



The ICD Community Survey Results August 2026

Why Your Participation Matters

Our goal is to gather insights from the entire ICD community to better understand the organizing landscape, refine our resources, and strengthen connections within our field. Whether someone is a seasoned expert or building their business, their perspective is vital to helping us evolve alongside our subscribers.

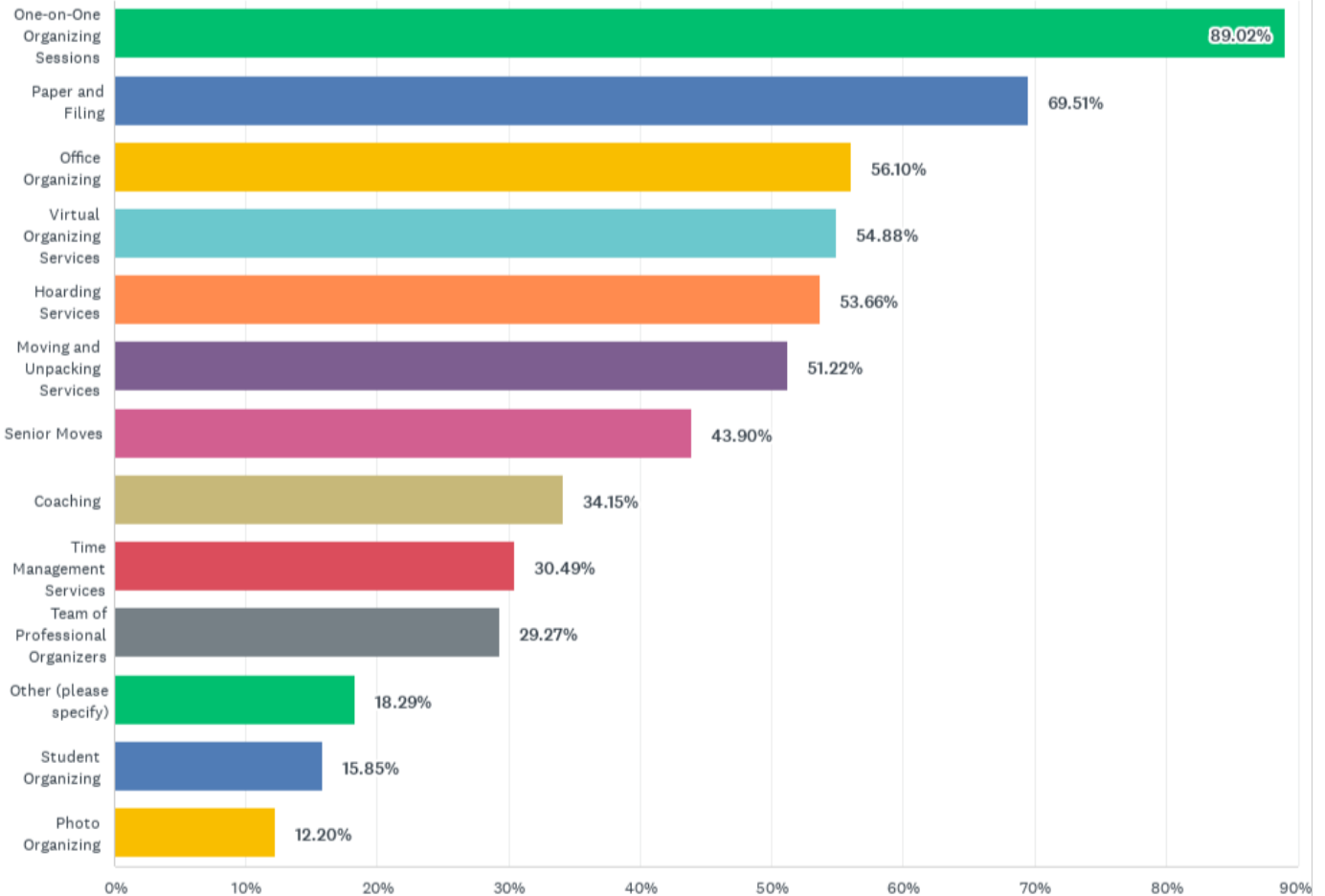
This survey is more than a set of questions; it is a collaborative effort to map the future of the organizing industry. By participating, you contribute to:

- **Meaningful Insights:** We want to track industry trends, improve career performance, and share valuable findings at the upcoming ICD conference.
- **Deepened Reflection:** We want participants to use these questions as an opportunity to reflect on their own business practices and client relationships.
- **Commitment to DEIB:** Input ensures that our programs remain inclusive and representative of the diverse, international community we serve.
- **Community Building:** Insights will help us spark conversations that connect professionals across the globe.
- **Expanding Knowledge:** We also plan to expand this survey to non-ICD subscribers and compare the results to identify how ICD can better support its subscribers and the clients they serve.

Survey Details

- **Time Commitment:** Approximately 25 minutes.
- **Structure:** 48 thoughtful, multiple-choice and open-ended questions.
- **Flexibility:** Participants can skip any question, return to edit previous responses, or pick up where they left off at any time.
- **Privacy:** All responses are confidential.

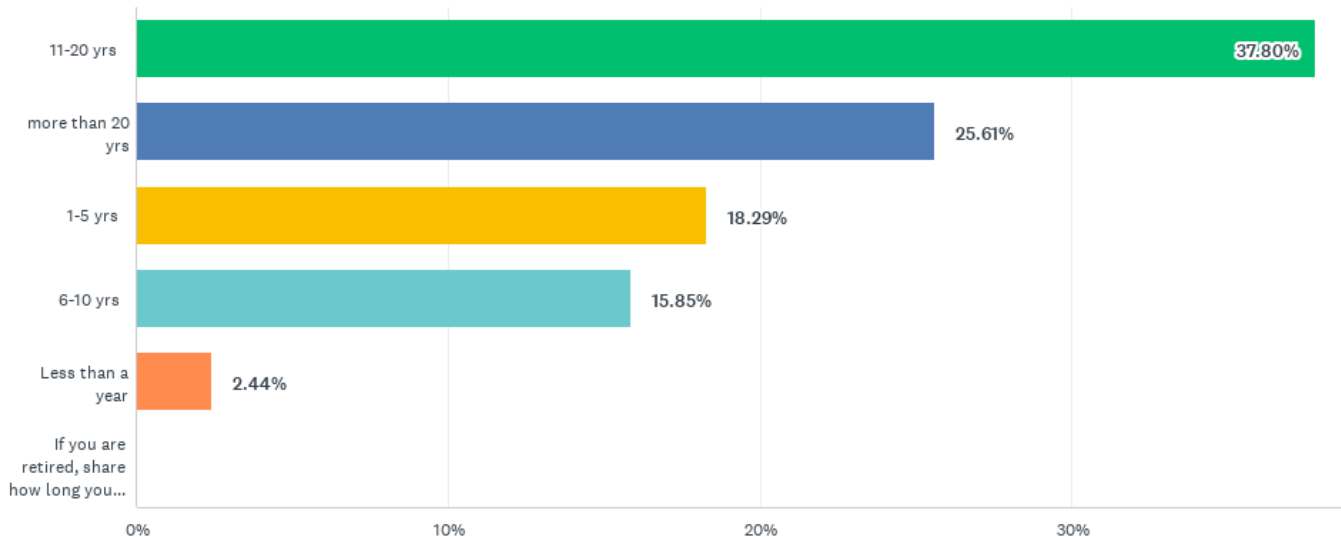
What services do you currently provide to your clients?



“Other” responses include:

- Money Management
- Personal Shopping
- Grief Organizing
- Online Courses
- Estate Services
- Wardrobe styling

How long have you been an Organizing Professional?



More than 60% of the survey respondents have been organizing professionals for more than 11 years.

What are the most common challenges you face when working with your clients?

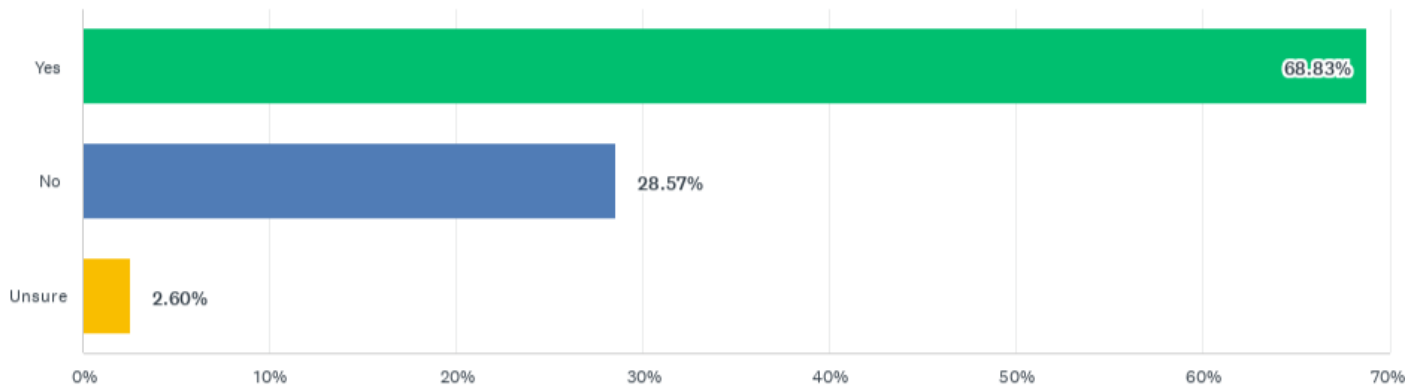
- Financial challenges
- Stamina
- ADHD
- Time blindness
- Physical limitations
- Motivation
- Avoidance
- Shame
- Building trust
- Impatience
- Dementia
- Shopping issues
- Cancelations
- Losing momentum
- Fatigue
- Slow progress
- Anxiety
- Consistency
- Working through grief and guilt
- Late payments
- Procrastination
- Helping clients stay focused
- Overwhelmed
- Making decisions
- Family expectations
- Unrealistic timelines
- Mental health limitations
- Perceived value of items
- Not doing homework
- Managing client expectations
- Resistance to trying new techniques
- Client not ready for change
- Difficulty letting go
- Committing to appointments
- Understanding the needs of autistic individuals
- Trauma histories
- Client becomes angry with themselves
- Clients ghosting
- Lack of insight
- My burnout
- Estimating

What classes from ICD have proven to be the most useful in your work with clients?

- ADHD
- Hoarding
- Neurodiversity
- Seniors
- CD classes
- Executive Function
- Life Transitions
- OCD
- Boundaries and ethics
- Motivational interviewing
- Communication techniques
- Time Management
- Using the CQLS
- Compulsive acquiring
- Client relations
- Depression and anxiety
- Grief
- Virtual organizing
- Family Dynamics

Most responders indicate they receive calls from family or friends on behalf of the client 10% to 20% of the time. A small number of responders receive calls from potential clients as a result of a court order.

Have you provided services to multiple generations within the same family?

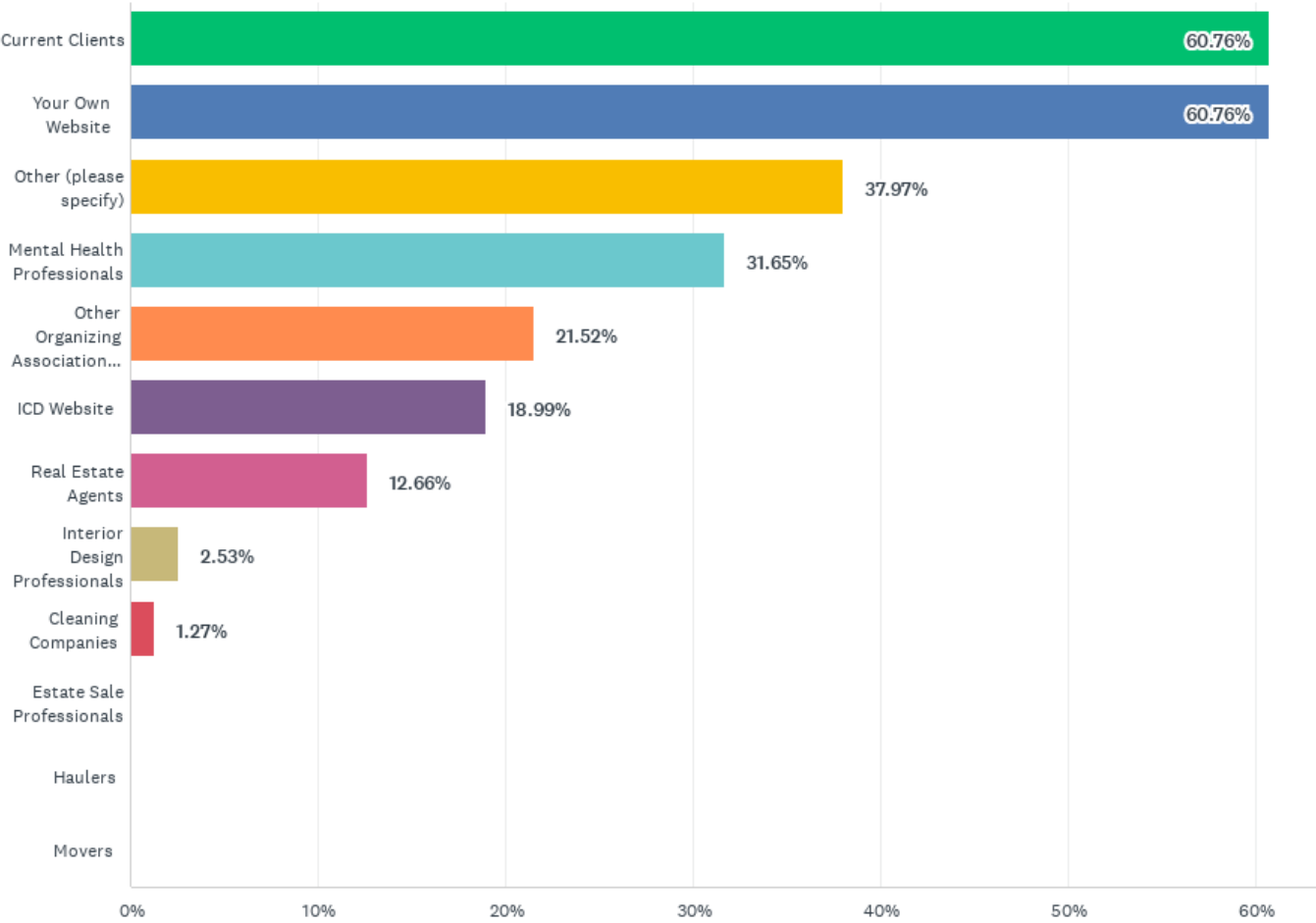


What other service providers are your clients hiring to accomplish goals or manage their lifestyle?

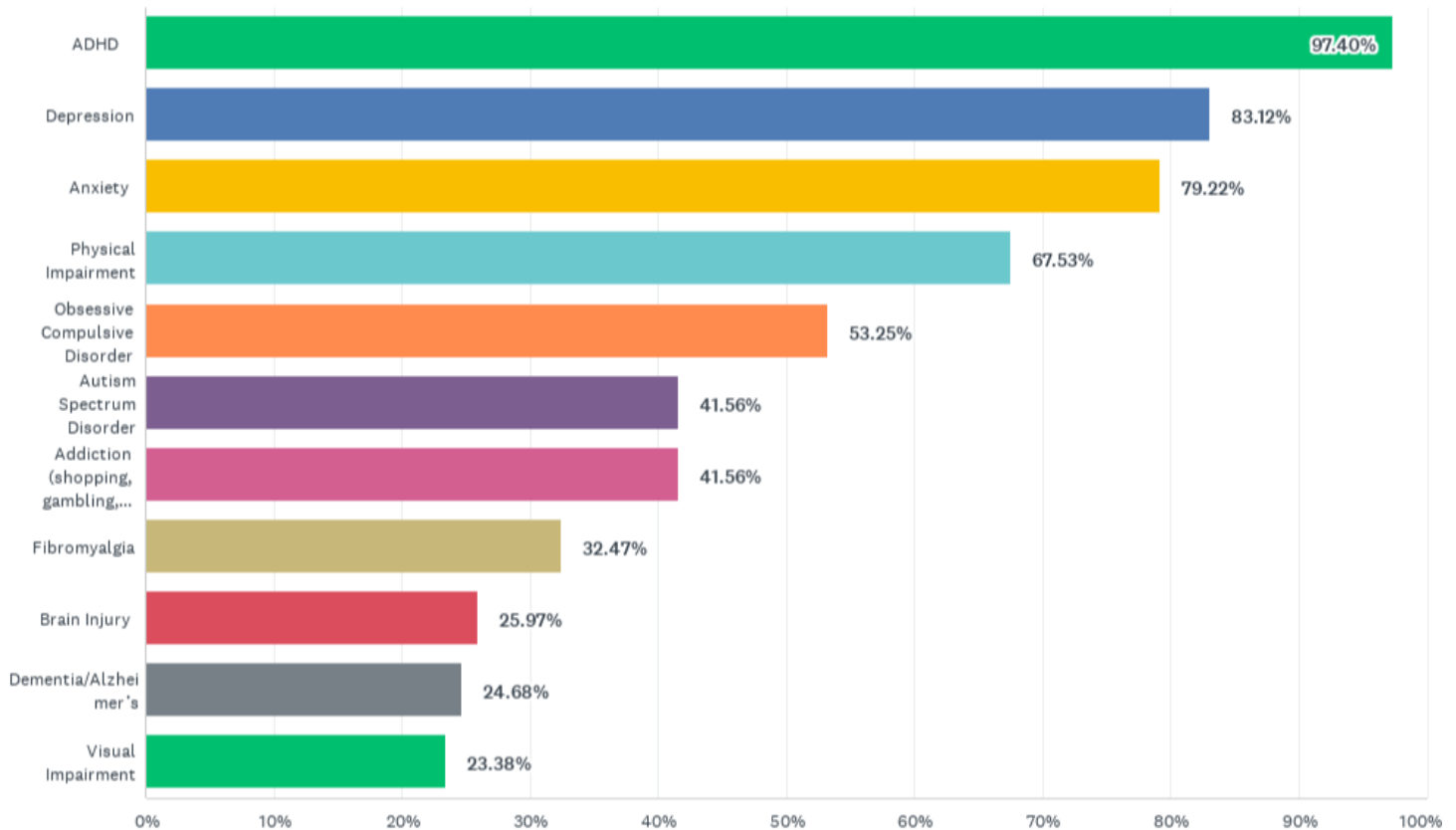
- Cleaning services
- Personal/Virtual assistants
- Household managers
- Nannies
- Hauling companies
- Handyman services
- Biohazard companies
- Therapists
- Independent living specialists
- Personal care attendants
- Nursing services
- Estate planning attorneys
- Laundry services
- Life coaches
- Massage therapists
- Social workers
- Fitness and nutrition experts
- Personal chefs
- Rehab therapists
- Move managers
- Grocery delivery services
- Meal services
- Occupational therapist
- Acupuncturists
- Tutor
- Image consultants
- Gardeners
- Realtors
- Senior community consultants
- Movers
- Art hangers
- Interior designers
- Contractors
- Architects
- Lawyers
- Financial advisors
- Technology helpers
- Daily money managers
- Chiropractors
- Dog walkers
- Psycho sensory professionals (EFT tapping/Havening)
- Bookkeepers
- Auction houses
- Naturalpath doctors
- Exterminators

The majority of respondents identified cleaning companies and haulers as service providers utilized by their clients. When asked about the sources that generated the most referrals to organizing professionals, cleaning companies accounted for approximately 1%, while haulers contributed 0% of the referral sources.

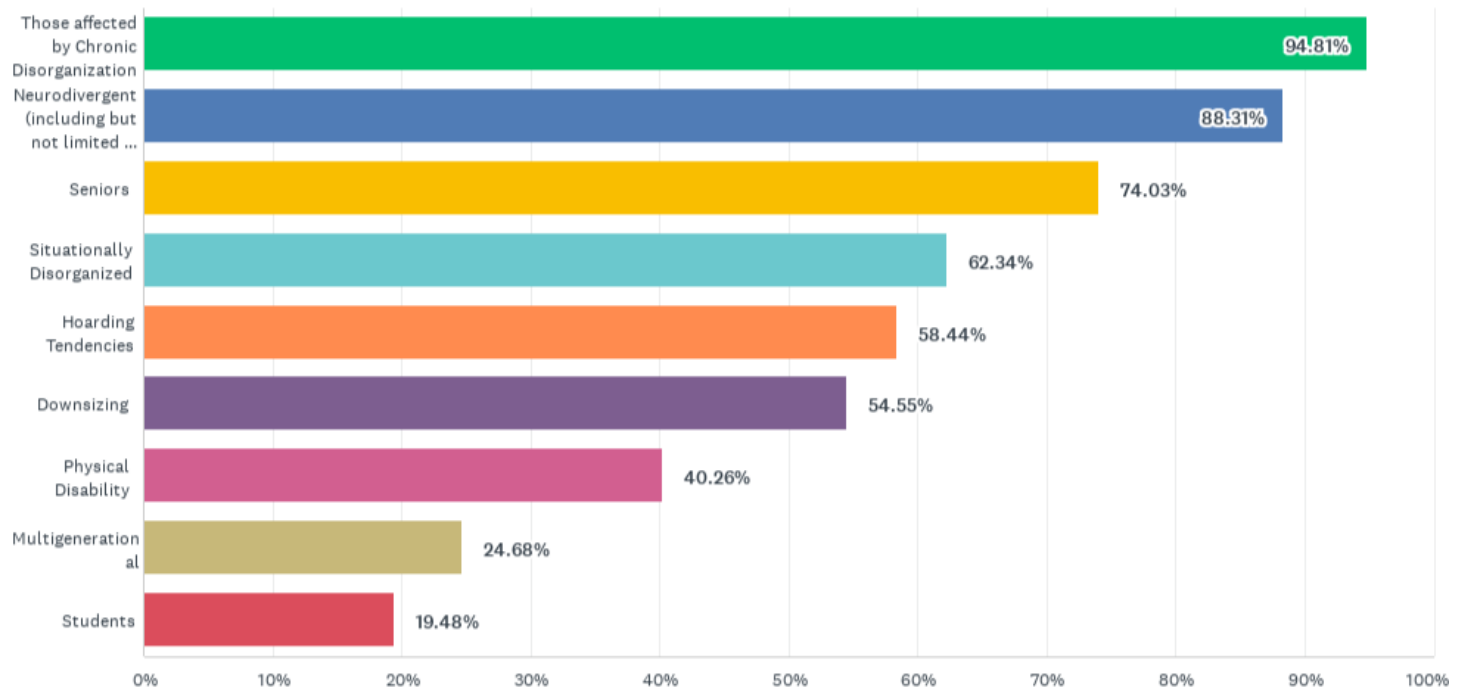
From what sources do you receive the majority of your referrals?



What coexisting/additional conditions are your clients reporting?



What client populations are you actively working with?



Working collaboratively with mental health professionals

The top three referral sources for ICD subscribers are current clients (60%), their own websites (60%), and mental health professionals (31%). Among those who have collaborated with a mental health professional (MHP), 68% said the collaboration began when the MHP referred the client.

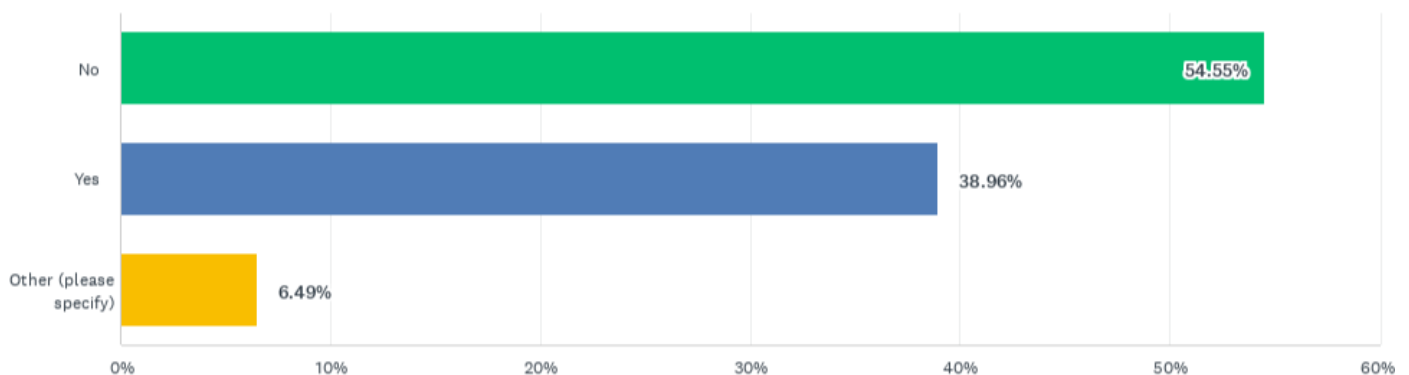
These findings may suggest that MHPs are a strong referral source for organizing professionals, but when we looked at collaborating with MHP's, organizing professionals are facing challenges. Respondents shared comments such as:

"I wish I collaborated with therapists more often. It's very hard for me to get both the therapists and clients to understand the value of bringing me into the conversation. It drives me nuts!"

"Ultimately, the MHP wasn't really willing to engage very much."

Together, these findings point to an opportunity to strengthen the relationship between organizing professionals and MHPs. How can we better nurture these relationships? Are some types of MHPs easier to collaborate with than others? How can ICD help its subscribers facilitate better relationships with MHPs?

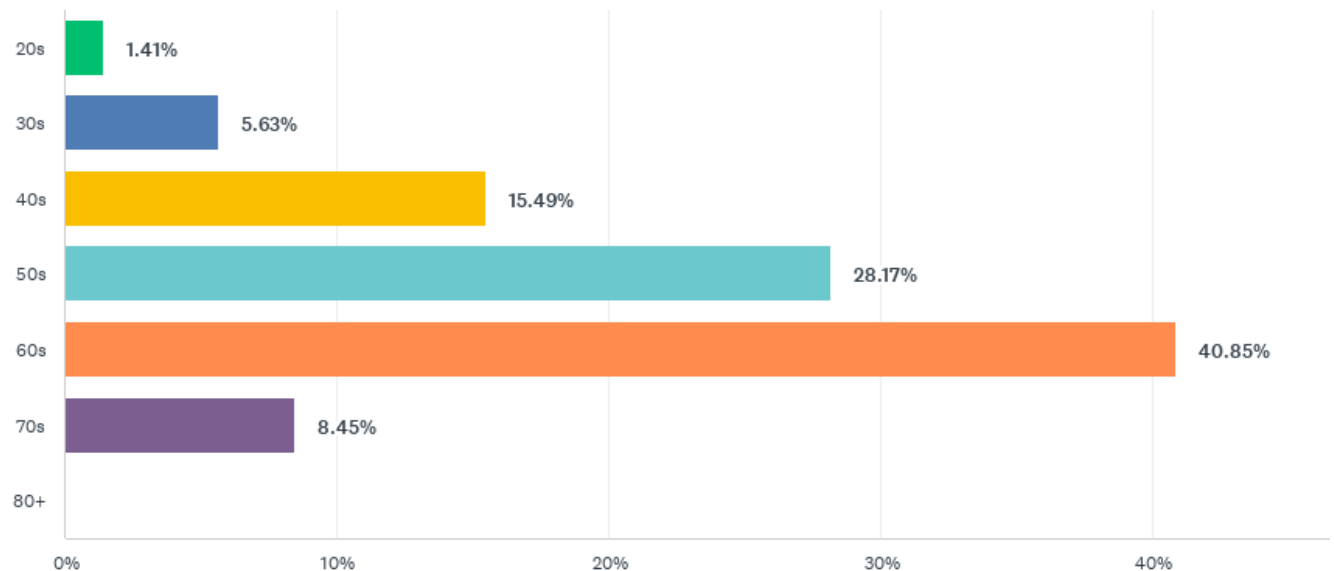
Have you ever worked collaboratively with both a mental health professional and a client?



About ICD Subscribers

Our recent survey highlights an important trend: 68% of respondents are in their 50s or 60s, while our under-40 subscriber base remains comparatively small. It tells us our organization has built real credibility and loyalty with an experienced generation of organizing professionals, and now we have an opportunity to consider the next generation.

How old are you?



Respondents hail from nine different countries. The vast majority (87%) own their own organizing businesses, and half of them work in the profession full-time. Instead of offering one-time services, they build relationships with clients that can last months or even years. Our members often know which other professionals, such as therapists, medical providers, and financial advisors, clients rely on to achieve their broader personal goals. Moreover, clients frequently disclose formal diagnoses for health conditions that directly impact their ability to organize their homes.

The earnings data suggests nearly a third of respondents (31%) report gross earnings of under \$25,000 annually, sustained over four consecutive years. Smaller percentages fall into higher income brackets: 23% earn between \$25,000 and \$50,000, 17% earn between \$50,000 and \$100,000, 7.6% earn between \$100,000 and \$250,000, and 5.4% surpass \$250,000. Additionally, our subscribership also skews heavily along gender and racial lines: 91% of respondents identify as female, and 84% identify as white.

What's Next for ICD Research?

Expanding Understanding of ICD Organizing Professionals

This survey has provided us with substantial data about ICD organizing professionals. This foundational study will serve as a basis for gathering more information. In the coming months, we plan to extend this survey to other related organizations for their members to participate. This will help ICD gain a deeper understanding of our subscribers. It may reveal gaps we weren't previously aware of, or it might simply validate our existing knowledge. Ultimately, this effort will broaden our understanding of the organizing industry.

Tracking Subscriber Evolution and Preferences

We are committed to conducting this survey regularly. This will enable us to track how ICD subscribers evolve. By monitoring these changes, we can better understand the needs and preferences of our subscribers.

The Research Director and the Research Advisory Council will continue to study the results of this survey, which will remain open in the coming months. We will update the document with our findings as we dig deeper and learn more.

If you have any questions about this survey, please reach out to the ICD Research Director at research@challengingdisorganization.org.