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## TURNING A SICK ECON INTO PROFITS

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Business is so bad it's booming for professional organizer Barbara Reich.

For the past decade, Reich has earned a living helping wealthy women organize their lives - room by room, telling them what in their closets needed to be cleaned up or tossed, either into the garbage or to charity.

But now these wealthy women, many of whom are married to Wall Street titans whose fortunes have been put through the wringer, need a little extra cash. So Reich, owner of Resourceful Consultants, launched a new business: consignment.

Instead of tossing last year's Chanel jacket, or the Louboutins they wore twice, the women are discreetly giving Reich and her partner on this project, Elan Barish, their stuff. And it is selling fast.

Their first impromptu "sale" was 200 pieces of inventory from three clients. They held a party, served wine and finger food, and earned \$3,000 for the clients.

Reich learned, however, that many of her clients would prefer to shop in a "private, confidential setting. They may be keeping up appearances or sticking to a budget," Reich said.

So Reich and Barish are sending out private invitations.

"We'll call someone and say, 'We have a beautiful Missoni sweater, a Chanel jacket and three pairs of Gucci pants in your size. You should really take a look,'" Reich said.

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