

Overview of Current Cash for Clutter Business

1. Cash for Clutter - 50+ Years of Repurposing That Began as a Kid

Background: Cash for Clutter is an evolved version of the cleanout business I operated for over 35 years. Rooted in a lifelong passion for repurposing and community support, it now serves as a more focused, strategic service that helps people get the most out of their unwanted items. This service is designed to help homeowners, downsizers, and families navigating estates or transitions to understand the value of their possessions and move forward in a smart, efficient, and respectful way.

Services Offered:

- **Free Item Assessment:** Clients send photos of their items via text or email. I respond with estimated value and recommended next steps.
- **Valuable Items:** For items with notable resale value, I bring vetted buyers to the seller for a fee.
- **Lower-Value Items:** I provide guidance on how to sell them independently through local or online channels.
- **Donatable Items:** I help coordinate donation drop-offs or pickups.
- **Everything Else:** I help arrange for junk removal quotes and services.

Process:

1. Customer sends photos to be evaluated by me and my contacts for potential value.
2. **Provide Feedback:** We'll provide an honest assessment and suggest next-step options based on value and condition.

CASH FOR CLUTTER is specifically designed to help clients turn unwanted items into cash, advise on how to sell or donate what others can use, and remove the rest—quickly and responsibly. It's a full-service solution for clearing space without wasting value or sending useful items to the landfill.

Mission: To give items a second life, provide honest guidance, and support the local community by connecting people with the right buyers, donation channels, or removal solutions.

Founder: Jenna Padula

Retired Cleanout Company Owner | Community Repurposing Advocate

Overview of Current Marketing Business

2. CID NJ – Targeted Marketing for NJ Service Businesses

Background: CID NJ is the result of a targeted marketing system I began developing over 30 years ago to grow my own cleanout business. Over the decades, this system has been carefully refined, adapted, and modernized to meet the evolving demands of marketing in a digital and data-driven world. What started with postcards and grassroots strategy has grown into a dynamic, flexible system that uses a combination of platforms, tools, and direct-response techniques to help small businesses reach the right people with the right message — at the right time.

This isn't a one-size-fits-all solution. The system adapts based on:

- Business type and structure
- Target market (geographic, demographic, psychographic)
- Budget and cash flow
- Goals — whether short-term leads or long-term brand building
- Current marketing efforts and what's already working (or not)

What's Included:

- Real-time tailored mailing lists and message targeting
- Custom postcard layout, printing, postage, and mailing
- Strategic support for timing, audience selection, and follow-up
- The option to integrate digital tactics (as needed)
- Performance tracking and recommendations for continuous improvement

CID NJ is specifically designed to support small and medium-sized businesses of almost any kind—including service-based companies, niche providers, solo entrepreneurs, and local trades—through targeted marketing solutions and practical business consulting. The goal is to help businesses grow efficiently and stand out in the right markets.

Mission: To give local businesses an affordable, strategic, and scalable marketing system that performs like a franchise-level engine — without the cost, commitment, or complexity.

Founder: Jenna Padula

Retired Cleanout Company Owner | Small Business Efficiency, Growth & Branding Advisor

Why Both Businesses are Intentionally Small

These two businesses are intentionally small, with just a few select clients — not because of limited demand, but by choice. It's an **established operation, poised for immediate growth, and directly tied to 35+ years of proven success in the same industries**, with systems, reputation, and repeatable services already in place. I've simply chosen not to take on more clients because I'm retired, and I'm not looking to tie myself to another full-time business. My motivation now is to help someone else — someone driven — step in and build something meaningful. This is the kind of opportunity I wish I had when I was starting out: a business with real momentum, no financial buy-in, and someone experienced by your side to help you avoid the mistakes and move faster.

The foundation is strong. The clients are real. The growth is waiting — for someone with the passion and vision to build on it.