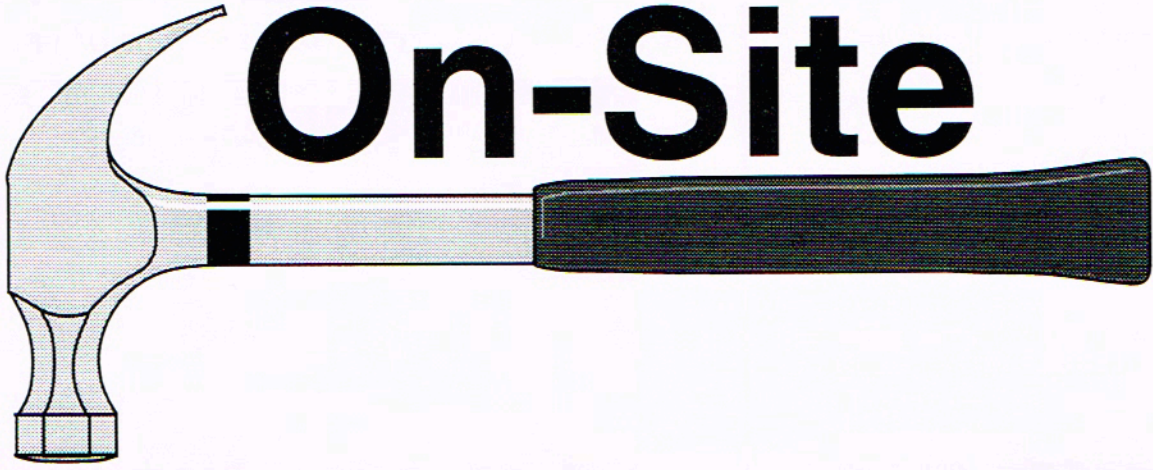


**Builder/Architect**



**with Ellyn Elstein of Creative Closets Ltd.**



***What is a builder's motivating factor for including a closet storage system in his homes, over a simple wood shelf and rod?***

To influence the perception of the home buyer. In a spec house it is to turn on the prospective buyer to buy that house...they want to sell it rather quickly. When builders include them in all of their homes, as a standard item, it is to influence the buyer to build with them over another builder.

***If it's the buyer's perception that is influenced, then is closet storage an emotional item with people?***

Absolutely! People want to feel organized, in control. When they see a closet with a storage system that will help them feel at home, comfortable, and organized, they are drawn to that home through these emotions.

***Typically, where do builders initially include closet storage systems in their homes?***

Most start with organizing the master bedroom closet, the laundry, and the pantry.

Ellyn Elstein  
Creative Closets Ltd • (610) 433-0933

In business for 14 years, Creative Closets serves builders and their customers throughout the greater Lehigh Valley, providing storage and organizing solutions for homes and businesses.