



## **Garages are an Untapped Source of Revenue for Builders**

Organization systems and protective designer flooring create flexible options in the garage.

By Kim Singletary

**I**magine a homebuyer saving up for years to purchase a home, and then, upon finally achieving their dream, then decide to throw a lot of junk in one-third of the home and never use it. Welcome to today's garages.

Originally created as a place to safely store the family automobile, the garage is now charged with catching the overflow of possessions that have somehow made their way into our lives. For some, this secondary task takes over to the point that the car is forced out into the cold.

### **Solutions To Storage Woes**

Homeowners want more from their garages, and some in the building industry say it's time for residential builders to do the same.

"It's kind of an untouched market," says Jaime Dietenhofer, co-owner of Garage Envy, makers of a storage and organization system of the same name designed specifically for the garage. "A lot of times the garages in model homes are unfinished. That represents a lot of lost revenue."

Garage Envy can help transform a garage from the ground up, with everything from heavy-duty floor coverings, to cabinets, racks and various other accessories. Perfect for those who demand flexibility in their storage options, the system is modular in design. Each of the components of the Garage Envy system are attached to Wallscape™, the company's patented wall system which allows cabinets, racks and other accessories such as various baskets, hooks, and even a ski rack, to be attached and then later moved or detached. The whole system can be installed in just one day.

*For more information, please contact Garage Envy at [www.garageenvy.com](http://www.garageenvy.com)*