

Marla Ottenstein, owner of **Professional Organizer Florida** and the author of the “Get Organized” column that appears in the Naples Daily News, is renowned as Naples’ premier professional organizer. Services include complete home and office organization, multi-home/estate management; “light” home staging, downsizing and “gentle” transitions; move in/move out services and estate liquidation. An expert in her field, Marla combines just the right mix of compassion and humor with a dash of tough love to help her clients take control of the clutter and simplify their lives.

5Q SERVICE

BIZ PROFILE

**MARLA
OTTENSTEIN**
OWNER

**PROFESSIONAL
ORGANIZER FLORIDA**

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Hours: By appointment



1 Why did you choose to start this type of business?

Owning a professional organizing business was always in the back of my mind, so when the market tanked in 2008 and my marketing and public relations clients decided to cut back on their marketing efforts, I figured there’s no time like a recession to start a new business. The transition made perfect sense. Helping others get organized has always been a passion of mine and was something I was very good at doing, so why not jump in, feet first?

2 What is the most challenging part of your job?

Finding time to keep my own life in order during “season” can be a challenge — really! At the height of season, when I’m working with clients four to five days a week; writing my biweekly column for the Daily News, juggling speaking engagements; teaching at Florida Gulf Coast University’s Renaissance Academy and working on several ongoing charity

projects, it’s tough to find time to breathe, let alone sort through the mail and keep up with the ironing.

3 What do you enjoy most about owning the business?

I love the flexibility of owning my own business, although sometimes my calendar is a bit ridiculous and I can’t be as spontaneous as I’d like to be, but the payoff — helping others simplify their lives — makes it all worthwhile. I’m in the business of helping people do the things they can’t, won’t or don’t want to do themselves. To me, there’s nothing better than knowing I’ve made a difference in my clients’ lives. I absolutely love my job!

4 What types of work experience or training were required for you to run your business?

My parents always encouraged my brothers, sister and me to find something we loved to do and to pursue our dreams. This entrepreneurial spirit is an inherent part of

who I am. I’ve worked as an assistant producer for NBC News; was a buyer for Bloomingdale’s in New York City; owned two successful luggage stores and created the Millennium Experience for the Ritz-Carlton, Naples. Each one of these experiences required a resolute level of determination, commitment and professionalism and, above all else, organization. When I look back, I think everything I’ve done was just a precursor to doing what I love best.

5 What are your goals for the future of your business?

I realize when people come to Professional Organizer Florida for help, they want to work with me and not with someone who works for me, therefore my goal is to continue to grow my business and to service clients, but also to find ways to help people, which may not require my physical presence 24/7, such as getting “Get Organized” syndicated and finding the time to write a series of books about getting, and staying, organized. Both are in the works, but will take time.

If you would like to nominate yourself or someone for a business profile, please email news@naplesnews.com. Include the business owner’s name and title, place of business and contact information including phone number and email address. Or you can fill out a form on www.naplesnews.com/participate.