



Closets Wow Homebuyers

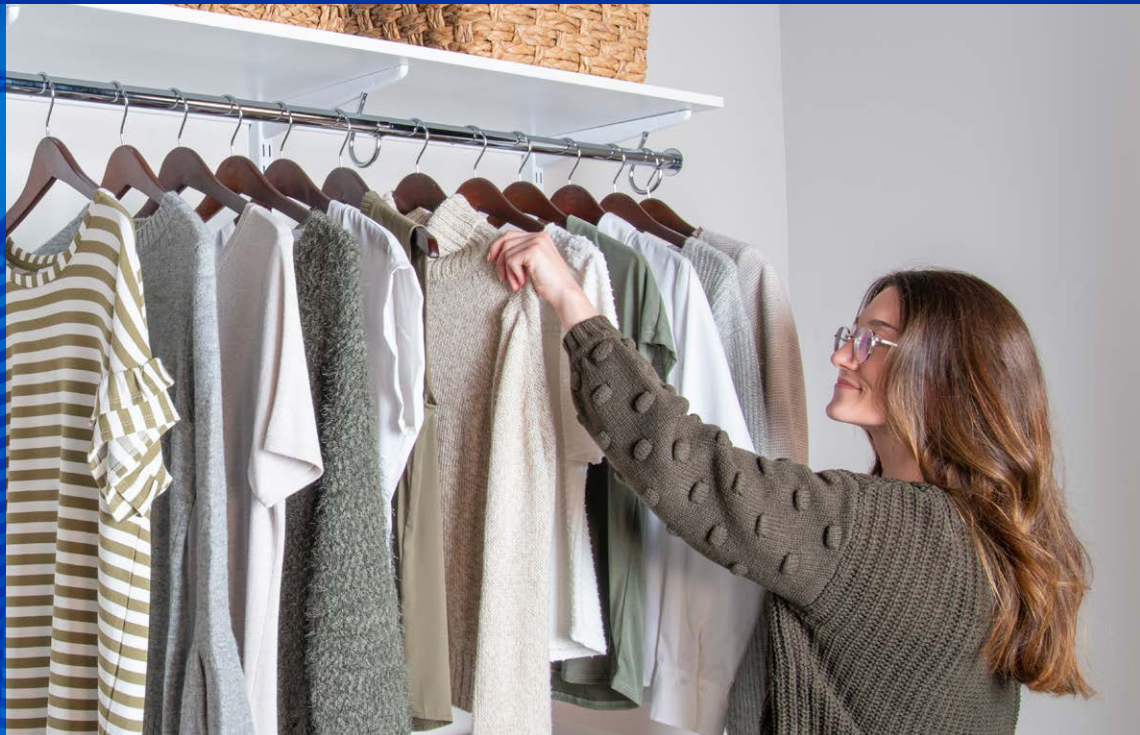
YOU CAN COUNT ON ORGANIZED LIVING TO PROVIDE HIGH-QUALITY
STORAGE AND ORGANIZATION FOR ALL OF YOUR HOMEBUYERS.

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!



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 homebuyers 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:

HEALTHY HOMES

Healthy homes have gained momentum as homebuyers focus on their living spaces being free of harmful toxins. Eco Pulse reports that 66% of Millennials are concerned about indoor air quality. We ensure all our products are designed and manufactured without releasing harmful VOCs into the environment.

MENTAL WELLNESS

Homes provide us with stability and a sense of well-being. According to America at Home Study, having better storage options was ranked as the number 4 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.

FLEX SPACE

With space being a premium in homes, buyers are looking for ways to maximize what they have and evolve the space to fit their needs. Forbes claims flex spaces are highly considered when designing a room to future-proof the area. Satisfy your homebuyer's demands by including solutions to accommodate a multifunctional design.



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.

BEST
Home Organization &
Storage Solutions Provider
-BUILD Awards 2024

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.
- Closet selections can be made on the homebuyers' own time or in the Design Center.
- One program for contracting standard and upgrade closet shelving options throughout the home.

HOMEBUYER SATISFACTION GUARANTEED

- Quick, accurate homebuyer closet selections - completed on homebuyers own time or in the Design Center.
- On-trend designs created to meet your homebuyers' demands and increase your capture rates.
- Homebuyers 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, including customized brochures, signage, and more to educate your homebuyers on the importance of closet upgrades.

"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



Make Closet Selections Easy As 1-2-3



Homebuyers visit the Builder's Closet Selector website, choose their exact model, and their closets will appear.



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



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 homebuyers for years to come. Discover our full breadth of product lines from fixed ventilated to our built-in solutions.

Standard Options



FIXED WIRE SHELVING

We offer economical grade wire shelving for price-conscious homes. Our **Lifetime™** is the strongest fixed wire solution available providing the strength and durability needed.



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 homebuyers who prefer solid shelving over wire.

Upgrade Options



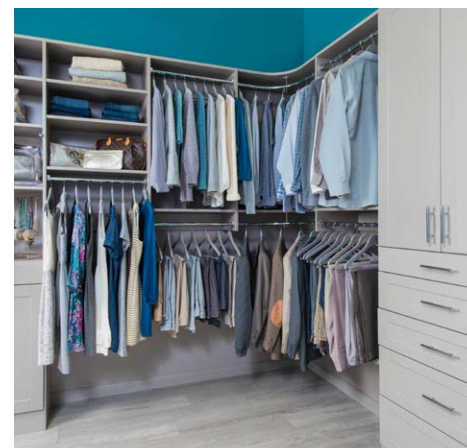
ADJUSTABLE SHELVING

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.



BUILT-IN SHELVING

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 homebuyers love.



CUSTOM BUILT-IN SHELVING

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



Standard Options

Ventilated

STANDARD FIXED SHELVING

- ✓ 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

- ✓ 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

- ✓ 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.



Select®

TRADITIONAL BUILT-IN STORAGE

- ✓ Quality accessories to maximize form and function.
- ✓ Choose from on-trend finishes to match your home decor.
- ✓ Select comes with a 10-year warranty, the longest available.
- ✓ Furniture-grade laminate, holding 170 lbs per linear foot.



Classica™

CUSTOM STORAGE WITH BUILT-IN LUXURY

- ✓ Soft-close drawer glides provide effortless and soundless closes for smooth sliding drawers.
- ✓ Customize your closet with a full range of accessories, including a Valet Rod, Tie Rack, Jewelry Insert, Hamper, and more.
- ✓ Classica comes in nine 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.



Customization area. Please delete
text and frame prior to printing.

**Organized
Living**



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Learn more about
Organized Living today!



 **SCAN ME**