

FOR IMMEDIATE RELEASE

Professional Organizer Launches Innovative App to Help Users Organize Their Homes Like a Pro

Aronel Home 3.0 brings expert checklists, room-by-room plans, and custom organizing tools to your fingertips.

OAKLAND, CA — June 23, 2025 — Professional organizer and Certified KonMari Consultant **Lenora O'Keith** has released version 3.0 of her iOS app, **Aronel Home**, a powerful new tool designed to help users declutter and organize their homes and digital lives. The app, available exclusively on the Apple App Store, now features one of the most requested user updates: **Custom Categories**, empowering users to tailor their organizing journey to their own needs.

"My passion for organization helped me see a gap in the market—and my tech background helped me fill it," said O'Keith. "When I looked for organizing apps to recommend to my clients, everything I found was really a cleaning or chore tracker—not something that truly supported the organizing journey. So I decided to build the tool I knew people needed."

In a digital space filled with cleaning and chore-tracking tools, Aronel Home stands out by offering curated, step-by-step guidance, expert tips, and a powerful home inventory system—all created by a certified organizing professional. Whether you're managing a small apartment, prepping for a move, or simply overwhelmed by clutter, the app offers a calm, supportive way to take control of your space.

What's New in Aronel Home 3.0

- Create and edit **custom organizing categories**
- Assign **priority levels** and **sort by name, date, or priority**
- **Before & After photos** to capture your progress
- Hide completed or unused categories for a cleaner view
- Improved onboarding and accessibility, including Bold Text support
- A refreshed, modern UI plus performance upgrades

More Than Just a To-Do List

Aronel Home isn't about rigid schedules—it's a flexible, expert-designed guide that helps users tackle clutter with confidence and build lasting organizing systems. Features include:

- **Room-by-room professional organizing checklists**
- **Expert Pro Tips** for sustainable habits
- **Home inventory tracking** for insurance, moving, or peace of mind
- **Organizing guides and curated resources**
- **Digital decluttering** tools for streamlining your inbox, files, and digital storage

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Meet the Creator: From Tech to Tidy

Before starting Aronel Home, **Lenora O'Keith** spent over a decade working in IT for major companies such as the **Dallas Cowboys**, **Los Angeles Dodgers**, and **Netflix**. In 2024, she became a Certified KonMari Consultant and left the corporate tech world to pursue her lifelong passion for organizing full time.

Aronel—*Lenora spelled backwards*—is the product of that unique blend of technical expertise and deep empathy for people overwhelmed by stuff. The app offers a rare combination of clean design, logical flow, and human-centered support.

"I created the app to be a real companion through the organizing journey. It breaks big projects into easy wins and helps you make progress without the overwhelm. So many people want to organize but don't know where to get started. I hope this app helps them."

Try It, Organize, and Share

Aronel Home is available now for iPhone on the Apple App Store. The app is free to download, with access to core features right away. Users can upgrade to Aronel Home Premium for a one-time purchase of \$4.99—unlocking unlimited categories, downloadable checklists, and enhanced inventory options.

No subscriptions. No hidden fees. Just one upgrade to unlock everything—because organizing your life shouldn't come with monthly stress.

- **Download the app:** [Aronel Home on the App Store](#)
- **Learn more:** www.aronelhome.com/app

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