

Organized Living specializes in unique storage solutions

With the BIA “Remodel It Right” show taking place next weekend (August 1-3) at the Hawaii Convention Center, there will be a lot of exciting companies presenting their products and services. One of those companies will be Organized Living. While its primary business is creating and installing custom closets, it also specializes in designing unique storage solutions for all areas of the home, including the garage, home office, pantry and many other areas.

After working in the service industry for many years, Brent and Kamuela Potter started Organized Living in March of 2004. Their goal was to help the people of Hawaii improve their living space by creating unique storage solutions. They help their clients find better ways to use the space they have, rather than move to a larger home or rent storage space.

“After four and a half years in business, we feel so fortunate to have the caliber of clientele that we have,” Kamuela says. “They just keep coming back and referring their friends,

which we’re so grateful for.”

In fact, more than a third of all sales at Organized Living are repeat or referred clients. One such client is Jeri Lynch, a Kahala resident. When she needed storage space in her garage, she was referred to Organized Living.

“I had used another closet company in the past and didn’t have a good experience,” Lynch recalled.

Kamuela and Lynch met and collaborated on a one-of-a-kind garage cabinet design, hand-made from bamboo veneer with solid bamboo doors. This was just the beginning. Over the next 12 months, Lynch continued to call Kamuela for new projects, including three closets, two office work areas and an entertainment cabinet.

Most recently, Organized Living created a custom designed art studio and office made of African Sapele veneer and mocha laminate with work surfaces made of maple butcher



block and solid Sapele. When asked how it has impacted her life, Lynch says: “It’s such a creative and productive workspace, I never want to leave the room.”

As with many of her clients, Kamuela sees Lynch as less of a client and more as a friend. “When you work that closely together for more than a year to create beautiful and functional living spaces, you really develop a friendship,” she says.

The Potters feel that each new client presents another opportunity to make a difference. Willy Shum and partner John Kimmell needed to maximize the space in their new Capitol Place condo. So, after several meetings with Brent, they finalized designs for two closets and a pantry.

“The systems look fantastic,” Shum says enthusiastically. “Organization is such an important part of condo living. The new systems have provided us with a whole new way to organize our belong-

ings. Everything has its place — no clutter or mess. I love it!”

According to Brent, it isn’t just the relationship that matters. “The quality of materials and installation is also critical to us,” he insists. “If another company offers a 5/8-inch-thick board, we’ll build with a 3/4-inch board. If they offer inexpensive drawer glides and handles, we’ll only offer high-end hardware.”

Quality is important to the Potters because they stand behind their products with a lifetime guarantee. “It all goes back to the relationship,” Brent points out. “When a client calls four years later and needs something adjusted, we jump at the opportunity because the relationship is important to us.”

With nine different laminates and an extensive wood veneer selection to choose from, Organized Living strives to give each client the perfect system for their space. The Potters invite you to stop by their booth next weekend to see what they do. If you can’t wait, you can reach them at 678-0096 to set up an in-home consultation or an appointment at their showroom in Waipio Gentry, located at 94-547 Ukee St. in suite #307.