

Cleaning houses with psychic Sheldon Norberg

Steve Rubenstein, Special to The San Francisco Chronicle – Wednesday, July 6th, 2011

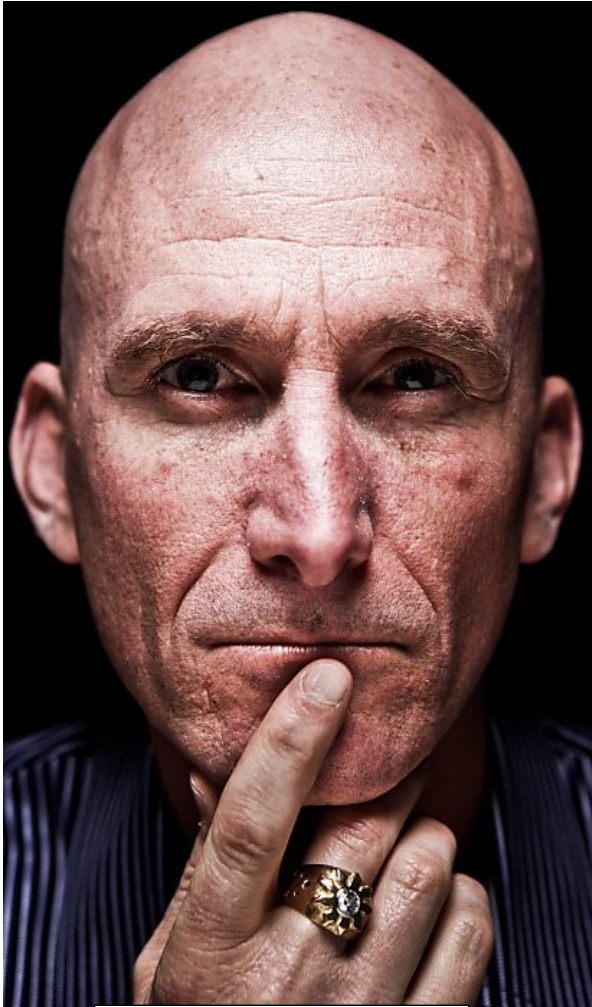


Photo by Russell Yip – SF Chronicle

Sheldon Norberg is the author of "Healing Houses: My Work as a Psychic House Cleaner" (North Mountain Publishing; 2010).

There had to be a reason why a perfectly nice \$1.7 million Marin County house wasn't selling. Maybe it had something to do with ghosts.

If so, it couldn't hurt to call in an expert. And there is no greater expert in persuading stubborn and obstinate ghosts to leave a haunted house than Sheldon Norberg, 48, a slender man with a shaved head who has been driving demons, devils and negative energy from Bay Area houses for the past two decades, at \$1,200 per dwelling.

"I'm not cheap," Norberg said, sitting quietly in a lawn chair by the front door to get a feel for what he would soon be facing inside. "But selling a house is a million-dollar transaction. Why take a chance?"

He sat with his eyes closed, his palms upturned, to enhance reception. At last he declared that this particular three-bedroom house, on a shady corner on the banks of Lark Creek, was by no means hopeless. True, there was negative energy on the top floor and in the basement. But nothing he couldn't handle.

"We are vibrating entities," he said. "Realtors don't like to deal with these things. They think it's all woo-woo stuff. But prospective buyers get a feeling the moment they walk into a house. If there is anger, or sadness, or unresolved feelings inside, you have to handle it."

Comment [SN1]: And his rebuttal to the defamatory assertions made within.

Comment [SN2]: Rubenstein sets the tone of the article in a backhanded insult to my client, ending the first paragraph with *Maybe it had something to do with ghosts*, when from the outset it was clear that that wasn't the case.

My client had just been divorced, as the *two prior owners of that house had been divorced while living there*. That was why she was referred to me, because divorce carries its own negative energy, and that fact was clearly stated in my conversation with Rubenstein before meeting.

To report on ghosts objectively, the author would need to interview someone who had experienced one, which he refused to do.

Comment [SN3]: I expressly make no mention of *demons or devils*, as they have no place in my work. Those words were *subjectively* chosen to create a discrediting slant. Yes, in some cases ghosts, and *paranormal phenomena*, but demons and devils, no.

From the tenor of the article, it appears that the "reporter" didn't bother to read any portion of my book (in which I put forth my thesis and observations about the dynamics of the *human energy field* and our affect on physical dwellings), or any other research into psi topics.

Comment [SN4]: This was stated in a joking conversation, and taken out of the context of explaining to him that my fee has increased from \$250 to its current state over a period of 20 years, and at the insistence of my clients, who told me that I needed to price myself realistically in comparison to the *value* of my service.

Comment [SN5]: "and we affect the world around us vibrationally."

Comment [SN6]: "These things" being the vibrational after-effect of death and trauma, although many realtors have commented to me on it.

Anger, sadness

And this house had a lot of anger and sadness. It was being sold, Norberg said, because **the owners were getting divorced**. After two months on the market and no offers, it was time to find out why. He headed upstairs, to the master bedroom. There he closed his eyes once more and declared the room to have been the site of conflict and sadness.

Comment [SN7]: The two previous owners had also divorced while living there, the kind of energy pattern I discuss extensively in my work.

This could be, Norberg said, because of the feng shui of the room, and its orientation on the north-south axis, its proximity to the nearby creek, the lack of sunlight and the heavy crossbeam that ran across the middle of the ceiling, cleaving the energy flow.

Comment [SN8]: While those factors have their own effects, the ANGER and SADNESS were clearly the result of the divorce and arguments leading up to it.

Also there was the divorce. Perhaps that had something to do with it too, he said.

Comment [SN9]: Woo Woo

"There is anger here," he said in a soft voice, **calling on his store of psychic powers**. "And unhappiness. Bedrooms are where you dump all your emotional stuff."

Comment [SN10]: Hardly, it was clean and dry.

The owner of the house, a young woman named Rosemary, pulled up in her Lexus to check on Norberg and see firsthand what she was getting for her \$1,200. (She had already paid \$10,000 to a real estate stager to make the house look nice, and that had bought her a few bowls of decorative seashells and plastic lemons, so another \$1,200, she opined, was just the cost of doing business.)

Comment [SN11]: Stuff, and not in disarray, just waiting to be moved out.

"I never used a service like this before," Rosemary said. "But if it works, it's not really that expensive."

Comment [SN12]: Not sure who the master of sarcastic wit is, here – *me* or him?

Norberg stood in the bedroom where Rosemary acknowledged that she and her husband had themselves some pointed misunderstandings, and the psychic announced that he was feeling chest constrictions, emotional sadness and compressed energy. Rosemary nodded. Then he descended into the basement, a **dank windowless storage space with a lot of junk lying around**, and said it **was not the most cheerful room in the house, either**.

Comment [SN13]: Huh?! It helps my concentration, or helps me concentrate *on the energy*, but not that.

Comment [SN14]: If you've read far enough into my site to see that whatever I may say, it's not moronic, then you can assess Rubenstein's quotation notation skills accordingly.

"But I'll fix it," Norberg said.

Comment [SN15]: Admittedly, I do believe that I am somehow making shifts in the magnetic *alignment* of the building. It's crazy, and when I I say it to someone I say it like I'm crrraaaaaazy, but people (and animals) notice it, and I there's no other way to explain it.

He proceeded to sit down and close his eyes. The psychic said he does his best work with his eyes closed. **It concentrates the energy.**

Comment [SN16]: This would have been true if the reporter hadn't left after half an hour, and assumed that I was sitting there the whole time as I said I would be. I could have been drinking tequila!

"I feel the Earth shifting with the relation to the rotational planes," he said at last. **"The magnetic field has changed."**

Comment [SN17]: This is where the article becomes truly defamatory. After talking to Rosemary, I find that she too was deliberately misquoted.

She told me that she told Rubenstein "that *the bedroom felt larger* to her," (a key signature of my work) and that "while the house felt pretty much the same, she didn't expect it to feel much different." She also mentioned physical changes we made to the basement.

Psychic heavy lifting

Rosemary left him in peace. **Norberg sat motionless for three hours, until the psychic heavy lifting was done and the house, he said, was clear**. Afterward, Rosemary said **the house felt pretty much the same to her** as it did before, but maybe that was because she was "not in touch with the major energy channels."

In a matter of subtleties, these are significant, particularly in light of the fact that the article states that the bedroom and basement were the points of focus.

Two days later, her real estate agent threw open the doors to the public for an open house. Rosemary had high hopes. Seventeen couples toured the newly energized property.

Comment [SN18]: she acknowledged", betrays the fact that the question was not open ended, as an objective reporter might have asked, but hinting at chicanery. I appreciate and demand real muckraking authorship, but that would require research and interviews with more than one client. Of course, that would prove my point.

"But nobody made an offer," Rosemary said with a sigh.

Perhaps her optimism in Norberg was misplaced, she acknowledged, and perhaps her optimism in the real estate market was, too. According to **the comps, which is real estate lingo for please-get-your-head-out-of-the-clouds,** the house was worth not \$1.7 million but \$1.4 million.

Comment [SN19]: Setting prices is a realtors job, and in this neighborhood, the realtors know the comps, as well as their job. As it stands (and what is most shocking about this article), is that *the house SOLD before this article came out*, and for a figure closer to 1.7 million.

"Hiring Sheldon, I was just covering all the bases," she said. "It's good to have the positive energy. But we might have to lower the price just a little, too."