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**FOR IMMEDIATE RELEASE**

## Homebuyers are Demanding Walk-In Pantries: Are You Giving Them What They Want?

**Cincinnati, Ohio (May 12, 2021)** - On average, homeowners take about 4 months planning for a closet remodel and 2.5 months executing it, according to the 2017 Houzz & Home survey. Save your homebuyer's significant time and money by giving them the pantry systems they want before move-in with help from the experts at [Organized Living](http://OrganizedLiving.com).

With walk-in pantries listed as the 7<sup>th</sup> most wanted feature by homeowners according to the NAHB HMI survey, it's a no brainer that walk-in pantries should be included in floor plans to satisfy homebuyer's demands. "Homebuyers are gravitating more towards floor plans with large walk-in pantries, especially in the last 12 months due to an increase in home cooking. It's a small thing that can have a big impact in a family's day-to-day living," said Season Lane, Creative Development Director at Signature Homes.

Homes that homebuyers can't stop talking about always include a walk-in pantry with features that make it functional, stylish, and memorable.

- *Functionality.* Homebuyers want their pantry to be functional. Accessible outlets inside the pantry gives them the ability to use their everyday small appliances like microwaves and coffee makers, making morning routines quick and easy.
- *Location.* Homebuyers are searching for that "prime real estate" when it comes to pantry location in the home. Make it a priority to pair the garage, mudroom, and pantry together to make a smooth transition upon entry with groceries.
- *Shelving.* Storing and protecting valuable dishes or family heirlooms such as china is top priority for homebuyers. Having solid wood shelving gives peace of mind knowing valuables are going to be protected from possible damage or toppling over on wire shelving.
- *Adjustable storage.* There's no such thing as "too much storage." By utilizing adjustable shelving such as the [freedomRail](http://freedomRail.com)® storage system, homebuyers have the ability to customize their pantry space to accommodate their needs and lifestyle.



Ultimately, the pantry serves as the problem solver of the kitchen. Homebuyers are happy when their kitchen counters are clutter free. By incorporating these trends into the homes you build, you are guaranteed to have happy homebuyers, in the heart of the home! 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](http://organizedliving.com/builders).

About Organized Living

*Organized Living brings superior storage and organization to the world through strong products, strong people and 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 professionally installing dealers across US and Canada, retailers and online retailers. [www.OrganizedLiving.com](http://www.OrganizedLiving.com).*