



Culture of Home

Services & Investment Guide

*Stories worth treasuring, homes worth celebrating—
Frank & Ethel's here for life's beautiful mess*

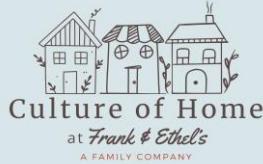


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Culture of Home

Welcome to Our Service Guide

Welcome to Frank & Ethel's

Frank & Ethel's is more than a business—it's a way of living. Inspired by the enduring charm of sitcom couples and the real-life rhythms of our family, we believe in gathering around good food, shared stories, and the beautiful, unexpected adventures that unfold when people come together.

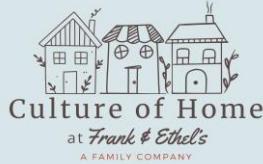
From microgreens and vintage housewares to creative programs for kids and families, each offering is rooted in connection, sustainability, and everyday culture. We're building a home away from home—one that honors the past, welcomes the present, and makes space for the future with humility, humor, and heart.

From Our Place to Yours

If Frank & Ethel's is the living room—full of laughter, legacy, and shared meals—then Culture of Home is the quiet den tucked just beyond, where stories are preserved and transitions are honored. It's where I, Mallorie Kristoffersen, bring my love of memory-centered design and compassionate organizing to help individuals and families navigate change with clarity and care.

With a background in drama, cultural sustainability, and community facilitation, I've spent years helping people make sense of their spaces and stories. Culture of Home is my invitation to walk with you through life's thresholds—whether you're downsizing, stewarding a loved one's estate, or simply seeking to live more intentionally.

Together, we'll create systems that feel like home. We'll document what matters. We'll make space for what's next.



Hello Partner,

If you said this with an accent, I still hear the theme song to *Bonanza* stirring me awake Saturday mornings as a kid, so I do too. I was born in the eighties, but the sound of reruns playing from my parents' bedroom let me know it was the weekend. I was never a fan of westerns, so it really let me know I could keep sleeping. That said, the concept of partnership and greeting each other with mutual respect and intentional collaboration is something I value as a greeting today.

Hi, I'm Mallorie Kristoffersen, the "Ethel" of Frank & Ethel's, a family-rooted business that blends storytelling, cultural sustainability, and practical organization to help clients navigate life transitions with clarity and care. As a ninth-generation Howard County native, I have a passion and curiosity for fostering local knowledge and grew up with a global perspective shaped by my family, community, and cultural experiences. I went on to explore what it means to share space through my studies in acting and theater design at New York University and graduate work in Cultural Sustainability at Goucher College.

My professional journey developed through life and income protection, permanent supportive housing programs, online estate sales, real estate, and creative collaboration at locally family-run furniture design showrooms and creative studios. Throughout each chapter, I've honed the ability to sit with clients through vulnerable conversations and help frame decisions with emotional intelligence and practical strategy.

All of these experiences taught me that transitions aren't just about logistics—they're about honoring stories while creating space for what's next. Whether we're reclaiming a closet, curating a legacy, or transforming a bedroom into a space of healing, everything I do is rooted in one belief: every story deserves space, and every home can hold it with grace.

At Frank & Ethel's, we want our clients to go from saying, "we're making do" to "this is how we do."

Our services at Culture of Home are designed to meet you exactly where you are and support you toward spaces that truly feel like home.

With warmth and partnership,

♥ *Mallorie*



Getting Started: Organizing Services

Getting Started: Connection Call - 15 minutes

Determine if we're a good fit and explain our process

LOCAL SERVICES (within 25 miles of Columbia, MD)

Discovery Consultation - \$200

90-minute in-person assessment with 24-48 hr custom proposal (at home services):

- ✓ Complete home assessment and story capture
- ✓ Goal clarification and priority setting
- ✓ Custom proposal creation based on your needs
- ✓ Clear next steps and timeline discussion

REGIONAL SERVICES (26-50 miles from Columbia, MD)

Serving surrounding counties throughout the DMV area

Extended Discovery + Planning: \$400 includes travel

4-hour intensive session combining assessment with hands-on organizing:

- ✓ Everything included in Discovery Consultation
- ✓ Additional 2.5 hours of hands-on organizing and sorting
- ✓ Immediate progress in priority areas
- ✓ Basic donation coordination
- ✓ Detailed proposal within 24 hours for additional services

How Extended Discovery + Planning Works: This format maximizes value for distance clients by combining comprehensive assessment with immediate organizing progress. You'll experience our story-centered approach firsthand while getting real results in your priority areas. Many regional clients find this single session provides everything they need, while others use it as the foundation for larger projects.



What to Expect: Your Journey with Us

1. Connection Call (phone or zoom)

We'll discuss your situation and determine if we're a good fit

2. Discovery Consultation (90 min - 4 hours)

We assess your space, clarify goals, and create your custom roadmap

3. Proposal & Agreement (within 24-48 hours)

You receive exact pricing, timeline, and service details

4. Scheduling (your pace)

We book your organizing sessions at times that work for you

5. Organizing Sessions (4-hour blocks)

We work together to transform your space and preserve your story

6. Follow-Up Support (1 week + 1 month)

We check in to ensure systems are working and adjust as needed

Our Flexible Approach to Time

We believe good organization happens at the pace of trust, not the speed of efficiency.

Every project is unique, so we work in **4-hour focused windows** that respect both the emotional pace of decision-making and practical scheduling needs.

Why do we always propose prices after a discovery consultation?

A container of family photos and a container of old clothes may be the same size, but they require completely different emotional processing time and decision-making support. This is why our proposed prices hold firm regardless of timeline adjustments—we account for the human elements that can't be rushed. We will never provide a full proposal without first conducting a detailed discovery of both your space and your story.



Core Organizing Packages

Here's how we turn story into structure.

Packed Memories – (\$600 - \$1200)

Single Room Projects: Bedrooms, home offices, pantries, closets

(Focused small space organizing, 1-2 organizing sessions, 4-hour blocks)

Home Harmony – (\$1500 - \$3,000)

Multi-Room/ Large Space Projects: Basements, garages, kitchen + pantry

(multi-room comprehensive organizing, 2-4 organizing sessions, 4-hour blocks)

The Whole Story – (\$3,500 - \$10,000+)

Complete legacy projects with story documentation

(Multiple organizing sessions over extended 3-6 month timeline)

How We Create Your Proposal

After your **Discovery Consultation**, we'll provide a detailed proposal with exact pricing based on your specific space, timeline, and goals. Every project is unique, so we never use one-size-fits-all pricing.

What's Included in Every Package

- All basic organizing supplies (bins, labels, shelving)
- Donation coordination and transport
- Follow-up check-ins to ensure systems work
- Story preservation throughout the process
- Flexible timeline that respects your decision-making pace

What's Included with Packed Memories & Home Harmony:

Both packages include follow-up check-ins at one week and one month to ensure your new systems are working well and to make any needed adjustments. We're not here to cut and run—we want your home to work for you long after we've finished organizing. Additional maintenance visits and extended services like moving support or estate transitions are available as your needs evolve. Details about these ongoing services can be found in our Extended Services section.



The Whole Story - Complete Legacy Projects

When your project involves multiple generations, complex family dynamics, or preserving decades of memories

What's Included:

- Comprehensive whole-home or multi-room organization
- **Story documentation throughout the process** - not just at the end
- **Digital Memory Book creation** (20+ pages with photos and stories)
- **Family coordination support** - managing multiple decision-makers with grace
- **Extended timeline with check-ins** - because major transitions take time
- **Legacy item identification and preservation** - ensuring nothing important gets lost
- **Moving or estate transition support** when needed

Perfect for:

- Downsizing a longtime family home
- Managing a loved one's estate with intention
- Multi-generational moves where stories need preserving
- Complex family situations requiring sensitive coordination
- Major life transitions that deserve documentation

Investment: \$3,500- \$10,000+ depending on scope and timeline

Detailed proposal and timeline provided after discovery consultation



Legacy & Story Services

Can be added to any organizing project or booked separately

Personal Story Documentation - \$450

Individual story capture and light editing

- 2-hour interview session
- Written story documentation
- Digital delivery with photos

Family Story Circles - \$500

Facilitated multi-generational storytelling

- 2-hour guided family session
- Audio recording and written summary
- Photo documentation of meaningful items

Memory Lane Outings - \$400

Half-day visits to meaningful places with documentation

- 3-4 hour accompanied visits
- Story capture at meaningful locations
- Photo documentation and written memories

Digital Memory Books - \$650

Beautiful keepsakes with photos and stories

- 20+ page professional design
- High-resolution photos included
- Digital and print-ready formats



Donation, Disposal & Resale Services

Included in Most Proposed Packages | Optional Add-On Available

Why handle it yourself when we can?

Donation Coordination:

- Research & delivery to appropriate donation centers
- Loading, transport, and drop-off included
- General donation receipts provided
- No multiple trips or guesswork required

Specialized Disposal:

- Electronics, batteries, small appliances
- Paint, chemicals, and hazardous materials
- Environmentally sound methods
- Saves 3–5 hours of coordination per project

Donation Receipt Options

❖ Included: General Estimate Receipt

- Project Updates with documentation of items being donated
- Donation drop-off receipts provided
- Clients are always responsible for determining tax deductibility with their tax professionals.

❖ Add On: Detailed Itemized Receipt

- Individual item documentation with photos
- Fair market value research and spreadsheet summary
- Estimated time: 2–4+ hours processing time depending on item volume and value



Culture of Home Marketplace

(Optional Add-On)

Thoughtful resale support for items with potential value.

How It Works:

- Offered organically during your organizing project
- Items must be valued at **\$25+** to qualify
- We photograph, research, and list items on appropriate platforms:
 - **Vintage/unique items:** Etsy or preferred online marketplace
 - **Everyday household goods:** Facebook Marketplace, eBay, client choice
- We manage the entire process including buyer communication and coordination
- You receive **70% of final sale price after** platform fees (typically 3-13% depending on platform)

This service honors the stories behind your belongings while helping recover value. No guarantees of sale, but a respectful way to find new homes for meaningful items.

Marketplace & Donation Disclaimer

For items that may have significant value (antiques, collections, fine art), we're happy to help you connect with estate sale professionals or auction houses who specialize in appraisal and authentication. We can assist with research and coordination but recommend working directly with certified appraisers for high-value items.

This optional support is available for a fee and designed to help clients begin the process—not to manage it in full. It protects both parties while honoring the potential value of heirlooms and collectibles.



Extended Services

We're not here to cut and run. We want your home to work for you—and sometimes that means giving you space to live with the changes, reflect, and adjust. Life evolves, and so do our needs. These extended services honor that truth, offering support as you settle in, shift perspectives, or simply change your mind.

Maintenance Check-Ins

Included with select packages to ensure your space continues to serve you well:

- **Packed Memories, Home Harmony Packages:**
 - One-week and one-month follow-up check-ins
 - Light touch support to revisit systems, answer questions, and adjust as needed
- **The Whole Story Legacy Package:**
 - Ongoing check-ins built into the process
 - Collaborative support throughout the project's arc—from first sort to final placement

These check-ins are designed to offer gentle accountability, emotional clarity, and practical tweaks—because organizing isn't just about stuff. It's about how we live.

Additional Maintenance Check-ins - \$100 per visit

- System fine-tuning and adjustment follow-up visits
- Additional support as life changes

Moving Support Services - Custom pricing

- Pre-move decluttering and organization
- Unpacking and organizing in new home
- Coordination with moving companies

Together, we'll ensure your spaces serve not just your current needs, but the life you're still creating—because the best organizing systems are the ones that grow and change with you, just like the stories they hold.



Frank & Ethel's Sourcing Guide

Thoughtful Tools for Meaningful Organizing

At Frank & Ethel's, we believe organizing isn't about perfection — it's about creating space for what matters. Whether we're documenting legacy items or refreshing a family room, we use simple, reliable tools that support clarity and connection.

Core Organizing Supplies

Item	Purpose	Typical Price	Where We Source
Clear Storage Bins (various sizes)	Visibility + stackability	\$8-18	Target, IKEA, Container Store
Archive Boxes	Safe storage for photos & documents	\$8-20	Staples, Amazon, Uline
Label Maker + Tape Refills	Easy-to-read organization labels	\$25-45	Office Depot, Amazon
Heavy-Duty Donation Bags	Sorting items for gifting or donation	\$12-25	Target, Home Depot
Adjustable Shelving Units	Optional vertical storage solutions	\$80-120	IKEA, Lowe's, Container Store
Wall Hooks / Pegboards	Vertical solutions for small spaces	\$20-50	Amazon, Home Depot
Archival Storage Supplies	Protecting legacy photos and documents	\$40-90	Gaylord Archival, Amazon

Our Approach

We prioritize using what you already have — repurposing bins, baskets, and shelves when possible. When new items are needed, we source from trusted retailers with transparent pricing and durable materials.

"We believe every item tells a story. Our tools simply help you tell it with ease."



Frequently Asked Questions

We know that choosing support for your space, story, or transition can bring up a lot of questions—and that's what we're here for.

Below, you'll find answers to some of the most common questions we receive. If something isn't covered or you'd simply like to talk it through, we welcome connection. Reach out anytime—we're happy to clarify, listen, and help you feel confident moving forward.

Q: What supplies are included?

A: All basic organizing supplies (bins, bags, labels, basic shelving) are included in project pricing. We only charge extra for premium storage solutions or custom systems.

Q: How do you handle family coordination?

A: We document all family communications, set clear deadlines for responses, and work with your family's timeline while keeping you in control of final decisions.

Q: What's the difference between Discovery Consultation and Extended Discovery + Planning?

A: Discovery Consultation (\$150) is for local clients within 25 miles - a 90-minute assessment that provides a detailed roadmap. Extended Discovery + Planning (\$375) is for regional clients 26-50 miles away - a 4-hour session that includes assessment plus hands-on organizing progress.

Q: Can I book multiple services together?

A: Absolutely! Many clients combine organizing with legacy services or add story capture to decluttering projects. We create custom packages to meet your needs.

Q: Do you work during difficult life transitions?

A: Yes. We provide emotional support, flexible timelines, and gentle guidance through challenging decisions about belongings and memories. We also believe strongly in the value of community support and can connect you with local organizations for additional resources if that would be helpful.

Questions not answered here?

Email Mallorie directly at mallorie@frankandethels.com—we're here to help.



How We Price Our Work

At Frank & Ethel's, our pricing reflects the emotional, logistical, and creative labor involved in helping people navigate transition, memory, and meaning. We've researched local rates across comparable services in Howard County and surrounding areas to ensure our offerings are both fair and deeply valuable.

Market Comparison: Within 30 Miles of Howard County, MD

Service Type	Local Cost Range	Typical Approach	Frank & Ethel's Approach
Junk Hauling / Dump Services	\$450–\$530 per load or \$106/ton	Fast removal of bulk items	We sort, honor, and rehome with intention
Cleaning Services	\$73–\$130/hr or \$150–\$375/visit	Surface-level cleaning	We create comfort through story-based design
Estate Sale Companies	30–50% commission	Price, stage, and sell items for maximum revenue	We prioritize legacy, memory, and dignity over profit
Professional Organizers	\$55–\$140/hr or \$250–\$800/project	Decluttering and system creation	We integrate cultural sustainability and story preservation
Frank & Ethel's Organizing Support	\$600–\$3,000 (package-based)	Family business model—selective project volume ensures personalized care	We treat every home like a small business—with workflows, heart, and legacy



Research Sources

behind our pricing, we've gathered data from:

- **1-800-GOT-JUNK Pricing:** [Home Guide Cost Guide](#)
- **HomeAdvisor & Forbes on Organizer Costs:** [HomeAdvisor Professional Organizer Costs](#)
- **Misty Clean's Maryland Cleaning Rate Chart:** [Misty Clean Maryland Rates](#)

To help clients trust the value

Project Based Payment Terms:

Our Expertise: Our approach combines formal education in cultural sustainability and design with decades of hands-on experience in estate coordination, memory preservation, and transition support. We bring a unique lens that goes beyond standard organizing—treating every home as both a physical space and a living archive.

Every home is a small business of love and memories - we treat yours with the same strategic care, respect, and heart.

- Discovery consultations: Payment due at booking
- Small projects (under \$500): Payment due upon completion
- Larger projects: 50% deposit, 50% upon completion
- Legacy services: Payment due upon delivery

Our pricing reflects our values: transparency in process, flexibility in timeline, and deep respect for the stories that make your house a home.

Our complete Cancellation & Refund Policy is provided at the time of booking. We understand that life happens and work to find balanced compassionate solutions when unexpected circumstances arise.

Our Values, Our Philosophy



Whether we're helping sort a single drawer or stewarding a full estate, we approach every project with the same care:

- **Confidentiality** that honors your privacy and protects your story
- **Compassion** for the emotions that surface in times of transition
- **Humor** when it helps lighten the load
- **Care**, always—rooted in respect, clarity, and sustainable support

We believe that organizing is more than tidying—it's storytelling. It's legacy work. It's making space for what matters most.

Culture of Home is one branch of the larger Frank & Ethel's family tree—a growing community of people who value connection, creativity, and intentional living. When you work with us, you're not just hiring a service. You're joining a movement that celebrates everyday culture and honors the beauty of change.

Get in Touch

We'd be honored to walk with you.

Whether you're ready to begin or just curious about what's possible, we welcome your questions, reflections, and hopes.

Reach out to start the conversation.

We'll meet you where you are—and help you move forward with clarity and care.

Ready to transform your space and preserve your stories?

Start with a connection call today!

✉ mallorie@frankandethels.com | 🌐 frankandethels.com

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