

Sort It Out,

Professional Organizing Solutions

Local business celebrating 10 years



Esmi Gonzalez, Owner of Sort It Out

Local business, Sort It Out, is celebrating their 10-year anniversary this January. Esmi Gonzalez, professional organizer and owner, first read about the organizing industry in 2011 when she came across an in-flight magazine article featuring a professional organizer in Dallas. “I had never heard of the industry and after reading the article I thought, this is so me!” Gonzalez said. After many hours of researching the industry, she decided to change her career path and become certified as a professional organizer. “I must say it was tough at first. The organizing industry was not very popular in Texas let alone in San Antonio” Gonzalez said. With her marketing background, she decided to hire a public relations firm who pitched the organizing industry, and Sort It Out to several local magazines. Word spread and Gonzalez was off to a good start. Her business has grown every year since, making her one of the busiest organizing companies in the city and surrounding area.

“During these uncertain times, we are very fortunate as a small business to be able to stay afloat during these tough financial times.” Sort It Out did close their doors per city ordinance but came back stronger than prior to the pandemic. Organizers work closely with their clients in their homes for several hours at a time. Gonzalez said. “We follow all protocol to keep our clients and ourselves safe.”

It is a known fact-clutter causes stress and anxiety and loss of time. The average person spends 54 hours a year looking for lost items such as car keys, paperwork or a dog leash. Being organized helps save

time and money. People tend to purchase items they already have because the same item is placed in multiple locations throughout the house. A professional organizer helps bring order and simplicity to the lives of people they work with by setting up organizing systems that make sense for them. These systems are based on the client’s daily habits and weekly routines, basically their lifestyle.

Gonzalez and her team of organizers will ask their clients many questions during the organizing process. Their answers help them decide what to keep, donate or discard. It also helps the organizers how and where to place their clients’ items so they can find their belongings in seconds versus minutes, therefore saving hours of time. Sort It Out offers several services including: residential and personal organizing, merging of two households, senior relocation, packing and/or unpacking and organizing a move, shopping for organizing products, donation deliveries, do-it-yourself consultations and so much more. Sort It Out is bonded and they have a confidentiality agreement with their clients. If you want a little more control of your life and home, call a Professional Organizer to help you see through the clutter. ■

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The Sort It Out team of organizers, L-R: Millie Gonzales, Esmi Gonzalez, Sarah Cuellar, Jacqui Bosworth. Photos by Hector H. Garza