

PRESS RELEASE:



Garage Envy

Open wide and say... GarAAAAHHHage!!!!

By Jeff Dixon

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With home values dropping and most families needing extra space, making the most effective use of the garage has turned the home improvement world on its' ear.

"Where in the world is it! I can never find it when I need it! Why doesn't anyone ever put things back where they go?"

If you have ever found yourself says things like that, here is a solution whose time has come. We have all at one time or another dreaded entering the dark and dungeonous world of the unorganized, poorly planned garage. Jaime Dietenhofer, President of Garage Envy in Sun Valley California, had a similar experience and saw his challenge as an opportunity. Jaime felt that people like him who needed help with organizing would appreciate a solution that would improve not only their garages, but their entire quality of life. Seeing a niche that needed filling, Jaime and partner Scott Siler opened Garage Envy in 2002; a company dedicated to the organization of Southern Californian garage owners. They have seen an average growth rate of 64% over the past four years. Additionally, as the housing market has seen a reduction, Garage Envy grew more than 250% over the past two years. *"The internet helps families considering renovating and makes it easier for them to research our company and the products offered."* says Jaime. *"Our website lets consumers shop from the comfort of their homes without feeling*

pressured by a pushy sales person.” Families need space and the garage is where they are finding it.

ORGANIZING HELP:

Homeowners like John and Susan McDonald of Orange County are presently reinvesting into their garages and their lives like never before. John found that as his family grew, their needs changed. They needed space that could grow with them. Not only that, but they found they were losing touch with one another. Like Jaime, John and Susan needed a solution. One that could; make sense of their unorganized home, create more usable space, and encourage them to spend more enjoyable time together as a family.

*“I felt as if my home was no longer
a safe place for my family to live.”*

When John and Susan bought their home, their focus was on other things, and the family’s belongings began to pile up in the garage. First it was tools and boxes, and then it was the children’s toys that they had outgrown. Before they knew it, they could no longer park their cars in the garage, and it had become a storage facility. What was once an unorganized garage had become a black hole that from which seemingly not even light could escape. *“The money we had invested into sporting equipment could not be accessed,” says John. “Because we couldn’t get to it, it was easier to buy another basketball than it was to find the one we already owned. Not organizing our garage was costing us more than getting it organized!”*

They finally made the decision to do something when the kid’s bicycles could not be reached and John’s golf clubs were buried beneath the Christmas decorations. It had gotten to a point where Susan no longer had confidence in allowing the children to enter the garage without supervision. *“I felt as if my home was no longer a safe for my family to live.”* Susan stated.

John and Susan transformed their garage into a living space that the whole family could enjoy. *“We were able to create a game room and an entertainment center that our family can actually use where nothing existed before!” says John. “Now our garage is a clean and well organized place where we can find what we need when we need it. I am only sorry I waited so long to get it done.”*

*“Not organizing our garage was costing
us more than getting it organized!”*

EASIER THAN YOU THINK:

For you who have undergone a remodeling project, you know how challenging it can be. The good news is a garage makeover can be quick and painless. In the time it takes to vacation for a week, or even within a few days, you can have that new addition to your home that you have always wanted. Whether you are converting your garage space to a game room, that home gym

you have always wanted, or even a home office, using what you already have makes more sense in most cases than turning a blind eye to an obvious problem.

RECOUPING YOUR INVESTMENT:

You could invest \$5k, \$10k, 30k or more. That might sound like a lot, but when you weigh that investment against what an addition or a second story would cost, it is an inexpensive proposition.

After all, isn't wasting usable space inefficiently like throwing money down the drain. Purchasing a 2,000 square foot home with a \$700,000.00 mortgage to use only 80% of the space does not make good financial sense. That's like giving up \$140,000.00 that you never really use. And when you consider that the interest on the loan has not been accounted for, using all you are paying for is a great idea.

NEW VS. RENOVATION:

The following websites suggest new residential construction will cost from \$80 to \$200 per square foot or more, vs. a remodeled / renovated garage being only about \$20 to \$40 per square foot:

www.dontbuyahouseplan.com

www.b4ubuild.com

www.constructionowl.com

The "per square foot cost" of a renovated garage is a fraction of the money spent on new construction. Plus, the return is greater than the monies invested based on both the perceived value, and it being a more usable space once the work is performed. The formula below shows how when reviewing a 400 square foot garage area:

NEW CONSTRUCTION:

\$80 to \$200= \$140 average x 400 square feet = **\$56,000**

MAJOR GARAGE RENOVATION ACTUAL COSTS:

\$20 to \$40= \$30 average x 400 square feet = **\$12,000 (21.5% the cost of new construction)**

RENOVATION AVERAGE RETURN ON INVESTMENT:

\$25 to \$50= \$37.50 average x 400 square feet = **\$15,000 (133% return on average)**

When one considers the money saved, the quality of life, plus the useable space to be gained from making over your garage, the choice is simple. Aside from it being a smart financial decision, the peace of mind that comes from the relief of stress once brought on by an unorganized space can by itself make the experience worthwhile and rewarding.

*“I am only sorry I waited
so long to get it done.”*

GETTING STARTED:

Having confidence in who you select can be more important than getting the work completed. Organizations like The National Association of Professional Organizers (N.A.P.O.) are a good place to begin. NAPO has local chapters in most major cities throughout the United States. They can be found @ www.napola.org. The American Society of Interior Designers (A.S.I.D.) is another professional non-profit group dedicated to the future of organization and function. They can be found @ www.asid.org. The following websites can assist you with your detective work as well: The Better Business Bureau www.bbb.com, The League of California Homeowners www.homeowners.org. Be sure to evaluate a company's experience prior to moving forward. Doing so will give you the confidence that you have made the right decision. Garage Envy may be found on the web @ www.garageenvy.com