



CELEBRATING  
55 YEARS

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## **Brilliant Move tackles jobs of all sizes and complexities for 10 years**

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Jean Brillant describes himself as part psychologist, part air traffic controller, part battlefield commander, part life coach. Now starting his 10th year in the moving business, Brillant has coordinated several thousand residential and commercial moves. He and his team at Brilliant Move have tackled jobs of all sizes and complexities, from college students' dorm rooms full of Ikea-style furniture to a tycoon's 15-room mansion full of antiques and Tiffany lamps - and everything in between.

"No matter the size of the move, the age of the client or the distance, there's always some anxiety," said Brillant. "There's stress in sorting through old photos and memories. There's stress in tossing out things you won't have room for. There's fear of the unknown. There's stress when you leave familiar surroundings. New friends, new neighbors, new commute, new school, new job, new routines - simple things like what day is trash day and what time does the mail come and can I park here - each causes some stress. We try to reduce that stress with 'move counseling' and a dose of humor."

Brillant says the act of packing boxes is a lot more than meets the eye: "One expert called boxes 'temples that hold sacred emotional stuff such as religious objects or family heirlooms, a necklace from your grandmother who passed away, pictures from your childhood, etc.'"

Brillant does a lot of hand-holding, reassuring clients that it's normal to be anxious and that it all works out in the end. For those who need extra help, he may call in reinforcements such as an interior designer or professional organizer.

Among services that help to reduce stress: Scheduling weekend moves that cost no more than weekdays; straightforward pricing with no hidden fees; and round-the-clock availability to help with concerns that arise. "To coordinate a move so everything lands when and where it's supposed to, you need to be a cross between an army general and an air traffic controller," said Brillant. "And providing advice and support to help customers make the right decisions makes me feel like a psychologist or life coach," he said.

Most important, Brillant says, is finding ways to reduce stress so it doesn't become paralyzing. A few helpful hints:

- \* Give yourself plenty of lead time - 8 weeks works for many planning a move;
- \* List all chores required to prepare - try to think chronologically;
- \* Unclutter - throw away, donate, give away. Let go of the past;
- \* Prepare for the unexpected - Even the best laid plans; and
- \* Eat well, get plenty of rest, treat yourself with things and people you enjoy.

Brillant says, "Key to our success - and a primary reason why so much of our business is referrals from satisfied customers - is our philosophy: To treat every customer as if they are family, and to

treat their possessions as we would want our own things to be treated."

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