

Home Renovation Trend Caters to Cabinet Clutter

Written by Australian Business

ATLANTA--([BUSINESS WIRE](#))--As homeowners continue to invest in renovations that yield the strongest return on investment, they're increasingly focusing on what previously was a highly overlooked area: *inside* their cabinets. Companies specializing in pull-out shelving are reporting a boom in requests for custom-designed shelving solutions that address pain points associated with disorganization and limited access to items in kitchens, bathrooms and other spaces in the home.

When it comes to improving resale value, more homeowners are looking to renovations that address less visible, yet highly functional areas of the home. According to *Remodeling* magazine's

[2014 Cost vs. Value Report](#)

, minor kitchen renovations, which would include such upgrades as installing glide-out shelving, can deliver a return on investment of 82.7 percent.

"What people are quickly realizing is that by increasing their usable cabinet space by up to 50 percent with glide-out shelves, they are not only reducing physical and emotional stress by providing easy access to items, but also improving the appearance and value of their homes," said Allan Young, CEO of [ShelfGenie](#), the leader in custom designed, built and installed Glide-Out shelving solutions for kitchens, pantries, bathrooms and other spaces.

Overall, homeowners are spending more on organization. According to The Freedonia Group, the storage and organization industry is expected to rise 4 percent annually throughout 2017, making it a \$9.4 billion industry. The demand is feeding growth of franchises such as ShelfGenie, which after its inception in 2000, now operates more than 155 franchise locations in 22 states and Canada.

Offering homeowners custom designed accessibility solutions with slide-out shelves that are personalized down to the millimeter to fit their cabinets, ShelfGenie has remarkably high customer satisfaction, with the highest Net Promoter Score (NPS) of 68-69 of any company in home improvement and even higher than such companies as Apple and Southwest Airlines.

"We improve how people live and enjoy their homes by carefully designing each

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glide-out solution to address their individual storage and organizational needs,” Young said. “Our designers go to great lengths to understand each client’s lifestyle before customizing the shelving. Our clients tell us that interacting with the designer is a fun experience and memorable for having a solution tailored to meet their specific wants and needs. Every homeowner is different, there is no one-size-fits-all approach.”

Designed to move in and out easily with just the touch of a finger, ShelfGenie’s glide-out shelves are strong enough to hold items up to 100 pounds and eliminate the need to kneel down and dig through cabinets for hard to reach items. Some of the company’s most popular storage solutions include pantry organization, base cabinet solutions that put all items within easy reach, blind corner solutions, and two-tiered pull out shelves, called risers, which fit under sinks and around drain pipes.

About ShelfGenie

Based in Atlanta, GA and founded in 2000, ShelfGenie is the industry leader in customized cabinet shelving solutions. With more than 150 locally owned and operated franchise locations operating throughout 22 states and Canada, ShelfGenie solutions are tailored to a consumer’s needs and the way they live. ShelfGenie’s affordable, high impact shelves are designed to provide homeowners with easy access to their belongings in the kitchen, pantry, bathroom, garage or anywhere there is a cabinet or shelf. For more information on ShelfGenie, visit <http://www.ShelfGenie.com/pr> or call (888) 543-4366.