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Valet service for storage

FRESHDIRECT makes it easy for harried New Yorkers to fill their refrigerators. Now, a new white-glove storage company is making it easy for city dwellers to get rid of the clutter in their cramped apartments.

➔ The Box Butler—
which brings storage

crates to customers' apartments, helps pack them up and then takes them away—has signed on more than 115 clients since it launched on March 20. It's acquiring as many as four new customers a day.

In fact, **Scott Sinclair**, a former financial services executive who came up with the Box Butler idea while trying to shove his own clutter into a small basement storage bin, expects the company to be profitable within 12 months. Mr. Sinclair invested \$175,000 of his own money to start the business.

"I have had women drag me into their bedroom and show me how good their closet looks after we're done," Mr. Sinclair says. "It's been a great experience."

The Box Butler is similar to City Closet Storage, but offers more services, like help with packing.

Contributors: Lisa Fickenscher, Matthew Flamm, Miriam Kreinin Souccar