



A Year in Review

THE BETROSPECTIVE

2024 HAS ALREADY BEGUN, SO LET'S TAKE A LOOK BACK AT 2023

STARTING WITH A BUSY WOMAN WITH A DREAM, TO AN ACROSS-THE-NATION ORGANIZATION THAT'S HELPING OTHERS LIVE THEIR MOST ORGANIZED LIVES: THE BETTY BRIGADE HAS COME A LONG WAY! WE APPRECIATE EVERYONE WHO GOT US HERE, FROM CURRENT AND FORMER BETTIES, CLIENTS AND VENDORS, IT HAS BEEN A VERY INTERESTING JOURNEY! 21 YEARS LATER WE ARE RECOGNIZED AS AMERICA'S BEST IN CLASS, RELOCATION, ORGANIZING, AND HANDYMAN SERVICE. HERE'S TO ANOTHER TWO DECADES OF "ONE CALL DOES IT ALL" SUCCESS!



WE'RE 21!

IN 2023, THE BETTY BRIGADE WAS SELECTED AS BEST PROFESSIONAL ORGANIZER OF ANN ARBOR, A TESTAMENT TO OUR UNWAVERING DEDICATION TO EXCELLENCE IN HOME MANAGEMENT SERVICES. THIS ESTEEMED RECOGNITION UNDERSCORES OUR COMMITMENT TO SURPASSING CUSTOMER EXPECTATIONS, DELIVERING UNPARALLELED QUALITY, AND MAKING A MEANINGFUL IMPACT WITHIN THE LOCAL COMMUNITY. WITH AN INNOVATIVE APPROACH, PERSONALIZED CARE, AND EXCEPTIONAL PROFESSIONALISM, THE BETTY BRIGADE CONTINUES TO SET THE STANDARD FOR EXCELLENCE IN ANN ARBOR AND ACROSS THE US.



THE BEST PROFESSIONAL ORGANIZER OF 2023 ANN ARBOR AWARD!

LAST YEAR, THE BETTY BRIGADE EMBARKED ON AN EXCITING JOURNEY BY INTRODUCING OUR HANDYMAN SUBSCRIPTION SERVICE. THIS INNOVATIVE OFFERING REVOLUTIONIZED THE WAY HOMEOWNERS CAN TACKLE THEIR MAINTENANCE NEEDS, PROVIDING A CONVENIENT AND RELIABLE SOLUTION TO THE OFTEN DAUNTING TASK OF HOME REPAIRS. WITH REGULAR VISITS FROM SKILLED, BACKGROUND CHECKED PROFESSIONALS, CLIENTS CAN EXPERIENCE UNPARALLELED PEACE OF MIND, KNOWING THAT THEIR HOMES ARE CONSISTENTLY CARED FOR AND MAINTAINED TO THE HIGHEST STANDARDS. THE LAUNCH OF THE HANDYMAN SUBSCRIPTION



NOT ONLY REAFFIRMED THE BETTY BRIGADE'S COMMITMENT TO EXCEPTIONAL SERVICE BUT ALSO SOLIDIFIED OUR POSITION AS INDUSTRY LEADERS IN COMPREHENSIVE HOME RENOVATION HELP.

[VIEW OUR SUBSCRIPTION OPTIONS HERE](#)

HANDYMAN SUBSCRIPTION IS AVAILABLE

IT'S AMAZING THE HIDDEN GEMS WE COME ACROSS IN OUR WORK! THIS YEAR, AS WE LENT A HELPING HAND TO CLIENTS AND ASSISTED WITH THEIR HOME CLEAR OUTS, DECLUTTERING, AND ORGANIZING EFFORTS, YOU WON'T BELIEVE WHAT THE BETTIES FOUND! FROM PRECIOUS PHOTOS OF LOVED ONES TO LONG-FORGOTTEN KEYS TO CARS. WE EVEN UNCOVERED A BUNCH OF "LOST" MONEY: NO LESS THAN \$21,546.27 FOR OUR DESERVING CLIENTS THIS PAST YEAR ALONE. WE LOVE GIVING MONEY BACK TO OUR CLIENTS!



[NEED US TO FIND SOMETHING YOU LOST? BOOK US HERE](#)

YOU LOST IT, WE FOUND IT!

OUR BETTY FAMILY GREW, CHANGED, AND EVOLVED IN 2023.



MADDIE - CHANGED FROM TEAM LEAD TO SCHEDULER

MADLAINE IS FROM THE DEXTER/ANN ARBOR AREA AND GRADUATED FROM THE UNIVERSITY OF MICHIGAN WITH A BACHELOR'S DEGREE IN CIVIL ENGINEERING. SHE DECIDED TO MAKE THE SWITCH FROM ENGINEERING TO AN ORGANIZER BETTY TO HELP MORE PEOPLE ON A FACE-TO-FACE LEVEL WHILE STILL USING HER NATURAL ORGANIZATIONAL AND SPATIAL SKILLS. OUTSIDE OF WORK, SHE LOVES THRIFTING, SPENDING TIME OUTDOORS, AND BEING WITH HER FAMILY AND FRIENDS.



SHANNA - OFFICE MANAGER BETTY

EXPERIENCED PROFESSIONAL WITH A STRONG ENTREPRENEURIAL BACKGROUND, I SUCCESSFULLY OWNED AND OPERATED A WINDOW CLEANING BUSINESS BEFORE BRINGING MY SKILLS TO THE BETTY BRIGADE. HAILING FROM KENTUCKY, I NOW CONTRIBUTE TO THE COMPANY'S SUCCESS WITH A PASSION FOR ORGANIZATION AND DETAIL. EVIDENT IN MY PROFICIENCY IN CREATING METICULOUS SPREADSHEETS. BEYOND THE OFFICE, MY LOVE FOR THE OUTDOORS IS COMPLEMENTED BY HOBBIES SUCH AS SEWING, PAINTING, AND GARDENING. AT HOME, I CHERISH THE COMPANY OF MY THREE CATS AND MY WONDERFUL HUSBAND.



RACHEL - HANDY PERSON

I'M FROM BUFFALO, INDIANA ORIGINALLY, BUT MOVED TO MICHIGAN FOR THE ENDLESS OUTDOOR RECREATION OPTIONS AND CAREER OPPORTUNITIES. I STARTED WORKING IN THE CONSTRUCTION FIELD AT A YOUNG AGE, BUT FIND THAT WORKING DIRECTLY WITH THE CUSTOMER IS MOST FULFILLING TO ME. I HAVE TWO HAIRLESS CATS, REX AND RUBY, WHO I SPEND EVERY SECOND DOTTING ON WHEN I'M NOT OUT HIKING, FISHING, OR WORKING ON PERSONAL PROJECTS

IN 2023, THE BETTY BRIGADE DIVERTED AN ASTOUNDING AMOUNT OF MATERIAL FROM THE LANDFILL TO OUR RECYCLING CENTER - 502.5 YARDS, A HUGE 228% INCREASE FROM LAST YEAR! WE'RE DELIGHTED OUR RECYCLING CENTERS ARE MAKING SUCH AN IMPACT. THAT IS 12.5 40 YARD DUMPSTERS WE WERE ABLE TO KEEP OUT OF LANDFILLS, GOOOOO BETTY!

WE'RE THRILLED TO ANNOUNCE THAT THROUGH OUR TRUSTED VENDORS, OUR CLIENTS WERE ABLE TO RECOVER \$119,000 FROM THEIR UNWANTED STUFF. THAT'S SOME SERIOUS EXTRA SPENDING MONEY GOING STRAIGHT BACK INTO CLIENT'S PIGGY BANKS!



HOUSE N2 HOME, HOUSE BY THE SIDE OF ROAD, HABITAT FOR HUMANITY AND ANN ARBOR PTO THRIFT SHOP ARE JUST A FEW OF THE CHARITIES WE DONATED TO IN 2023. ALL IN ALL WE DONATED \$67,215 IN RESOURCES TO LOCAL CHARITIES! WE'RE PROUD KNOWING THESE GIFTS ARE MAKING AN IMPACT AND HELPING OTHERS WHO NEED IT MOST.

WE LOVE RECYCLING!

WE MADE OUR CLIENTS MONEY!!

BETTY GIVES BACK, AGAIN!



SHARON - OWNER

SHARON IS FOUNDER AND PRESIDENT OF THE BETTY BRIGADE. HER MISSION IS TO HELP PEOPLE LIVE MORE ORGANIZED AND LESS STRESSFUL LIVES. LAID OFF FROM A CORPORATE MARKETING JOB IN 2003, MCRILL TURNED THE SETBACK INTO AN OPPORTUNITY. AS A BUSY PROFESSIONAL HERSELF, SHE WANTED TO HELP OTHER BUSY PEOPLE GET ORGANIZED AND STAY THAT WAY. SHE'S NOW DONE SO SUCCESSFULLY SINCE SPRING OF 2003.



DON - LEAD HANDYPERSON

DON IS ORIGINALLY FROM ANN ARBOR, MICHIGAN. AS A CHILD, HE WAS CONSTANTLY DISASSEMBLING HIS TOYS TO "SEE HOW THINGS WORKED." DON USED HIS CHILDHOOD CURIOSITY TO DEVELOP HIS SKILLS IN HOME MAINTENANCE AND REMODELING AND PLAYS A VITAL ROLE IN THE HANDYMAN DIVISION OF THE BETTY BRIGADE. DON IS ALSO A PRACTICING PHOTOGRAPHER, SPECIALIZING IN PORTRAIT PHOTOGRAPHY. WHEN HE IS NOT SOLVING THE MAINTENANCE NEEDS OF ANN ARBOR YOU CAN FIND HIM IN HIS STUDIO EITHER MEDITATING OR PRACTICING YOGA.



FRANNY - OPERATIONS MANAGER

FRANNY CAME TO THE BETTY BRIGADE AFTER FOUR YEARS OF TEACHING ELEMENTARY MUSIC AND ART IN THE PUBLIC SCHOOLS. SHE LOVES ORGANIZING AND MAKING LISTS, SOMETHING THAT THE BETTIES DO EVERY DAY! FRANNY ENJOYS SPENDING TIME WITH HER DOG, TRYING NEW FOODS, AND WORKING TOWARDS A ZERO-WASTE LIFESTYLE. SHE CAN OFTEN BE FOUND ON WEEKENDS HELPING FRIENDS AND FAMILY TO DESIGN THEIR HOME SPACES ON A BUDGET.



MAUREEN - TEAM LEAD

MAUREEN JOINED THE BETTY BRIGADE IN THE SUMMER OF 2022 AFTER WORKING FOR MANY YEARS OF INTERIOR DESIGN. SHE HAS DEGREES IN EARLY CHILDHOOD EDUCATION AND INTERIOR ARCHITECTURE AND DRAWS ON ASPECTS OF BOTH IN HER CURRENT POSITION. SHE ENJOYS THE BLEND OF MAKING SPACES FUNCTIONAL WHILE HELPING TO BRING PEACE TO CLIENTS. WHEN NOT WORKING ON LISTS AND ORGANIZING FOR THE BETTY BRIGADE, MAUREEN IS IN CHARGE OF SCHEDULING AND/OR SHUTTLING HER HUSBAND, THEIR 2 DAUGHTERS, AND THEIR GREAT DANE. OFTEN SPENDING TIME AT BAND CONCERTS, LACROSSE AND VOLLEYBALL GAMES, AND DOG PARKS. IN HER INFREQUENT SPARE TIME, SHE ENJOYS READING, GOING TO CONCERTS AND TRAVELING WITH HER FAMILY.



KAYLA - TEAM ASSISTANT

KAYLA IS FROM THE METRO DETROIT AREA AND JOINED THE BETTY BRIGADE IN AUGUST 2022 AFTER CHANGING THINGS UP AND STARTING LIFE IN A NEW DIRECTION. KAYLA WORKED IN THE GRAPHIC DESIGN FIELD FOR A WHILE AFTER HIGH SCHOOL BEFORE TRANSITIONING TO THE MEDICAL FIELD FOR 5 YEARS. KAYLA IS A JACK OF ALL TRADES, VERY CREATIVE, LOVES BRINGING NEW IDEAS TO THE TABLE, AND HELPING OTHERS.



STACY - TEAM ASSISTANT

STACY LIS IS A BUSINESS GRADUATE OF CENTRAL MICHIGAN UNIVERSITY. AFTER BEING A HOME MOM FOR 10 YEARS, STACY JOINED THE BETTY BRIGADE IN THE SPRING OF 2012. BEFORE THAT, SHE WORKED IN QUALITY CONTROL IN THE MORTGAGE INDUSTRY. SHE ALSO HAD A SHORT STINT AS THE OFFICE MANAGER FOR THE ANN ARBOR AREA CHAMBER OF COMMERCE. WHEN SHE IS NOT CHEERING HER KIDS ON AT A SCHOOL OR SPORTS EVENT, STACY ENJOYS READING, BAKING, AND SPENDING TIME WITH HER FAMILY.

WE APPRECIATE OUR WHOLE STAFF!

