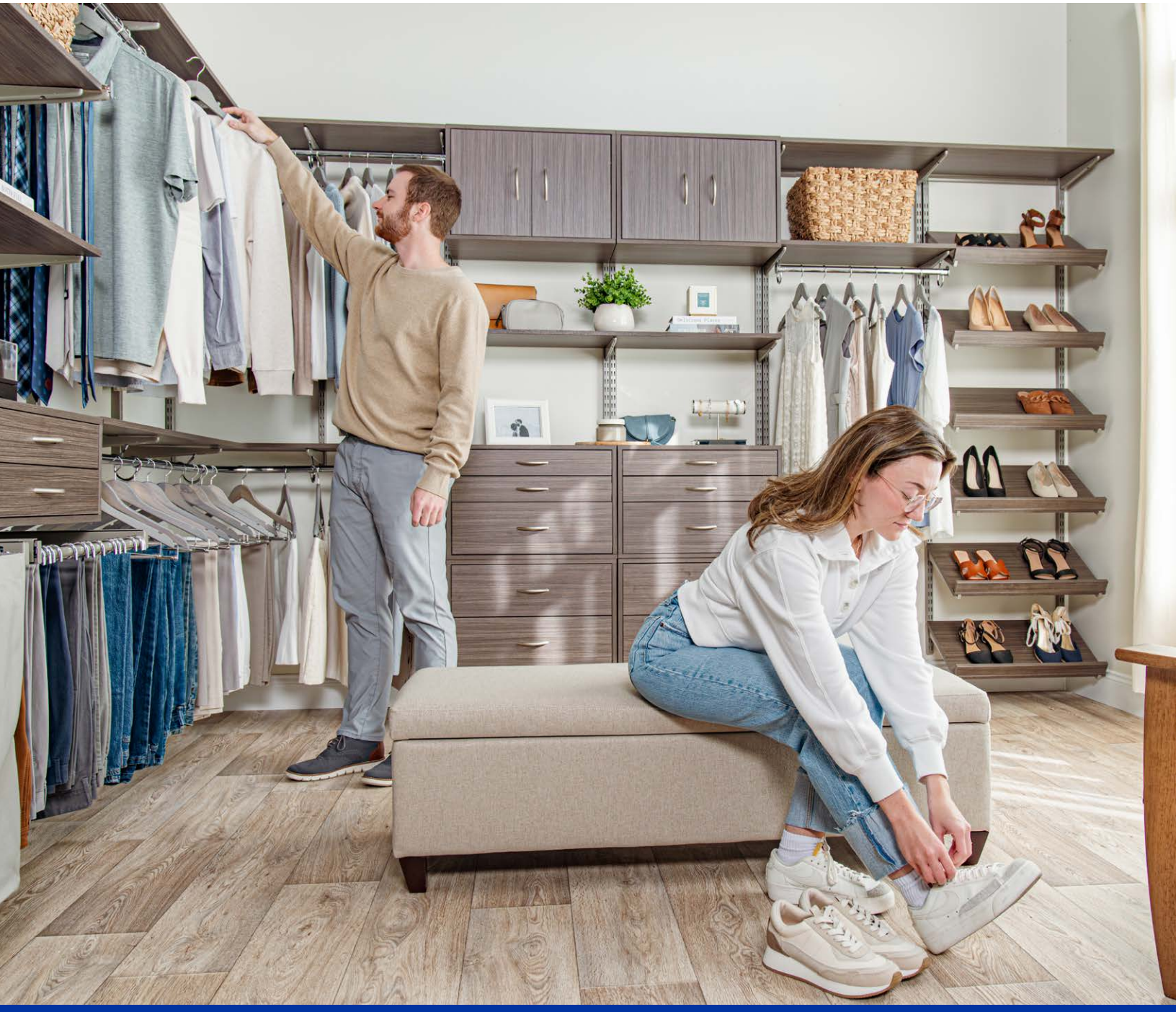
Organized Living®

for **SINGLE FAMILY**



Closets Wow Homebuyers

YOU CAN COUNT ON ORGANIZED LIVING TO PROVIDE HIGH-QUALITY STORAGE AND ORGANIZATION FOR ALL OF YOUR HOMEBUYERS.

Leader in Home Organization

Trusted for over 100 years, **Organized Living** offers a full breadth of high-quality products to meet your needs and budget.

We are focused on providing Builders nationwide with products their Homebuyers will love for years to come. We stand behind our products with an industry-leading warranty and the technology to ensure the closets are accurately installed in every home you build.

Let's get started!



HIGH-QUALITY PRODUCT LEADER

The quality and trend leader for home storage and organization systems with a full breadth of products.

SUPERIOR SINGLE FAMILY PROGRAMS

Leading technology that makes closets easy for Builders and their Homebuyers!

UNMATCHED PROFESSIONAL SUPPORT

A team of professionals at Organized Living and our nationwide Dealer network ready to serve you.

Why Storage Matters to Homebuyers

As America's leading brand for home storage and organization solutions, we understand your Homebuyers' needs. As industry experts, we know that buyers expect high-quality storage and organization solutions, and fixed wire shelving is no longer adequate. With our products and programs, we can satisfy your Homebuyers' storage demands and maximize your profits.

INDUSTRY TRENDS THAT ORGANIZED LIVING IS PAYING ATTENTION TO:

STORAGE REMAINS A TOP PRIORITY

Storage continues to be one of the most desired features in a new home. According to NAHB's 2024 What Home Buyers Really Want study, garage storage and walk-in pantries remain among buyers' most-wanted home features. As buyers place greater value on organization and functionality, Builders can differentiate their homes by offering thoughtfully designed closet and storage solutions.

MENTAL WELLNESS

Homes provide us with stability and a sense of well-being. According to the America at Home study, having better storage options was ranked as the number four feature Homebuyers would be willing to pay more for. Differentiate the homes you build by offering ample storage to support stress reduction and overall mental wellness for your buyers.

AGING IN PLACE

Homebuyers are demanding storage systems that will accommodate their changing needs and lifestyle. 66% of Homeowners fifty-five years and older plan to age in place, according to a study conducted by Freddie Mac. With our freedomRail adjustable storage system, you can provide these Homebuyers with the adaptability they need down the road.

PERSONALIZATION & UPGRADE OPPORTUNITIES

Today's buyers expect opportunities to personalize their homes. Industry research shows that interior selections and upgrades remain among the most commonly offered options in the new-home buying process, allowing Builders to create a more engaging buying experience while generating additional revenue opportunities. Offering upgrade options gives buyers the ability to personalize their space while creating lasting value.







BEST
Home Organization & Storage Solutions Provider
-BUILD Awards 2026

More than
100 Years
of leveraging technology and innovation to address trends in the building industry.

#2
for quality closet organization systems.
-Zonda 2023

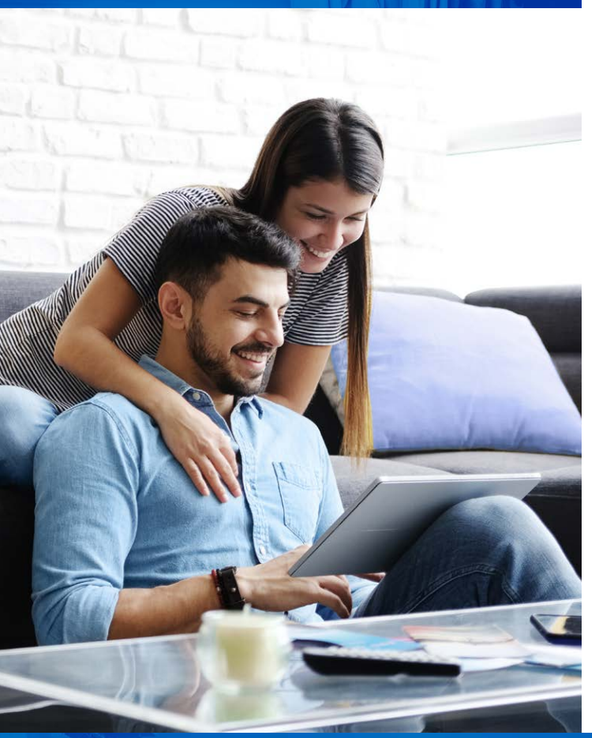
Homebuyers save an average of
50-70%
by upgrading now rather than waiting until move-in.

79%
of Homebuyers want more storage and organization than Builders provide.
–NAHB

A walk-in pantry is ranked
#1
for most wanted feature.
– Forbes

Closet Selector is a revolutionary tool that allows Homebuyers to select standard and upgrade closets on their own time or in a Design Center.

It is the first and only digital tool that makes selecting closets simple, paperless, and hassle-free. Homebuyers get exactly what they selected every time without adding to the base cost of the home!



Closet **Selector**®
Changing the Way Builders Do Closets

WE MAKE IT EASY

- Industry-leading technology designed to simplify the closet selection process, saving you time and money.
- Full breadth of product and design options available to meet your price points and community standards.
- One program for contracting standard and upgrade closet shelving options throughout the home including the garage.

HOMEBUYER SATISFACTION GUARANTEED

- Quick, accurate Homebuyer closet selections - completed on buyer's own time or in the Design Center.
- On-trend designs and color finishes created to meet your Homebuyers' demands and increase your capture rates.
- Your buyers can save over 60% on closet upgrades versus upgrading after move-in.

To support your **Closet Selector Program**, we will provide a full range of materials for your Design Center or Model Home, including customized brochures, signage, and more to educate your Homebuyers on their closet upgrade options.

"With Closet Selector, our Homebuyers have the ability to make their selections from the comfort of their own home."

Alexa Drees Walker
Design Center Director | Drees Homes

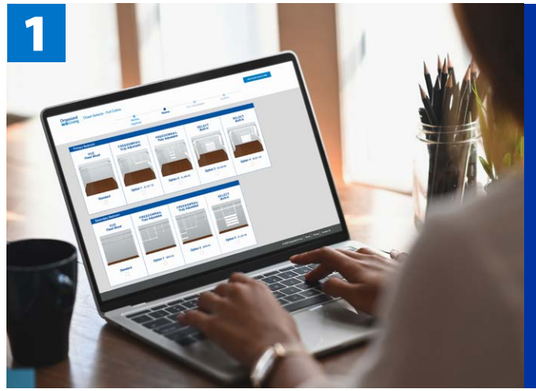


SCAN ME

Learn more about Closet Selector.

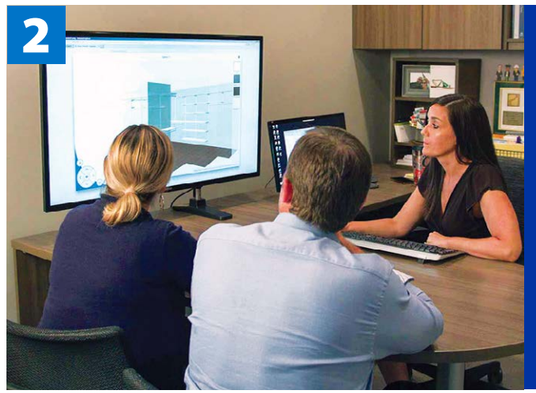
Make Closet Selections Easy As 1-2-3

1



Homebuyers visit the Builder's Closet Selector website, choose their specific model, and explore the closets designed for their new home.

2



Homebuyers select from the standard and upgrade options, then confirm their closet selections at home or with the Builder.

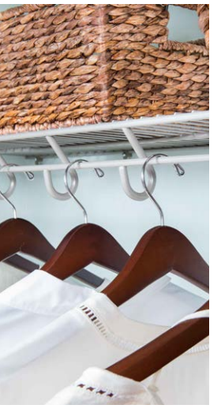
3



Homebuyers move-in and unpack with ease, with the exact closets they selected!

Products that Satisfy Homebuyers

Organized Living provides Builders with storage products that excite Homebuyers. We offer standard and upgrade options that will satisfy buyers for years to come. Discover our full breadth of product lines from fixed ventilated to our built-in solutions.








STANDARD OPTIONS



Ventilated

STANDARD FIXED SHELVING

We offer two ventilated wire options. **Shelftech™** is our economical grade wire shelving for price-conscious jobs. **Lifetime™** is the strongest fixed wire solution available on the market providing the strength and durability needed.

- 30% more steel than other competitive ventilated wire systems.
- Manufactured with epoxy powder coating to resist cracking, chipping, peeling, and discoloration while releasing no harmful VOCs.
- Installed with proprietary Tri-loc hardware holding 75 lbs per linear foot.



VUE®

REFINED FIXED WOOD SHELVING

VUE® is our refined fixed wood shelving system that provides the look and strength Homebuyers expect. It's the new standard for Builders and the perfect step up for buyers who prefer solid shelving over wire.

- No exposed hardware and proprietary gap-free installation creates a clean, polished look.
- Patented Tri-Loc anchor hardware and heavy-duty brackets for superior strength.
- Manufactured with ¾" thick thermal fused laminate board shelving with radius edgebanding.
- Holds 85 lbs per foot of shelving, more than any other fixed wood shelving system available.

UPGRADE OPTIONS



freedomRail®

TRULY ADJUSTABLE STORAGE

freedomRail® is the only truly adjustable storage system. Confidently offer freedomRail in the homes you build allowing Homebuyers to transform the look and function of their space without tools, after move-in.

- Completely adjustable. Easily move, add or adjust components over time without any tools.
- freedomRail offers a wide range of accessories to make your closet truly customizable.
- freedomRail comes with a 10-year warranty, the longest available.
- The strongest adjustable storage solution available, holding 170 lbs per linear foot.



freedomRail® EDGE

LIMITLESS MODULAR STORAGE

freedomRail® EDGE is a system built for any lifestyle. Whether you're a sports family juggling gear for every season, a weekend camper with a passion for the outdoors, or turning your garage into a home gym, freedomRail EDGE adapts on demand.

- Contains up to 50% more steel than most garage storage systems.
- Modular components and accessories allow you to customize and reconfigure your storage space as your family's needs change.
- Built to handle the demands of active households, with tough cabinetry and epoxy-coated shelving that delivers long-lasting strength and reliability.



Select®

TRADITIONAL BUILT-IN STORAGE

Select® is traditional built-in storage ideal for Homebuyers who know exactly what they want. Select offers high-quality features and accessories to give Builders the high-end look and feel buyers love.

- Quality accessories to maximize form and function to make the most of your space.
- Available in a collection of modern finishes that bring both style and functionality to seamlessly match your home decor.
- Select comes with a 10-year warranty, the longest available.
- Featuring furniture-grade laminate, soft-close hinges and drawer glides, holding 170 lbs per linear foot.



Classica™

CUSTOM STORAGE WITH BUILT-IN LUXURY

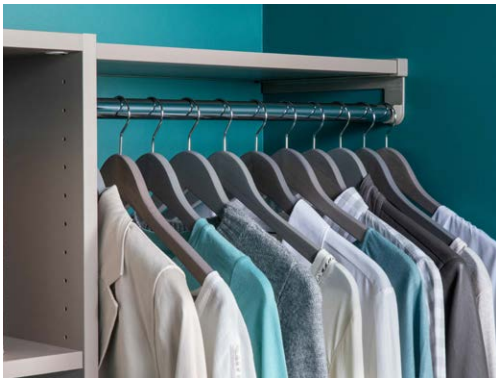
Classica™ is custom storage with built-in luxury that combines beauty and strength to create custom closet systems for Homebuyers designed to last a lifetime.

- Soft-close drawer glides and hinges provide effortless and soundless closes for everyday usability.
- Customize your closet with a full range of accessories, including a Valet Rod, Tie Rack, Jewelry Insert, Hamper, and more.
- Classica comes in beautiful, on-trend finishes to match your style, budget, and personality.

Let's Partner

Organized Living is ready to be your brand of choice for your storage and organization needs.











Organized Living®

Learn more about Organized Living today!

SCAN ME

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