



Facts At A Glance

Description: **It's Your Move, Inc.** is a Move Management company that specializes in planning, orchestrating and executing a move—and in managing every twist, turn and accompanying emotion associated with the transition.

Founded: 2002

Principals: Lynn Falwell and Janice Armour, co-owners

Number of Staff: 18

Clients: Majority are senior citizens, who are moving from large homes, where they may have lived for decades, into condominiums, retirement communities, or other smaller living spaces. **It's Your Move** also helps individuals manage the disposition of family members' estates.

Geographic Reach: Most **It's Your Move** clients are based in Massachusetts, although the company plans and completes moves throughout the U.S. Often, it's an out-of-state or overseas family member who first contacts **It's Your Move** to help parents, siblings or grandparents begin the moving process.

"Personality": **It's Your Move** has a huge collective heart. Everyone at the firm has a passion for helping seniors and their family members—and a sense that they're not just moving possessions, but people's lives.

Differentiators: **It's Your Move** stands out from other move management companies by handling extremely complex moves. These moves often require a greater number of professional staff members and a high degree of specialization because of:

- The need to communicate with family members in multiple states/countries.
- A lifetime (or several generations) of possessions, from antique colonial desks to Civil War tea-sets; sometimes family members aren't even aware of these treasures, which may be "hidden" in unexpected places.
- The ability to support seniors (sometimes alone, frail or with memory challenges) through the emotional process of sorting, packing and determining the next destinations of treasured heirlooms.
- Clients' security/privacy concerns. **It's Your Move** owners and staff are diligent about protecting client confidentiality.

Services: Include getting homes in market-ready condition; sorting, organizing and performing all packing; overseeing the sale and consignment of furniture; shipping furniture and personal items to family members around the world; unpacking boxes, hanging pictures, and settling clients into their new locations; and much more. One underlying goal throughout the process is helping clients and their families through this emotional and stressful transition (which might mean baking zucchini bread to fortify a particularly frail client, or sitting down for tea when necessary to ease another client into packing for the day).

Professional Relationships: **It's Your Move** has established strong long-term relationships with premier appraisers, auction houses, charities, realtors, retirement communities, movers, cleaning services, attorneys and financial planners.

Affiliations: Include National Association of Senior Move Managers, Women's Business Network, Wellesley (MA) Chamber of Commerce and Angie's List.