. But starting early gives you something invaluable — the ability to make decisions on your own terms, without pressure or urgency.



Your Timeline, Your Choices

Decluttering early — before a health event or a listing deadline — lets you decide what happens to your belongings thoughtfully, and without rushing. You stay in control whether you end up staying or selling.



Easier for Everyone You Love

A simplified home is easier for family, caregivers, and agents to navigate — reducing stress and confusion for everyone involved, whether they're supporting you at home or helping prepare it for market.



Ready for Either Outcome

Open pathways and clear rooms make it simpler to add accessibility modifications if you stay — and to stage, photograph, and list quickly if you sell. Either way, you're prepared.



INDEPENDENCE IN THE EVERYDAY

Our process, step by step.

Every home — and every person — is different. Our decluttering process adapts to your goal, whether you're preparing to stay comfortably or getting your home ready to sell.

1

Initial Consultation

We begin with a conversation — not a checklist. We listen to your goals, your concerns, and what matters most to you about your home. This is the foundation for everything that follows.

2

Virtual or In-Person Walkthrough & Assessment

Together, we evaluate each room with fresh eyes — identifying what could be simplified or reorganized for safety and ease of daily living, or staged and refreshed to show well to buyers. We look at your home from a new perspective so you don't have to figure it out alone.

3

Sorting & Decision-Making Support

Your dedicated Personal Move Manager (PMM) works alongside you to thoughtfully sort through your belongings — helping you decide what to keep, donate, gift to loved ones, or let go. There is never any pressure. We always move at your pace, and every decision is yours.

ⓘ Not ready to decide on certain items? Cend connects you to secure, professional storage facilities — nationwide and globally — so you have all the time you need.

4

Coordination of Next Steps

From donation pickups and responsible disposal to the sale of belongings or collections — we handle all the details so you don't have to. We also assist with unique items like hazardous household materials (such as paint) that require special handling many local municipalities require.

5

Wrapping It All Up

When Cend's team completes your project, we leave your home organized and calm — ready for comfortable living, or ready to photograph and list. We provide a detailed inventory of donated items for tax purposes, and carefully prepare any heirlooms designated for family, coordinating shipping so they arrive safely to the people who matter most. From start to finish, every single detail is handled.

Every room. Every need.

Decluttering prioritizes the spaces that matter most — for daily comfort if you stay, and for first impressions if you sell. Practically speaking, we can handle any and all rooms in your home.



Entryways & Hallways

Clear pathways and remove obstacles for safe, easy navigation if you stay — and an open, welcoming first impression if you sell.



Bathrooms

Simplify storage and clear surfaces — ready for accessibility additions like grab bars and shower seats, or for a clean, spa-like look buyers love.



Bedrooms

Assess furniture placement and ease of movement — planning for a first-floor bedroom if you stay, or styling restful, uncluttered rooms if you sell.



Kitchens

Organize for accessibility and everyday ease — or clear counters and cabinets so the kitchen photographs spacious and bright.



Living Areas

Create open, easy-to-navigate spaces — comfortable and welcoming to live in, and inviting for buyers to picture themselves in.



Garages & Storage Areas

Reduce accumulated items that create maintenance burdens and safety hazards — and clear the clutter buyers most often flag in these spaces.

Our Promise to You



Send works entirely at your pace, guided by your wishes. There is no pressure, no judgment, and no decision that must be made before you are ready. We bring patience, expertise, and genuine care to every home — and we don't leave until every detail is handled.

Available Nationwide

Available in Canada

Global Network

We have answers.

Everything you need to know before getting started — answered simply and honestly.

Do I have to get rid of things I love?

Absolutely not. The goal is not to empty your home — it is to simplify it. You decide what stays, what goes, and where everything ends up. If you're selling, we'll suggest what's worth keeping, storing, or moving with you; if you're staying, nothing leaves without your say-so. For items you're not ready to part with, we recommend storage options so you have all the time you need to decide.

Should I declutter before I decide whether to sell?

Yes — and it's one of the smartest moves you can make. Decluttering first gives you a clear-eyed look at your home and your belongings, which often makes the stay-or-sell decision easier. It also means that whichever way you choose, you're already a step ahead.

How is this different from a regular cleanout?

A regular cleanout focuses on removing everything. Our decluttering is a guided process built around your goal — keeping what you need to live comfortably, or paring back and staging to help your home sell. Either way, we thoughtfully rehome the rest rather than simply hauling it away.

How long does the process take?

Every home is different. Some clients complete the process in a day or two; others prefer a slower, multi-visit approach over several weeks. If you're preparing to list, we can work to your agent's timeline; if you're staying, there's no rush at all. We move at the pace that fits you.

Can Cend help with what happens to items I no longer need?

Yes. We coordinate donations, family distributions, sales, and responsible disposal — so you don't have to manage those logistics alone. We also assist with unique needs, such as paint and other hazardous household materials that many municipalities prevent from being discarded in standard waste collection.

Can Cend help get my home ready to sell?

Yes. Beyond decluttering, we help prepare your home to show its best — clearing and organizing rooms, staging key spaces, and coordinating the sale or removal of furnishings you're leaving behind. We're glad to work alongside your real estate agent, and with adult children or family helping you through the move.

Is Cend available in Canada and internationally?

Yes. Cend provides decluttering, home-sale preparation, and senior transition services across North America. For clients with properties outside of North America, our global network allows us to assist with the consolidation of multiple homes. Contact your Cend Specialty & Senior Move Management advisor to begin the conversation about your next steps.



A HOME THAT WELCOMES EVERY GENERATION — AND EVERY NEXT STEP

Ready to take the first step?

Whether you're leaning toward staying, getting ready to sell, or simply not sure yet, you don't have to figure it out alone. Cend's advisors are here to guide you — or someone you love — through the process with care, patience, and expertise.

Reach out today to begin a conversation. There is no commitment, no pressure — just a caring team ready to help.

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REQUEST A FREE CONSULTATION

FULL NAME

EMAIL ADDRESS

PHONE NUMBER

HOW CAN WE HELP?

[Request a Free Consultation](#)