



**Certified Hoarding Coach  
&  
De-cluttering Expert**

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**Apolonia Edwards**

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**For More Information Please call  
347-492-0075**

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**www.  
IdealCleaning  
Services  
LLC.com**

**In 2002 I founded Ideal Cleaning Services after being laid off from the investment banking industry. Over the next 6 years, I worked in the same field while I managed ICS part time with the help of family members. Again in 2008 I was laid off. After which I decided it was time to invest in my own company and secure my future with a stable work environment.**

**In 2008, I put my strong passion for cleaning, IT knowledge, business experience, and degrees in Business and Organizational Management to use. The transition from a set income in Corporate America to self employment was risky. However, when you believe in yourself the world is yours.**

**Managing hoarding cases are extremely difficult. In addition to dealing with clutter, you have to navigate clients who oftentimes suffer from mental, physical and social disorders. Because of depression, anxiety, and OCD, customers are embarrassed about their living conditions. Most are cut off from the world. There is a lack of social life and not even close family members are allowed inside the home. Physically, some customers are disabled or incapacitated in some other way. I believe it takes a caring individual with a strong conviction to bypass odor, clutter, bugs and walk into someone's home with a sincere smile and without judgment.**

**Many cluttered homes have roaches, bed bugs, mice and rat infestation. The clutter types vary from scattered to cave-like. Even in extreme circumstances I am not bothered. I embrace the challenge...the more complex the better! My clients are always at ease when we speak because I LISTEN. At some point in our lives, we all experience change—some more drastic than others. This would explain some of the things I have seen. Still, no explanation is required...I am not there to judge just to help.**


**I work with my heart and believe that change is possible for everyone. People that suffer from hoarding are not alone. I am empathetic to their pain and what they are going through. Without question I offer my emotional support and ears whenever needed.**

**I feel God has given me the gift to listen carefully so I may better understand my customers' needs, and most importantly, help them to help themselves in resuming a life of normalcy.**

**I hold this job dear to my heart because I once knew someone special who had similar issues and I was there to help until they passed away. I could have pursued another profession, but I chose this because I LOVE it.**

**Love Always,**

**Apolonia Edwards**

**Values, morals, and principles are the driving force behind ICS  .**