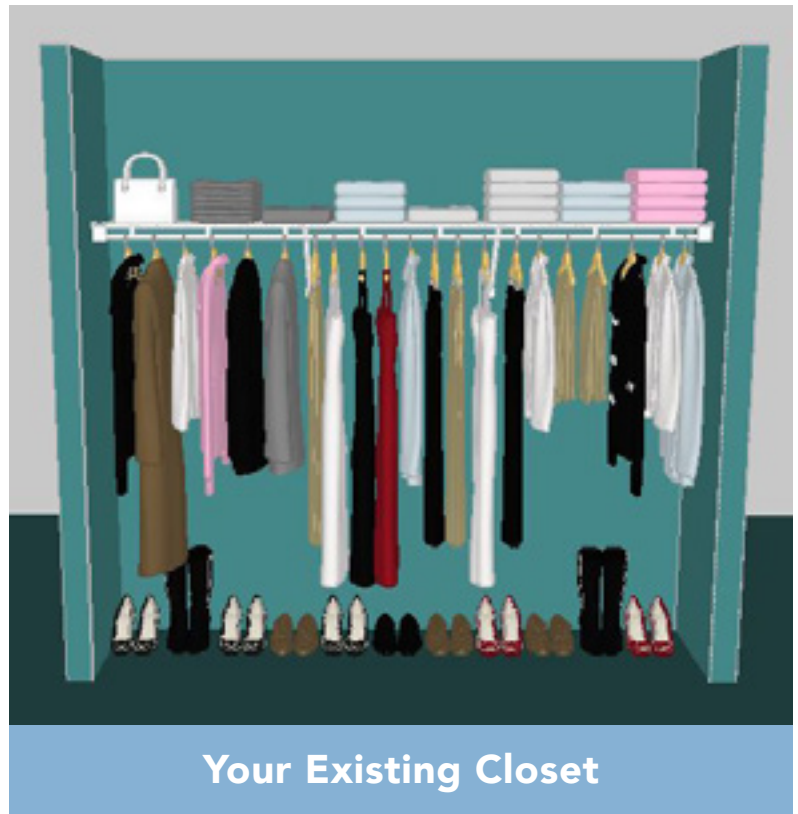


CUSTOM CLOSET **PRICING** GUIDE



CUSTOM CLOSET PRICING GUIDE

Are you standing in front of your reach in closet looking at something similar to the photo on the right? Are you thinking this photo on the right looks way better than your closet? You most likely have a reach in closet that either has a single wood shelf and wood pole below, or, if the home is newer, has white wire ventilated shelving. In either case, the shelf or pole is probably bending and pulling away from the wall.



Most likely you are frustrated with all of the wasted space below and above the hanging clothes.

Fortunately, you know there must be a better way to organize this closet and capture this wasted space with a professional closet organizing company. You are also thinking:

"How Much Does A Custom Closet Cost?"

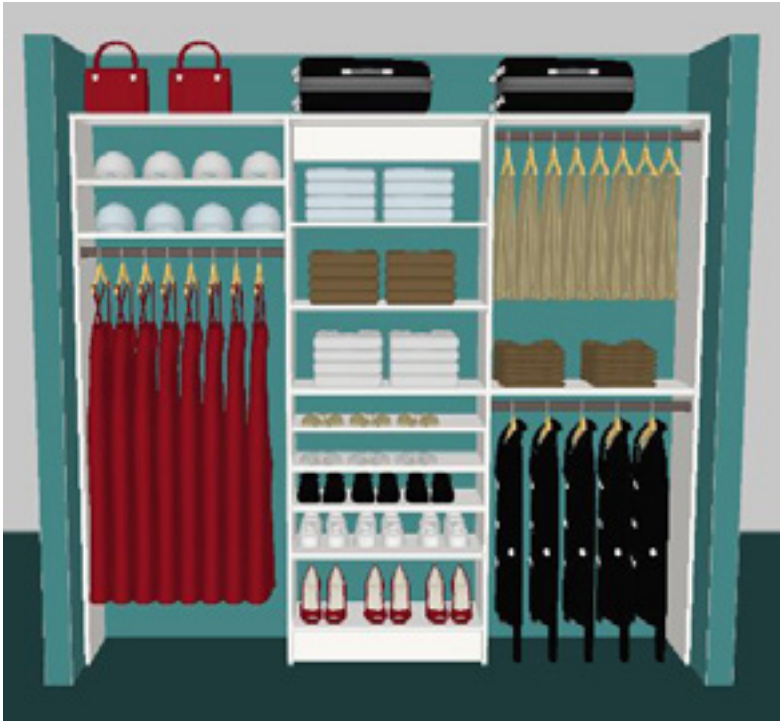


BASIC PRICING STRUCTURE

3

If you were to call a closet professional over the phone and ask **"How Much Does A Custom Closet Cost?"** They would say the closet investment would

be about \$100 to \$150 per linear foot in White. What does this mean? Taking our example to the left, the closet is 8 feet wide, or 8 linear feet. How do I know this? All of these closets pictured are designed to be 8 linear feet wide.



Redesigned Closet Figure 1

If we multiply the closet width by the approximate cost the investment would be between (8' X \$100 =) \$800 and (8' X \$150=) \$1,200. This should give you a good gauge of what to expect when the closet

professional comes out, takes exact measurements and develops a detailed computer design based on your needs and wishes.

You might be thinking "why is there a \$400 difference between the two numbers for the same closet? Great question. Let's dig a little deeper and figure out why there is a difference. Keep in mind "You get what you pay for in life, and this could not be truer in organizing closets!"



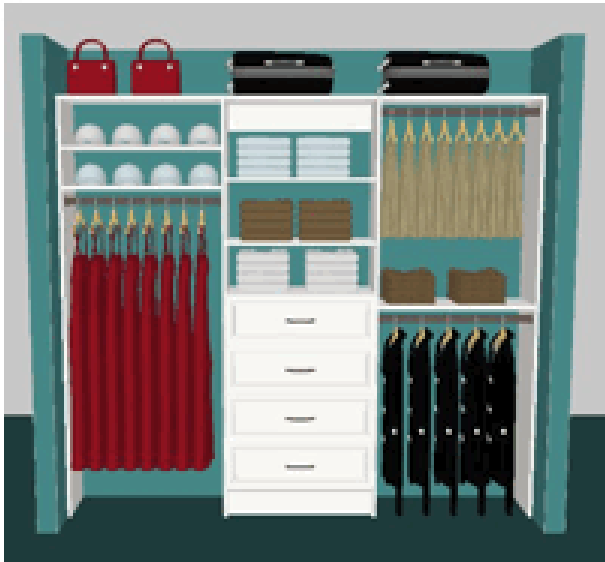
The closet in Figure 1 is about \$85 per linear foot or \$680 total, which is less than the phone estimate. Figure 1 will hold all of your existing hanging items and give you an entire shelf tower of extra space in the center of the left and right hanging space. This is possible because the right side of Figure 1 was double hung. Double hang coupled with long hang provides almost the same linear feet of hanging space of your existing closet.

We can even get the investment down lower than \$600 by “cheapening” the design as shown in Figure 1A. If we look at Figure 1A we can see there is a slight variance in the design when compared to Figure 1. One less shelf above the long hang, two less shelves in the center and one less shelf above the pole on the lower right. “Cheapening the closet” is a practice that should never be followed. Don’t look to save a few dollars by sacrificing design and storage capacity. Your closet will be used several times a day for years to come.

Now let’s answer a question above. Why is there a variance in the phone estimate?



Let's focus our attention to the design in Figure 2. This closet is also 8 linear feet and it looks exactly like Figure 1 except we have drawers in Figure 2. The investment



Redesigned Closet Figure 2

for this closet is about \$150 per linear foot or \$1,200 total. In essence, you are investing about \$520 in drawers. Remember above "You get what you pay for?" The drawers will be unlike anything you have in your existing dresser or armoire. The drawers in Figure 2 have full extension ball bearing drawer runners and they also come in full extension self close.

Why full extension? Don't you want to see everything in your drawer at once and not have half of the drawer inside the tower?

The drawer box is made out of birch plywood and the drawer face can be modern, shaker, pillow top, raised panel or Italian Premier. The drawer style in Figure 2 is raised panel.

If you subscribe to the principle "Do it right the first time," this is exactly why such quality goes into closet drawers. How many times have you opened your dresser drawer to find there are no runners underneath but rather wood on wood slides? The drawer rocks side to side when opened and quite possibly the bottom is falling out. Would it be safe to say you spent in excess of \$520 for this dresser?

Maybe you want things a little more compartmentalized like the photo in Figure 3. This redesign investment is about \$1,290, or \$160 per linear foot. It provides more of a his/hers closet, giving less width for long hang and more space for regular hang and shelving. The reason for the investment increase is we added more panels and more shelving.



Can you get a closet like Figure 2 or 3 at a lower investment? You sure can. Remember above, “You get what you pay for?” Figure 2 or 3 can be cheaper by settling for the following:



Redesigned Closet Figure 3

- Decreasing the depth of the panels down to 12". Remember the wire or wooden shelf/pole in your existing closet? That is 12" deep. Why use something which is a problem from the start? Adult folded clothes hang over any shelf less than 14".
- Using melamine drawer boxes instead of birch plywood.
- Flat faced drawer fronts are less expensive as they are a simple shelf edge banded on all four sides. Flat should not be confused with the more robust modern seamless drawer face.
- Oval poles instead of round. Oval is less expensive and used solely due to price.
- $\frac{3}{4}$ extension drawer runners. Back to the similar situation of your existing dresser digging in the back of the drawer.
- Flat shelf pins instead of safety shelf pins. Why struggle with a shelf that wants to slide off the flat pins. The best solution is safety shelf pins that hold the adjustable shelf in place.



In summary, you called a closet company asking **"How Much Does A Custom Closet Cost?"** You were quoted between \$800 and \$1,200 over the phone. In our examples above we narrowed down the investment from \$680 for a basic closet up to \$1,290 for a closet with more options. Of course we can take the design in Figure 3 and easily turn it into a closet valued greater than \$2,000 by adding tie & belt racks, valet rods, velvet lined jewelry inserts, crown molding, base molding, backing, hamper and changing the color.

Please use caution if you use this pricing model for your walk in closet. There are other considerations in walk in closets that were not covered in this article that will skew this pricing model.

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