



Sarah Wise
Marketing Specialist
513.277.3750
swise@organizedliving.com

FOR IMMEDIATE RELEASE

2022 Closets and Storage Trends: Give Homebuyers What They Want!

Cincinnati, Ohio (October 29, 2021) – Homebuyer’s priorities have shifted when it comes to their next home, especially in storage and organization. With [Organized Living](#) ranked #2 for quality closet organization systems, there’s nobody else that knows closets and storage trends better. Save your homebuyer’s significant time and money by giving them the storage and organization they want before move-in!



Step Inside the Pantry.

Homebuyers are taking fewer trips to the grocery store and are buying in bulk more than ever. But they are lacking in storage space. With walk-in pantries listed as the 7th most wanted feature according to the NAHB, it’s a no brainer walk-in pantries should be included in floor plans to satisfy your buyer’s needs.

Flex Spaces.

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. They are using traditional spaces, such as dining rooms, and transitioning to it to an office or homework room. As buyers needs and lives change, the space needs to be flexible and able to evolve. With freedomRail®, you can transform any open wall, nook or cranny into a storage space that works for your homebuyers needs!

Out of Sight, Out of Mind.

Open shelving is no longer a top choice for homebuyers as they are tired of looking at their items. The concept of keeping your shelves “Instagram worthy” isn’t ideal when you have a family and busy lifestyle. Closed storage is an easy solution to hide the clutter – no matter where you are in the home.

Cloffices, the New Hotspot.

It’s no surprise that home offices are here to stay. In fact, 45% of homeowners are willing to pay for a better home office in their next home. Optimize closet space in a secondary bedroom to create a “cloffice,” – the alternative solution to an office without having to sacrifice an entire room.



Customization is King.

The term “feeling at home” couldn’t more true when it comes to customized storage options. Homebuyers want to make their closet space feel like their own. Providing adjustable storage options, such as the freedomRail system gives homebuyers the *freedom* and customization they deserve.

Natural Influences.

Homebuyers are craving the outdoors, especially after being inside for so long. Nature inspired, eco-friendly storage and organization designs are in. Pairing plants, wood shelves and wicker bins with whites and modern colors to bring natural tones into the home will set you apart.

Mudroom Sanctuary.

The mudroom is the ultimate drop zone and catch-all for every member of the family. The newest fad is dedicating a space for each family member to keep the entry organized and easily accessible. Incorporate entry storage into your floor plans to make getting out the door quick and easy for your homebuyers.



Homebuyers are happy when they have someplace to put their stuff. By incorporating these trends into the homes you build, you are guaranteed to have happy homebuyers! To learn more about the products and programs Organized Living has in place to make storage and organization easy for builders, visit organizedliving.com/builders.

About Organized Living

Organized Living brings superior storage and organization to the world through strong products, strong people and a strong brand, helping people organize their lives. From the closet to the kitchen to the garage, Organized Living offers high-quality, innovative storage and organization products that make everyday life easier and sells through professional installing dealers across US and Canada, retailers and online retailers. www.OrganizedLiving.com.