

[Home](#) [About](#) [Submit Press Release](#) [PR Firms](#) [Editors/Journalists](#) [Search Archives](#)

[News Releases by Category](#) [News by Country](#) [News by MSA](#) [All News for Today](#) [Browse News by Day](#)

 [All Press Releases for September 16, 2005](#)

## The Sidekick is the Home Reference Book That Is There When You Need It

*Use the Sidekick to organize measurements, décor, furnishings, fixtures, samples, a record for your insurance info and more for the whole house*

Oakdale, Minn. (PRWEB) September 16, 2005 -- The only home organizer/reference book of its kind to encompass the whole house, the Sidekick provides homeowners with a travel-size, organizational resource. Containing all the homeowner's vital information in one easy-to-use book, the Sidekick eliminates wasted time and money second-guessing measurements, décor, colors, brand names, appliances, fixtures, furnishings, warranties and more.

Whether purchased for personal use or as a gift, homeowners use the book to assist with building, remodeling, repairing, decorating, and accessorizing the entire house and a record of your home in the event of a major loss. With a suggested retail price of \$29.95, the Sidekick is available for sale online at <http://www.thesidekick.net>, Amazon.com, Realtor.org and HGTV.com, and at select home center, hardware and decorating retailers throughout the United States.

The Sidekick features a fill-in-the-blank format categorized in tabbed sections. Each section highlights: whole house descriptions; room-by-room essentials including the garage, deck and porch; appliances and major purchases; service phone numbers and more. Graph paper, note pages and a folder fit within the book's flexible, expandable D-ring binding. Also enclosed are clear, re-sealable, removable pockets; each ideally sized to hold receipts, labels, photos, drawings, samples and swatches.

In the unfortunate event of a major loss, an insurance checklist is also included. Your insurance company will need a lot of information to process a claim. Using the Sidekick to create a home inventory, this process will be much easier and faster to complete. Otherwise, if one is not able to account for everything, and unable to provide the required information, less than full compensation may be received for a loss. Also, depending on the situation and the tax laws where one lives, this information may also be required for a tax credit. And finally, if a police report is filed for stolen items, having the model number and serial number will improve the odds for recovering the stolen property.

Here's a quick quiz:

- Name the brand and model of your television – do you know the serial number?
- How much did your computer cost?
- Where and when did you purchase your refrigerator?
- What is the serial number on your camera?

Could you answer those questions without looking? Now imagine how difficult it would be to come up with this information for ALL of your belongings while dealing with the stress of a fire, burglary, or natural disaster. In such a case, you may spend countless hours trying to remember everything only to realize what you forgot after your claim has been processed. Without the Sidekick you might not even be able to produce the required PROOF for the claim to be accepted.

"Managing your home is work," emphasizes Diane Zellers, author and creator of the Sidekick. "I developed this book for everyone who has ever stopped in the midst of shopping and asked, 'I wonder if this will match?' It's for those who have left the store to go home and take measurements; and for those who guessed wrong. It's for those who lost the receipt, the warranty or the service number. It's a single indispensable source to make life easier and less stressful by keeping everything you need at your fingertips."

"the Sidekick, your home reference book" is published exclusively by It's a Good Idea! Inc. located in Oakdale, Minnesota. The company is a member in good standing with NAPO, the National Association of Professional Organizers.

It's a Good Idea! Inc. donates 10% of all profits to Second Harvest Heartland Food Bank.

### OPTIONS

- Email this story to a colleague
- Printer Friendly Version

### CONTACT INFORMATION

Diane Zellers

ITS A GOOD IDEA, INC.

[Visit Our Site](#)

866-203-8034

[Email us Here](#)

### ATTACHED FILES

#### [Sidekick](#)

The "Sidekick" your Home Reference Book.

Uploaded: Sep 14, 2005

File Name:SIDEKICK.jpg

### ABOUT PRESS RELEASES

If you have any questions regarding information in these press releases please contact the company listed in the press release. Please do not contact PRWeb. We will be unable to assist you with your inquiry. PRWeb disclaims any content contained in these release. Our complete disclaimer appears [here](#).

To learn more about the Sidekick, please visit [www.thesidekick.net](http://www.thesidekick.net) or call toll-free 866-203-8034.

The "Sidekick" will be offered at the National Association of Professional Organizers, Connecticut Chapter ([www.napoct.com](http://www.napoct.com)) "Get Organized Expo" on Saturday October 1st which is being held at the Four Points by Sheridan Meriden.

###

---

**Disclaimer:** If you have any questions regarding information in these press releases please contact the company listed in the press release. Please do not contact PR Web™. We will be unable to assist you with your inquiry. PR Web™ disclaims any content contained in these releases. Our complete disclaimer appears [here](#).

© Copyright 1997-2005, PRWeb™. All Rights Reserved

[Terms of Service](#) | [Privacy Policy](#)