

Ingenious design

Increase Sales and Customer Satisfaction

Merillat **Kitchen IQ** = Today's Smartest Kitchens:
Smarter kitchens. Better homes. Happier customers.

What Does Ingenious Design Promise?

Merillat has conducted industry leading consumer research to help you create kitchens that sell. We have spent thousands of hours studying how consumers shop in model homes as well as how they use their kitchens. Through these insights, we have a greater understanding of what features to include in a model home as well as unique design insights.

Move Shoppers Through Your Kitchen and Sell More Homes

Did you know?

- The kitchen and master suite are the most important home features for new home shoppers.
- There's not much time to make a first impression when it comes to home shoppers.
 - They spend less than 8 minutes in a model home and 1:23 seconds in the kitchen.

Showcase upgrades there is little time to make an impression

- Cabinetry is the most shopped feature in the kitchen.
 - Wall cabinets near the appliances were the most shopped

Put the most desirable features in those cabinets.



Key Insights

Top Shopper likes

- Staggered-height cabinets
- Walk-in pantry
- Free-standing hutch
- Cooking grotto
- Tilt-out sink tray
- Base cabinet rollout trays

Shopper dislikes

- Half-walls separating the kitchen and family room
- Sinks that don't face the family room or a window
- Lower-end or showing no appliances at all
- Laminate end panels on cabinetry

To learn more about Merillat's **ingenious design** insights as well as other areas of Merillat's Kitchen IQ, log onto www.merillatbusiness.com.

