



Tracy McCubbin, founder and CEO of dClutterfly

Different from other decluttering companies, Tracy believes that in order to really get to the bottom of all that clutter, we need to address not just what is there, but why it's there.



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# Before You Buy: Pause Checklist

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Use this before clicking “add to cart”!

## Pause First

- I waited at least 24 hours
- This isn't an impulse buy triggered by stress, boredom, or a sale
- I'm buying this intentionally, not emotionally

## Reality Check

- I know exactly where this will live in my home
- I already checked to see if I own something similar
- This supports my real life, not my fantasy life
- I would still want this if it weren't on sale

## Clutter Magnet Check

- I'm not buying this out of guilt, scarcity, or obligation
- I'm not hoping this item will “fix” a bigger problem
- I'm not using this as a reward or emotional bandage

## Cost Beyond the Price Tag

- I can afford this without stress
- I'm willing to maintain, store, and care for it
- I'm okay letting go of it later if it stops serving me

## Final Decision

- If this disappeared tomorrow, I'd replace it
- This adds value, NOT CLUTTER, to my life
- I'm choosing this on purpose

**Remember: Not buying something is also a powerful decision!**