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Women Launch Home Inventory Video Business in the Palisades

Home Sweet Home Video is a new, locally owned business here in Pacific Palisades. Owner Amy Reiss, along with business partner Melissa Carr, are both dedicated to helping residents get organized and be prepared for life's disasters, whether it be a fire, flood, earthquake, theft, divorce or death in the family.

"I was living here in the Palisades during the 1994 Northridge earthquake," said Reiss. "Then the Malibu fires threatened our neighborhood, and last year we had some flooding. When I read the crime report in the Palisadian-Post each week I am reminded of just how vulnerable the Palisades is to house break-ins and auto theft. These are just a few reasons why we thought this was a great time to launch this kind of business."

However, Reiss said the main catalyst for starting a home inventory business was having to deal with her mother's estate recently.

"If we had a home inventory report when Mom and her husband were living, it would have made things a lot easier for both families after they passed away. Something as simple as an inventory with photographs and video would have saved all of us a lot of trouble during a time that is fraught with heartache."

The women decided to join forces, Reiss having had a career in television production for the past 20 years; Carr having recently worked for a home-staging company here in L.A. which involved preparing properties for sale. While both enjoyed the work they were doing, they "loved" the idea of having their own business.

"We spent a lot of time finding the best software and making sure that every detail was covered so that our comprehensive home inventory package would satisfy the needs of our customers," Carr said. "What we provide is peace of mind so that when our clients are in an emergency situation, coming up with a list of valuables will be one less thing for them to worry about."



Palisadians Amy Reiss (left) and Melissa Carr recently opened a home inventory business to help residents get organized and be prepared for life's disasters, whether it be a fire, flood, earthquake, theft, divorce or death in the family.

Rich Schmitt/Staff Photographer

Reiss added: "While most of us know we should be prepared for the worst, unfortunately our lives get busy and we end up doing little or nothing to protect ourselves. Having a home inventory not only helps establish how much insurance coverage you should have but also whether you need special riders to cover items such as jewels or art work. I know that if a natural disaster occurred today there is absolutely no way I could recall every valuable in my home, including the manufacturer and serial numbers, which is the kind of information insurance companies request in determining replacement value."

"The more detail you give them, the easier it is to get reimbursed," Carr said. "Also, you don't just want just anyone in your home assessing your valuables. We work with business managers who manage entertainment clients, trust and estate attorneys, along with individual homeowners. Confidentiality and professionalism is the key."

Pricing for a home inventory varies and depends on the size of the home and the amount of items that are itemized. For an estimate call 230-1437. To learn more about their services, visit Home Sweet Home Video's Web site at www.homesweethomevideo.com

Home Inventory Package

A complete home inventory package prepared by Home Sweet Home Video consists of:

- A report of inventoried items with photos by room location;
- A single-item-per-page report with detailed information and photo;
- An insurance report with total items and values listed;
- A CD of all photos in the inventory;
- An edited DVD of a home tour showcasing the interior and exterior;
- An edited DVD of the homeowner noting any heirlooms or collectibles with audio descriptions.