

# HOME

**It's not just a space, it's an experience.**

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*When it's designed and organized to be functional, a room is no longer a room...it's a way of life.*

Rethink Function is a professional organizing service for Toronto, the GTA and beyond. Not only do we organize, but we also create beautiful designs that function optimally. This translates into a refreshed daily routine that lets you flow throughout your space, effortlessly, efficiently and happily.

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## **Design and function**

Be it an office, bedroom or kitchen pantry, design and function are the cornerstones of our business. It's never one or the other, and rather, the two go hand in hand. First and foremost, we design spaces to be *functional*. Secondly, and quite naturally, the functional spaces we create are *beautifully designed*.

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## **Does your space have a logical flow?**

There is a third, essential component to what we do: *developing flow*. By flow, we mean the movement through a particular space. More specifically, how do you naturally move and work your way through the room? Once we gain an understanding of this, we know precisely how to organize, design and create function so that you move productively through the space every day.

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## **Taking organization to another level**

Organizing is much more than labels and containers. While we recommend great products as part of our service, our idea of organization encompasses order, optimization and the development of a timeless system. Everyone is different and we all have unique needs. It's about organizing in a way that works for you (no one else) - today, tomorrow and years down the road.

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## **Creating calm**

Disorganization leaves the door open to chaos.  
Chaos breeds stress.

Now...

Imagine you always find the item you need, you move freely through a space in logical sequence, and your life feels more efficient and seamless. A sense of calm is invited into your daily reality.

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## **Enhancing the way you live**

Is your office disorganized?

Have your kids turned the playroom upside down...again?

Are you tired of misplacing things?

### **ORGANIZING SERVICES**

*Get organized. Function optimally. Feel calmer.*

Are you concerned about the chemicals in your household products?

Do you want to live cleaner and greener?

Is it your goal to be more environmentally conscious?

### **CLEAN AND GREEN LIVING**

*Go green. Make it clean. Feel healthier.*

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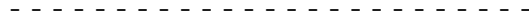
## **Meet the founder**

Hi! I'm Rena Feldman, and I've been organizing homes for over 25 years. That's long before we saw the profession go mainstream in large publications and social media, or for that matter, even become recognized.

In 1999, it became clear to me that there was a gap in the marketplace. People had a need to organize and reorganize their homes, offices and other spaces and yet they didn't know where to start or how to do it.

That's when I founded OrganizeIt! And the rest is history.

[Read on.](#)



## **Get in touch**

Whatever the space, whatever your goals, we love helping people make meaningful changes.

Reach out today.

# ORGANIZING SERVICES

## **Functional design services in Toronto and beyond**

*When you organize, you optimize.*

Rethink Function is a professional organizing service in Toronto and the GTA. Taking it a step further, we believe that every space has the ability to be designed, configured and methodically ordered to suit who you are and what you need.

### **You know something is wrong when...**

- You're constantly misplacing items
- You're wasting your precious time searching for things
- You know you're not nearly as productive as you could be because you're scrambling to clean and organize on the fly
- You often feel overwhelmed and stressed
- You're missing important deadlines because unexpected challenges arise in your cluttered environment

A disorganized space creates a disorganized life.

### **Make a change**

The first step is realizing that you have the ability to improve how you live or how you work. Uniquely focused on design, function and spatial flow, Rethink Function helps you transform your space into one that works exclusively for you.

When you're organized, you're also efficient. This gives you more time, which in turn, puts you back in control and eliminates undue stress.

### **Spaces we organize**

Organizelt! works with any room or space, including:

- Kitchens and pantries
- Laundry rooms and mudrooms
- Bathrooms
- Bedrooms
- Closets
- Home offices and business spaces
- Playrooms
- Hobby, artist and crafts rooms
- Storage rooms and lockers
- Garages

If you find yourself navigating a life transition, such as moving or downsizing, we can help you with the logistics and new room setups.

## **How our professional organizing service works**

### **1. Virtual consultation.**

We meet virtually to assess your space, discuss organizational design concepts, aesthetic preferences, parameters of how the space will function, timelines and budget.

### **2. Action plan.**

Rethink Function develops an action plan, inclusive of practical strategies and systems to meet your precise needs and goals.

### **3. Product purchases.**

We advise you on the best products to purchase for your personalized organization project.

### **4. Fully customized.**

Our organizing and functional design services in Toronto are tailored to your every need and comfort level, be it full service, virtual support or do-it-yourself style.

### **5. Mentoring and coaching.**

We want to see you succeed in your newly organized space! Mentoring and coaching are offered between sessions via text, email or video conferencing to

empower you with the knowledge and skills you need to change old habits and maintain your fresh space.

## **6. Ongoing care and upkeep.**

We're always here if you need us again to reoptimize, polish or modify certain details.

## **A customized experience**

Choose the option that best fits your goals and lifestyle.

### **Full-Service Organizing**

Implement your personally-developed Action Plan with hands-on organizing assistance from the Rethink Function Team, an extra helper or with Rena herself. We help you take your project from unorganized to fully functional. Custom work required? No problem. I have excellent professionals to refer you to, and we're here for you until the job is done. Whatever it takes!

*\*NOTE: Rates are based on scope, size of project and materials recommended.*

### **Virtual OR Do-It-Yourself**

The power of virtual means we can provide our professional organizing service to anyone, anywhere. Get a video consultation and needs assessment for your project. Receive detailed instructions on how to put your personally-developed Action Plan into motion, along with a Step-by-Step Guide to help you purchase the products and supplies you need to successfully complete the project.

*\*NOTE: Rates are based on scope, size of project and materials recommended.*

[INSERT VIRTUAL IMAGE OF SPACE LAYOUT]

Virtual design services have become commonplace over the last year and a half. Clients send us their design plans, and we work collaboratively with their planners to optimize their functional space.

## Key benefits of an organized space

You may not realize it immediately, but it won't take long for you to see the positive impact of your newly organized space.

- Find space you didn't know you had
- Make your day more productive than you ever thought possible
- Rid your environment of paper clutter and "stuff" you've accumulated over the years
- Find misplaced items easily when you know where things belong
- Create prioritized task lists that are easy to complete
- Take back control of your space (and your life!)
- Stop frantically hiding clutter in your closets when family or friends unexpectedly pop by
- Avoid the anxiety, stress and restless sleep that come with living in a cluttered environment
- Empower yourself to get rid of excuses
- Transform your home from cluttered to calm
- Live with ease

## Before and After

See for yourself. Here are a few highlights of our work over the years. We've transformed even the messiest of rooms into orderly masterpieces that make life more efficient and enjoyable.

[Insert before and after pics]

How do you want your day to look?  
Let it be the best it can be in an organized space.

[Contact us today.](#)



## **GREEN LIVING**

### **Live a clean, green existence**

*Professional green living advice and recommendations from Toronto experts.*

Green living is much more than a measly effort to be environmentally conscious. It's about living in a way that is healthy, aware and purposeful. Rethink Function is a team of green professionals in Toronto and the GTA who are here to provide consultative direction on how you too can truly go green in your chosen space.

#### **Small changes, big difference**

Be it a cleaner household product, a more natural storage container for leftovers, or an ethically-sourced material for your home organizing system, little alterations go a long way. As you make moves towards a greener way of life, you also take strides towards better health for you, your family, your home and the environment.

#### **Clean and green products**

Did you know that many of the products we use in our homes contain toxins and chemicals that are not just harmful to the environment, but also potentially irritable to our lungs, skin and eyes?

It doesn't need to be that way.

There are greener options out there that really work!

Rethink Function has the knowledge to recommend healthy and green alternatives that meet your needs and expectations. We've done the research so you don't have to. From skincare to home cleaning products, to natural disinfectants, our team is here to guide you in the right direction so you can achieve meaningful change in your space.

## **Why live cleaner and greener?**

At Rethink Function, we believe our lives are enriched as we become cleaner, greener and healthier consumers. Even the smallest of adaptations in the products you bring into your space can have a positive impact on your wellbeing in the following ways:

- Improved air quality
- Pure home environment
- Decreased allergens
- Reduced irritants
- Environmental benefits
- Less waste

## **Hand in hand**

Over the years, we've found that organizing goes hand in hand with adopting healthy, green practices. While they are two separate concepts, they also share a common goal: to live optimally. When you strive for organization and function, you also tend to be driven by healthy and environmentally conscious decisions - and vice versa. Rethink Function ties it all together to help you achieve your living and working goals from every angle.

Have questions about "going green"?  
We'd love to chat about it.

[Contact us today.](#)

# RETHINK YOUR LAUNDRY ROOM

## **Rethink your Laundry Room**

*When laundry gets done faster, you can spend more time doing what you love.*

Doing laundry is a part of life. While a select few of us may like it, most of us don't.

But...

What if someone were to tell you that, simply by reorganizing your existing space (however small it may be), you would be able to create a better system, significantly reduce the amount of time it takes you to do your laundry - and actually start to enjoy the job!

This is just one small part of what we do here at Rethink Function.

Here are a few ideas about how to rethink your laundry room so it becomes a functional, efficient space where you can get the job done in the least amount of time possible.

### **Your laundry room has different zones**

Every room, in fact, has "zones". Your fridge has a fruit and vegetable drawer, and a carton and drink shelf. Your washroom has a hand washing area and a toilet paper area. Rethink Function takes the guess work out of where items logically belong in each space and each zone, so that everything is just where it needs to be.

In order to reorganize your laundry room in ways that fulfill its purpose and serve your needs, it's helpful to think of the space broken down into its own key zones:

- Sorting
- Washing
- Drying
- Ironing
- Folding
- Storing

The question is, how can each of these zones be optimized? While there are a countless number of considerations we can make in any zone, here are a few ideas to inspire the organizer in you.

### **Organize the SORTING ZONE in your laundry room**

Do you pre-sort or sort as you go? Imagine how much faster you could be on laundry day if everything was already sorted into whites, colours and delicates.

Think about the laundry baskets or hampers that you use. Perhaps they're too small, too big, too heavy or a constant tripping hazard. Are you someone who likes to transport your hamper back and forth from the laundry room? No matter what your system, there's something out there that's perfect for you.

### **Organize the WASHING ZONE in your laundry room**

Think about everything you need in order to put on a load (for example, laundry detergent, fabric softener, stain remover, brighteners) and then figure out if all those things are within arm's reach so you're not walking pointlessly from one side of the room to the other.

Storage is key in this zone - a challenge we love at Rethink Function. Nicely labelled containers in your cupboards and on your shelves can make a big difference.

### **Organize the DRYING ZONE in your laundry room**

Some items simply don't do well in the dryer, so be sure to have other well-planned drying stations available in your home. Ideally, design a place to hang-dry clothing right in your laundry room. Space saving retractable options work really well. There are also clip-and-dry, stand-up racks and lay-flat drying solutions you can include to

make sure you're caring for your clothes. If there's no room in your laundry area, have a basket for easy transport from one place to another.

### **Organize the IRONING ZONE in your laundry room**

A stable, extra-wide ironing board is a game changer. Equip yourself with a quality product to be accompanied by a solid wall hook for easy storage out of the way. For ultimate laundry productivity, be sure you hang your ironing board close to where you plan to iron and hang freshly pressed clothing.

### **Organize the FOLDING ZONE in your laundry room**

Do you have enough space to fold comfortably without items falling off the surface? A well thought out folding station is large and about the height of a countertop so you're not bending over awkwardly. If your laundry room isn't big enough for a designated counter, a dropleaf shelf or table works well, too. When you're finished, be sure to have a conveniently situated basket where you can put your folded items to be returned to their rightful places.

### **Organize the STORING ZONE in your laundry room**

How do you plan to store all your laundry related products? Think of cleaning products and essential hardware. Positioning is important to ensure your seamless flow through the room as you complete tasks. Depending on your space and personal preferences, this can be achieved with built-ins, free-standing storage cabinets and wall shelving for easy grab items.

The possibilities are endless: fewer frustrations, less hassle, improved organization, time savings...

Imagine what *your* laundry room could be.

We want to hear from you.

[Book your free 15-minute consultation](#) with Rethink Function today.

# PORTFOLIO

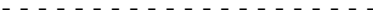
## A peek inside.



### See it for yourself.

The best way to understand what we do is to see it with your own eyes. Click on the images below to view before and after pictures of specific spaces where we've had the pleasure of working our magic.

[Insert gallery]



### Are you constantly decluttering and reorganizing?

Let us help you implement an organizing system that functions flawlessly and flows naturally into your everyday life.

[Insert consultation form]

## **SHOP BY ROOM**

**Buy what you *need* to get the laundry room you *want*.**

**Everything laundry.  
Shop till you drop.**

**Get organized with the right products.**

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### **Create your ideal laundry space.**

When you have the right selection of products, it's easy to satisfy your personal preferences and get the look you're after.

Browse through some of our favourite products below. When you see something you like, simply click and order.

Have a custom project in mind? [Contact us directly.](#)

[INSERT ONLINE SHOP ITEMS]

## **CONTACT**

**Get in touch.**

*Because living organized is just around the corner.*

**Let's start the conversation.**

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**Implement a solution designed just for YOU.**

There's nothing that gives us a greater sense of satisfaction than an opportunity to analyze the function of your space, create well-planned systems and deliver designs that work *with you*, not against you.

[Insert contact form]