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## BEYOND THE TOP 100



# Beyond stores strive to take care of customers

*Offerings include all custom orders, design services, white-glove delivery*

BY CLINT ENGEL

HIGH POINT — Gladhill Furniture turned 100 years old this year, but is working hard not to act its age.

The company, located in downtown Middletown, Md., was founded by Calvin Gladhill in 1915, an entrepreneur who got his start in the casket-making and funeral home business. He expanded into furniture in the late 1920s after a visit to the High Point Market and that's been its main direction ever since.

But every now and then Jim Nicholson, who bought the business from the founding family in 2000, sees a reminder of Gladhill's roots. He recalled the day about 10 years ago when a customer brought in paperwork that showed "rocking chair" and "child's funeral service" as itemized purchases on a single receipt.

Today, Gladhill is finding a happy medium between old and new — playing up its rich history and reputation in the community while making the needed changes to remain relevant to today's consumer and compete with some of the largest players nearby, such as Bellwood, Pa.-based Wolf Furniture, a Top 100 company.

Gladhill is among the 100 furniture stores listed in Furniture/Today's Beyond the Top 100 report, with estimated revenues in the \$5 million to \$9.9 million range, and like many retailers noted here, is finding ways to grow in a home furnishings world increasingly dominated by Top 100 companies and growing e-commerce players.

For this story, Nicholson is actually more specific about Gladhill's results than this report requires, noting that sales in its fiscal year ending this past August were up 20% to \$5.4 million from the same period a year ago.

"For a little mom and pop, I'm pretty excited about having that kind of number," he said, though he added this year the company will be happy if it gains just a couple of percentage points due to crippling winter weather.

"We paid a great amount of attention to our website and Internet promotions," he said. "We got away from screaming discount pricing and talked instead



Gladhill Furniture owner Jim Nicholson (with scissors) gathers with area officials and other guests for a ribbon cutting celebrating the Middletown, Md., retailer's 100th year in business this year.

about custom furniture and build-your-own-size, put-on-your-own-fabric."

About 18 months ago, Gladhill updated its website to a new platform by retail technology company MicroD and any day now, it will update again to MicroD's latest iteration, Nicholson said. The retailer is studying Google Analytics more closely than ever before and placing more pay-per-click advertising and pre-roll commercials — those 15-second spots before video content on YouTube and other sites.

Rewind to just five years ago and Gladhill wasn't budgeting anything for Internet advertising. Today about 15% goes to the Web, including investments in its website and online advertising. Meanwhile, it has cut its print expenditures to zero and even cut back on television advertising to accommodate the new Web push.

While Gladhill has had "conversations" about selling online, it's not in that space yet, Nicholson said, noting how more than 80% of what it sells is custom-made, which makes the prospect of e-commerce more difficult.

Asked if Gladhill is prepared for a new wave of young, digital savvy consumers who are less willing to visit stores and more open to buying online sight-unseen, Nicholson said this is a regular topic of discussion for his team.

"I'm no different than probably 90% of our industry," he said. "We're afraid of that change. I have a beautiful store with \$900,000 worth of inventory, and we're fearful of losing that (shopper), but everyday we're exploring how we have to change to reach

that customer."

Since "the change of life in 2008," as Nicholson calls the Great Recession, the upper-middle and above Gladhill has made other changes, including a broadening of its assortment to even higher-end goods with the additions of Century and Ekornes, for example.

"We need to offer the very best selection to be different from our competitors," he said. "We don't stock anything. We're all custom."

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**81** Beyond stores offer mid-priced lines; **41** offer high-end; **15** offer promotional lines.

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There's no doubt in his mind that Gladhill's 100 years in business and stellar reputation in the community have benefitted the company, too, and the retailer is making the most of this special year.

In April, it celebrated the centennial anniversary at its five-story downtown store with a ribbon cutting ushering in a "new century of sales and service," the company said. Throughout the year, it has been building excitement and goodwill by giving away furniture to lucky consumers who enter to win the items, such as an Ekornes Stressless Sunrise chair and ottoman in April and a Stanley Fanfare crib the retailer gave away this month.

It also has partnered with a local radio station to sponsor a July 4th town celebration that in-

cludes more giveaways, including a grand-prize Sherrill living room makeover valued at \$5,000.

In Lancaster, Pa., Interiors Furniture & Design faced a similar start to the 2014 calendar year, slowed by terrible winter storms in the Northeast, but business improved as the year progressed and "the third and fourth quarter for us were outstanding," said Todd Lehman, president and CEO. The company, with annual sales listed in the \$15 million to \$19.9 million range, finished the year with a 9% gain.

"We're heavily design oriented, and we found consumers willing to spend on larger tickets and buy for substantial large jobs amidst what has become common in the industry — that is a continual decline in people coming in our door," he said.

Lehman believes consumer confidence in the economy and stock market gains are key factors in this business uptick. And while a better housing market also typically plays a role, it's less noticeable in Interiors' Lancaster and Harrisburg, Pa., markets compared to other markets across the country.

"We have a very strong economy, but in our particular area, there's a strong push for farm preservation, and as a result, it's very difficult for builders to find new lots to build on."

Regardless, Interiors is finding new ways to entice consumers, updating everything from its Web presence with full e-commerce capabilities, to its advertising tactic (with greater focus on digital) to its product offering. In March, the retailer introduced outdoor furniture in 3,500- and 1,500-square-foot

displays at the entrance of its two stores. This marked the first time the company has been in the category since 1985, and it has proven to be a tremendous success, despite the limited initial product rollout, Lehman said.

"When people buy outdoor, they want to buy the table and chairs, and then they want all the matching pieces, so it ends up being a very large ticket," he said. "That's been a wonderful boost to what has been a bit of a challenging environment at retail so far this year."

Interiors' early outdoor focus has been on furniture with cushions, including woven outdoor rattan resins, cast aluminum and welded aluminum furniture. Its No. 1 selling brand to date is Summer Classics, but the retailer also is having success with Klausner Outdoor and Lane Venture.

In July, the company will soft open its third store, a 42,000-square-foot showroom in the Camp Hill/Mechanicsburg, Pa., market, and while it won't open with outdoor since the key selling season will have passed, "we will make an even bigger statement in outdoor in all of our stores next year," Lehman said. "And we'll mostly likely go the casual show in (Chicago) in September for the first time ever."

In Poplar Bluff, Mo., Hefner Furniture & Appliance has been making its own adjustments to meet customer needs and to recover from inventory disruptions it faced after key source Furniture Brands International filed for bankruptcy.

Furniture Brands assets were later acquired by KPS Capital Partners, which created a new company Heritage Home Group to manage the businesses. There have been hiccups along the way, but Hefner owner Slug Hefner is seeing some light at the end of the tunnel.

"At this year's market, I felt like Broyhill had breathed new life into their operations, as well as Lane," Hefner said, adding that he's hoping to see something similar happen with Thomasville, another important source for the retailer, though one that is lagging behind.

But even these early problems were viewed as **p34**

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opportunities by Hefner. The inventory disruptions “caused us to look elsewhere and shore up some of our other relationships and actually come up with a better inventory line,” he said. The retailer, for instance, expanded its offering from Bassett and is doing more with Pulaski and Hooker, the latter a resource Hefner has sold off and on over the years.

Now, if it could only get Mother Nature to cooperate. 2014 was Hefner’s second best year with sales of \$13.8 million, just behind 2013 by a couple of percentage points, Hefner said. It would have been better if not for the cut taken by severe winter weather, he added, a common complaint among retailers.

This year was “déjà vu” in the first quarter, Hefner said, only the weather impact was actually worse. At one point, snow and ice on the roof of one of the retailer’s stores led to a messy ceiling collapse in the bookkeeping department.

“We probably lost 12 to 15 good days including some weekends because of the weather,” Hefner said, but he added that the company already has recovered, and by the end of May, its sales had pulled ahead of last year.

“I want to say we’re a better team now than last year or the year before, Hefner said. “We’ve got some new people. We’re doing a better job training. We’ve raised our expectations for what we expect of our people and we’re sharing that with them.”

Hefner said everyone in his organization is trained to love the customer, and “if we truly love our customer, then we should be excited about them coming through that front door.” He likened this to the feelings someone might express when his favorite team scores a point or a goal. “We’re just hammering that overall philosophy home.”

Hefner is another second tier independent with no immediate intentions of selling online, noting that he still believes when it comes to big ticket items, his customers still want “to see it, sniff it, touch it.”

Hefner’s focus on store experience has only grown over the years. The boat racer and sports fan fills his stores with what he calls “visual aids, while all the



This year, Lancaster, Pa.-based Interiors Furniture & Design added outdoor furniture to its mix for the first time in 30 years in a move that’s leading to bigger tickets. Shown is an assortment from Summer Classics.

women call them toys.” Among the latest acquisitions sharing space with the furniture on the floor are colorful vintage pre-World War II amusement park bumper cars, a rare find, Hefner said, since most of them were melted down for their metal to make armaments during the war.

Toys such as these — along with all the classic cars, the racing boats and the replica 1918 Fokker biplane on the roof — have been Hefner’s tried and true way of breaking the ice with consumers, a start to the buildup of lasting relationships. He won’t be walking away from that approach anytime soon, but said he will stay in reinvention mode.

“There’s always a better way to do something, you just have to find it,” he said.

“We’re constantly trying to find more ways to take care of the customer. We predicate all our decisions on loving our customer. It’s not about the transaction. It’s about the relationship.”

The one retailer contacted for this story that was not drastically affected by winter weather this year or last was Reeds Furniture in sunny Agoura Hills, Calif. Instead, Reeds has had to contend with a nearby port labor slowdown in Los Angeles and a California economy that just hasn’t bounced back as quickly as many other parts of the country, said President Dru Jeppe.

Despite this, the retailer has been doing what it can to bolster business, grow into new markets and prepare for better times. This past fall, it opened a second 18,000-square-foot store in Oxnard, Calif., about 25 miles north

of its flagship location.

“We currently draw from that market but would like to be able to draw from an area north of Oxnard,” Jeppe said. Reeds acquired the Oxnard store from an uncle of Jeppe’s, thus eliminating some family competition, while bringing into the fold a cousin, Garrett Wickman, as store manager there.

That said, even with two stores now operating for the full year, Jeppe said she’ll be happy with flat sales. Last year, on the other hand, was fantastic, she said, up 20% from 2013. Reeds is listed in this report with estimated 2014 sales in the \$5 million to \$9.9 million range.

Like many independent retailers, Reeds is feeling new pressure from online-only retailers and is doing what it can to fight back and reclaim lost ground.

“Getting credit for what you do as an independent retailer will be the thing that makes us sustainable,” she said, adding that the company is going out of its way to

ensure the customer understands everything that comes with the price.

“We do a lot of things for customers they don’t realize we do,” she said. “Our delivery process is very detailed. We inspect, we deluxe, we have a technician who repairs and super deluxes every item before it goes out.

“We white-glove delivery into the home, and after delivery, if there’s a problem we have a dedicated service person that sends a technician out to the customer’s home to service the furniture ... I don’t think anyone buying online is going to be able to get that level of service.”

Jeppe added that Reeds also is doing more these days to reverse the industry trend of selling down to the lowest possible price.

“For so long we have been programmed that the less expensive we can be, the better we can be, and that’s not necessarily true. People are willing to pay for service if it’s something they value,” she said, adding that the industry could take a lesson from companies such as Nordstrom and Disney.

Early this year, Reeds brought in an industry consultant — Profitability Consulting Group — to evaluate its business and advise, and Jeppe said the experience was a true eye opener and something she now recommends for others.

“The things they tell you are super common sense,” things her grandfather would have said “we forgot 30 years ago.”

“But sometimes we need to be reminded of the things that make a difference,” she said.



Poplar Bluff, Mo.-based Hefner Furniture & Appliance recently added to its assortment of “visual aids” by bringing in vintage metal bumper cars.

## How the list was compiled

Furniture/Today’s exclusive report, Beyond the Top 100, lists 100 furniture stores that are significant players in their respective markets.

All sales figures and ranges are Furniture/Today estimates and are for total 2014 store sales, which may include revenues from the sale of products other than furniture, bedding and decorative accessories, such as consumer electronics and major appliances. Where possible, the percentage of sales from case goods, upholstery, bedding and decorative accessories is given. All sales figures and store counts are for the calendar year 2014.

This list is by no means comprehensive. Many more than the 100 furniture stores listed here are vital retailers within their communities. This survey does not rank companies, nor is it a continuation of the Top 100 U.S. Furniture Stores, which published in the May 18, 2015 issue. Furniture/Today chooses not to include some companies due to lack of verification of sales figures.

Furniture/Today compiled this report by surveying retailers, researching business newspaper archives and speaking with furniture industry insiders. Information was gathered, compiled and analyzed by Furniture/Today’s research team.

# Furniture/Today's 2015 Beyond the Top 100

## Baileys Furniture

Home base: Anchorage, Alaska  
[www.baileysfurniture.com](http://www.baileysfurniture.com)

Total stores 2014: 7

Est. 2014 total sales: \$30 million to \$34.9 million

Family-owned, founded in 1990. Operates one Superstore and one Clearance Center in Anchorage; one Baileys Furniture, one Clearance Center and one Mattress Gallery in Palmer, Alaska; and one Baileys Furniture each in Soldotna and Fairbanks, Alaska. Opened the Mattress Gallery in Palmer in 2014. Stores offer mid-priced lines in a combined 179,000 square feet of selling space. Average sales per square foot, \$200. Has 130 employees, including 40 salespeople. Is a member of the FMG buying group. Key vendors include Emerald, Englander, Lifestyle, United, American, Classic Brands, Delandis Leather, Primo and Albany. Has a social media presence through Facebook, Twitter and YouTube.

## Bartlett Home Furnishings

Home base: Bartlett, Tenn.  
[www.bartletthomefurnishingsmemphis.com](http://www.bartletthomefurnishingsmemphis.com)

Total stores 2014: 1

Est. 2014 total sales: \$5 million

Family-owned, founded in 1974. Offers lower-middle to upper-middle priced lines in 22,500 square feet of selling space. Average sales per square foot, \$222. Has 17 total employees, including eight salespeople. Key vendors include King Hickory, Hooker, Stanley, Fine Furniture, Universal, Flexsteel, Sherrill and Bradington Young. Average stock turns, 2 times. Average gross margin, 44%. Case goods accounted for 39% of 2014 total sales; upholstery, 52%; bedding, 4%; and decorative accessories including rugs and lamps, 5%. Offers free WiFi for customers and has a social media presence through Facebook. Attends two U.S. trade shows each year.

## Bedsmart

Home base: Phoenix  
[www.bedsmartaz.com](http://www.bedsmartaz.com)

Total stores 2014: 1

Est. 2014 total sales: less than \$5 million

Family-owned, founded in 2010. Formerly known as The Dock. The store was rebranded to Bedsmart in 2014. The mattress and furniture store offers mid-priced lines in more than 12,000 square feet of selling space. Serves customers in Phoenix, Glendale, Scottsdale, Anthem, Peoria, Sun City, Paradise Valley, Mesa, Gilbert, Chandler and Goodyear, Ariz. Also sells online. Has five total employees, including four salespeople. Is a member of the Mega USA buying group. Carries a number of brands including Sealy, Simmons, Boyd Specialty Sleep, Coaster, Ashley, Corsicana, Artisan Home Furniture and Aspen Furniture.

## Belfort Furniture

Home base: Dulles, Va.  
[www.belfortfurniture.com](http://www.belfortfurniture.com)

Total stores 2014: 5

Est. 2014 total sales: \$44.9 million

Family-owned Washington-area retailer, founded in 1987. Offers lower-midpriced to luxury lines in a combined 105,000 square feet of selling space. Operates a midpriced to luxury Belfort Galleries, a promotional Belfort Basics, a Belfort Mattress, a Belfort Kidz and a Belfort Interiors – all on a 20+ acre tract about 20 miles west of the White House. Also sells online. Online sales accounted for approximately 2% of 2014 total sales. Average sales per square

foot, \$428. Has 160 total employees, including 60 salespeople. Is a member of the Furniture First buying group. Has one Kincaid in-store gallery. Other key vendors include Aspenhome, Bernhardt, Craftmaster, Huntington House and Rowe. Case goods accounted for 51% of 2014 total sales; upholstery, 39%; bedding, 6%; and decorative accessories including rugs and lamps, 4%. Planning 60,000+ square foot expansion on its current campus to expand and reconfigure Belfort's multiple showrooms to make it even easier and more exciting for customers to shop. Has a social media presence through Facebook, Twitter, Pinterest and Instagram. Attends three U.S. trade shows each year.

## Bennington Furniture

Home base: Bennington, Vt.  
[www.benningtonfurniture.com](http://www.benningtonfurniture.com)

Total stores 2014: 5

Est. 2014 total sales: \$10 million to \$14.9 million

Family-owned, founded in 1987. Operates one store each in Bennington, Manchester, West Dover and Rutland, Vt., and Queensbury, N.Y. Offers lower-middle to high-end lines in a combined 63,000 square feet of selling space. Average sales per square foot, \$175. Also sells online. Online sales accounted for 2% of 2014 total sales. Has 46 total employees, including 17 salespeople. Is a member of the Furniture First buying group. Has three stores with Flexsteel and Tempur Sealy in-store galleries. The Tempur Sealy galleries were added earlier this year. Other key vendors include King Hickory, Ashley, Klaussner, Hooker, Bradington Young, Broyhill, Pallettes by Winesburg, Daniel's Amish, Craftmaster, Green Gables and Warehouse M. Average stock turns, 13 times. Average gross margin, 43%. Case goods accounted for 29% of 2014 total sales; upholstery, 35%; bedding, 18%; decorative accessories including rugs and lamps, 8%; and other merchandise including window treatments, 10%. Offers free WiFi for customers. Has a social media presence through Facebook, LinkedIn and Houzz. Attends four U.S. trade shows each year.

## Boston Interiors

Home base: Stoughton, Mass.  
[www.bostoninteriors.com](http://www.bostoninteriors.com)

Total stores 2014: 7

Est. 2014 total sales: \$45.3 million

Family-owned, founded in 1979. Fiscal year ended Nov. 30. Operates stores in Stoughton, Burlington, Mashpee, Hanover, Westborough, Natick and Saugus, Mass. In October 2014, closed the Brookline store and opened a new, larger 18,000-square-foot showroom in Burlington. Stores offer upper-midpriced lines in a combined 105,000 square feet of selling space. Also sells online. Average sales per square foot, \$430. Has 130 total employees, including 70 salespeople. Plans to launch a catalog in late 2015. Has a social media presence through Facebook, Twitter, Pinterest, Google+, Instagram and a company blog.

## Boyles Furniture & Rugs

Home base: Mocksville, N.C.  
[www.boyles.com](http://www.boyles.com)

Total stores 2014: 2

Est. 2014 total sales: \$10 million to \$14.9 million

Founded in 2013 by Alex and Chad Hendricks and an investment group headed by Gene Rosenberg. The Boyles brand originated in 1949 in High Point, N.C., when Elwood Boyles and his son Buddy opened their first store. It was sold to Larry Hendricks in 1988 who grew the company to 13 locations in North and South Carolina by the mid-2000's with annual sales over \$150 million. In October

2012, the Hendricks brothers and the Rosenberg group acquired the Boyles brand and opened one store in Mocksville, N.C., and a second location in Avon, Conn. Stores offer upper-middle to high-end lines in a combined 85,000 square feet of selling space. Has 30 total employees, including interior designers on staff. Sells rugs online, with 10% of total rug sales from the Internet. Key vendors include Century, Baker, Hancock & Moore, Henredon, Thomasville and Bernhardt. Has a social media presence through Facebook, Twitter and Pinterest.

## Bradens Lifestyles

Home base: Knoxville, Tenn.  
[www.bradens.com](http://www.bradens.com)

Total stores 2014: 1

Est. 2014 total sales: \$6.6 million

Family-owned, founded in 1956. Offers lower-middle to high-end lines in 17,000 square feet of selling space. Average sales per square foot, \$385. Has 16 total employees, including 10 salespeople. Features a Stickley in-store gallery. Average stock turns, 3 times. Average gross margin, 44.5%. Offers free WiFi for customers. Has a social media presence through Facebook, Twitter, Pinterest, Google+ and Instagram. Attends four U.S. trade shows each year.

## Brashears Furniture

Home base: Berryville, Ark.  
[www.brashears.com](http://www.brashears.com)

Total stores 2014: 3

Est. 2014 total sales: \$5 million to \$9.9 million

Family-owned, founded in 1938. Operates two stores in northwest Arkansas in Berryville and Springdale, Ark., and one in southwest Missouri in Branson, Mo. Stores offer upper-middle price points in a combined 87,000 square feet of selling space. Average sales per square foot, \$90. Has 35 total employees, including 15 salespeople and an interior designer. Key vendors include La-Z-Boy, Craftmaster, Cheers, Winners Only, Best Home Furnishings, FFDM, Stanley, Sealy, Winesburg and Hancock & Moore. Average gross margin, 40%. Case goods accounted for 34% of 2014 total sales; upholstery, 48%; bedding, 13%; and decorative accessories including rugs and lamps, 5%. Offers free WiFi for customers and has a social media presence through Facebook and Pinterest. Attends three U.S. tradeshow each year.

## Brown Squirrel Furniture

Home base: Knoxville, Tenn.  
[www.brownsquirrelfurniture.com](http://www.brownsquirrelfurniture.com)

Total stores 2014: 1

Est. 2014 total sales: \$5 million to \$9.9 million

Second-generation family-owned, founded in 1971. Store offers promotional to mid-priced lines in 70,000 square feet of selling space. Earlier this year, held a grand opening of its newly expanded and renovated showroom. The retailer expanded by converting the former walk-through warehouse to 25,000 square feet of showroom space, filled primarily with goods from longtime suppliers but in all new displays highlighting east Tennessee, rustic lodge living, made-in-America, made-in-Tennessee product and more. Features a Simmons Beautyrest in-store gallery. Carries a number of other suppliers including Jackson/Catnapper, Vaughan-Bassett, England, Best Home Furnishings, Pulaski, Magnussen, Klaussner, Legacy, Legends, Franklin, American, Futura, Simon Li, Sunny Designs, Liberty and Jofran. Has a social media presence through Facebook, Pinterest and Instagram.

## Carolina Rustica

Home base: Concord, N.C.  
[www.carolinarustica.com](http://www.carolinarustica.com)

Total stores 2014: 1  
 Est. 2014 total sales: \$5 million to \$9.9 million

Founded in 2000. Part of the Mattress USA family of retailers. Sales and store count information is for the Carolina Rustica location only. Store offers upper-middle to high-end lines in 18,000 square feet of selling space. Is currently in discussions to open or relocate within current mill complex, adding 25% more space. Average sales per square foot, \$400. Also sells online. Has 12 total employees, including six salespeople and an interior designer. Key vendors include Hooker, Century, AICO, Lexington, Bernhardt, Universal and Stanley. Average stock turns, 3 times. Case goods accounted for 51% of 2014 total sales; upholstery, 37%; bedding, 2%; outdoor furniture, 5%; and decorative accessories, 5%. Offers free WiFi for customers and has a social media presence through Facebook, Twitter, Pinterest, Google+, YouTube and Instagram. Attends four U.S. trade shows each year.

## Casual Designs Furniture

Home base: Selbyville, Del.  
[www.casualdesignsfurniture.com](http://www.casualdesignsfurniture.com)

Total stores 2014: 2  
 Est. 2014 total sales: less than \$5 million

Family owned, in business since 1961. Operates one store each in Selbyville, Del. and Berlin, Md. Stores feature contemporary, casual and transitional indoor and outdoor furniture, as well as decorative accessories. Stores offer mid-priced lines in a combined 24,000 square feet of selling space. Has 25 total employees, including seven interior designers on staff. Features a Flexsteel in-store gallery. Other key vendors include Craftmaster, Braxton Culler, Universal, Riverside, Liberty and John Thomas. Has a social media presence through Facebook, Pinterest and YouTube. Website features a company blog. Offers free delivery to its local market.

## Charlotte's

Home base: El Paso, Texas  
[www.charlottesfurniture.com](http://www.charlottesfurniture.com)

Total stores 2014: 2  
 Est. 2014 total sales: \$7 million

Family-owned, founded in 1953. Operates one Charlotte's store offering upper-middle priced lines and one outlet store. Stores have a combined 38,854 square feet of selling space. Average sales per square foot, \$179. Has 38 total employees, including 14 salespeople. Key vendors include Century, Hooker, Stanley, Universal, Schnadig and Marge Carson. Average stock turns, 2.5 times. Average gross margin, 44%. Case goods accounted for 41% of 2014 total sales; upholstery, 26%; bedding, 4%; outdoor furniture, 2%; decorative accessories including rugs and lamps, 18%; and other merchandise including flooring and gifts, 9%. Has a social media presence through Facebook, Twitter, Pinterest and Instagram. Attends four to five U.S. trade shows each year.

## CHF Home Furnishings

Home base: Boise, Idaho  
[www.shopchf.com](http://www.shopchf.com)

Total stores 2014: 3  
 Est. 2014 total sales: \$10 million to \$14.9 million

Family-owned, founded in 1953. Operates one CHF store, one La-Z-Boy Furniture Gallery and one Priceless Store. Stores offer promotional to high-end lines in a combined 84,000 square feet of selling space. Has 69 total employees, including 23 salespeople. Is a member of the Mega buying group. Key vendors include La-Z-Boy, Flexsteel, Ekornes,

Best Home Furnishings, Tempur-Pedic and Serta. Case goods accounted for 20% of 2014 total sales; upholstery, 60%; bedding, 16%; and decorative accessories, 4%. Has a social media presence through Facebook.

## Clive Daniel Home

Home base: Naples, Fla.  
[www.clivedaniel.com](http://www.clivedaniel.com)

Total stores 2014: 1  
 Est. 2014 total sales: \$25 million to \$29.9 million

Family-owned, founded in 2011. Offers upper-middle to high-end lines in 85,000 square feet of selling space. Clive Daniel Home will open its second location, in Boca Raton, Fla., in late 2015. Average sales per square foot, \$650. Has 105 total employees, including 38 salespeople and an interior designer. Key vendors include Vanguard, E.J. Victor, Baker, Stanley, Seasonal Living, Adriana Hoyes, Swaim, Isenhour, Burton James, Hancock & Moore and Caracole. Average stock turns, 3 times. Average gross margin, 50%. Case goods accounted for 45% of 2014 total sales; upholstery, 27%; bedding, 2%; outdoor, 5%; decorative accessories including rugs and lamps, 16%; and other merchandise, 5%. Has a social media presence through Facebook, YouTube and Instagram. Attends ten U.S. trade shows each year.

## Colfax Furniture

Home base: Greensboro, N.C.  
[www.colfaxfurniture.com](http://www.colfaxfurniture.com)

Total stores 2014: 3  
 Est. 2014 total sales: \$7.9 million

Family-owned, founded in 1964. Operates one store each in Greensboro, Winston-Salem and Kernersville, N.C. Offers lower-middle priced lines in a combined 156,000 square feet of selling space. Average sales per square foot, \$50. Has 59 total employees, including 17 salespeople. Is a member of the FMG buying group. Key vendors include Ashley, Albany, Crown Mark, New Classic, Corsicana and Restonic. Average stock turns, 3 times. Average gross margin, 52%. Case goods accounted for 40.3% of 2014 total sales; upholstery, 42.6%; bedding, 10.5%; outdoor furniture, 0.3%; and decorative accessories including rugs and lamps, 6.3%. Has a social media presence through Facebook. Attends four U.S. trade shows each year.

## Collectic Home

Home base: Austin, Texas  
[www.collectichome.com](http://www.collectichome.com); [www.eurway.com](http://www.eurway.com)

Total stores 2014: 1  
 Est. 2014 total sales: \$5 million to \$9.9 million

Family-owned, founded in 2007. Store offers mid-priced to high-end lines in 7,000 square feet of selling space. Average sales per square foot, \$357. Also sells RTA furniture through its online site [www.eurway.com](http://www.eurway.com). Internet sales accounted for 40% of 2014 total sales. Has 19 total employees, including six salespeople and interior designers. A founding member of the MIDUS buying group. Key vendors include American Leather, BDI, Rowe, Robert Abbey, Brownstone, Phillips Collection, Saloom, Euro Style, Jesper and Zuo. Case goods accounted for 34% of 2014 total sales; upholstery, 53%; bedding, 6%; outdoor furniture, 2%; and decorative accessories, 5%. Offers free WiFi for customers. Has a social media presence through Facebook, Twitter, Pinterest and LinkedIn. Will soon add a company blog. Attends two U.S. tradeshows each year.

## Compass Furniture

Home base: Jefferson, La.  
[www.compassfurniture.com](http://www.compassfurniture.com)

Total stores 2014: 2  
 Est. 2014 total sales: \$10 million to \$14.9 million

Family-owned, established in 1977. Operates one Compass Furniture store and one Compass For Kids store, each offering contemporary and casual lines, in Jefferson, La. Stores offer mid-priced lines in a combined 100,000 square feet of selling space. Is a member of the FMG buying group. Seventy total employees. Suppliers include Albany, Pulaski, Vaughan-Bassett, Standard, Serta, Lane, Stanley and Ashley. Has a social media presence through Facebook, Twitter, Pinterest, YouTube and Google+.

## D.T. McCall & Sons

Home base: Carthage, Tenn.  
[www.dtmccalls.com](http://www.dtmccalls.com)

Total stores 2014: 5  
 Est. 2014 total sales: \$20 million to \$24.9 million

Family-owned, founded in 1896. Operates one store each in Cookeville, Lafayette, Carthage, Lebanon and Franklin, Tenn. Stores offer mid-priced lines in a combined 257,000 square feet of selling space. Also sells online. Has 110 total employees, including 30 salespeople. Key vendors include Aspenhome, Dutch Craft, Elements International, England, Klaussner, La-Z-Boy, Liberty, Southern Motion and Vaughan-Bassett. Has a social media presence through Facebook, Twitter, Pinterest, Google+ and YouTube.

## Dane Decor

Home base: Downingtown, Pa.  
[www.danedecor.com](http://www.danedecor.com)

Total stores 2014: 2  
 Est. 2014 total sales: less than \$5 million

Family-owned, founded in 1973. Specialize in contemporary and modern furniture. Operates stores in the Philadelphia, Pa. metro area. Stores offer upper-middle price points in a combined 53,000 square feet of selling space. Average sales per square foot, \$66. Added bedding to merchandise mix earlier this year. Has 14 total employees, including five salespeople. Features an Ekornes in-store gallery. Other key vendors include Copeland, BDI, Lazar, Sun Wood, Mobican, Skovby, Palliser, EQ3, Theca, Amisco and W. Schillig. Has a social media presence through Facebook, Twitter, Pinterest, YouTube and Instagram as well as a company blog. Attends three U.S. trade shows each year.

## Decorum of Virginia

Home base: Norfolk, Va.  
[www.decorumfurniture.com](http://www.decorumfurniture.com)

Total stores 2014: 1  
 Est. 2014 total sales: less than \$5 million

Family-owned, founded in 1975. Store offers mid-priced lines in 22,000 square feet of selling space. Closed the showroom in Virginia Beach, Va. last year. Has 18 total employees, including seven salespeople. Is a member of the Contemporary Design Group. Key vendors include American Leather, Ekornes, Natuzzi, Actona, Mobican, Lazar, Precedent, Jesper Furniture, W. Schillig, Elite Modern and BDI. Has a social media presence through Facebook, Twitter and LinkedIn. The company is currently remodeling the exterior and interior of the building with an estimated completion date of July 2015. Larger storefronts will increase the company's presence and help to anchor the shopping center in the Historic Neighborhood of Ghent.

## Del Sol Furniture

Home base: Phoenix  
[www.delsolfurniture.com](http://www.delsolfurniture.com)

Total stores 2014: 3  
 Est. 2014 total sales: \$5 million to \$9.9 million

Family-owned, founded in 1997. Stores offer promotional to upper-middle price points in a combined 53,000 square

feet of selling space. Also operates a distribution center in Phoenix. Has 60 total employees, including 16 salespeople. Is a member of the FMG and Nationwide buying groups. Key vendors include Ashley, Coaster, Furniture of America and Sealy. Has a social media presence through Facebook, Twitter, Pinterest, Google+, YouTube and Instagram.

### DoMA Home Furnishings

Home base: St. Petersburg, Fla.  
[www.domahomefurnishings.com](http://www.domahomefurnishings.com)  
 Total stores 2014: 2  
 Est. 2014 total sales: less than \$5 million

Founded in 2006. Operates one store each in St. Petersburg and Tampa, Fla. Stores offer mid-priced to high-end lines in a combined 14,500 square feet of selling space. Total sales per square foot, \$152. Has seven total employees, including five salespeople. Key vendors include Huppe, Dinec, Canadel, Trica, Elite Modern, Calligaris, Dellarobbia, American Leather, Lazar, Younger, Ekornes and W. Schillig. Furniture accounted for 80% of 2014 total sales; accent furniture, 11%; and decorative accessories, 9%. Attends trade shows in High Point and Las Vegas. Has a social media presence on Twitter, Facebook, Houzz, YouTube and Pinterest.

### Exclusive Furniture

Home base: Houston  
[www.exclusivefurniture.com](http://www.exclusivefurniture.com)  
 Total stores 2014: 5  
 Est. 2014 total sales: \$39 million

Family-owned, founded in 1998. Offers middle priced lines at its five Houston-area stores. Last year, opened a 40,000-square-foot unit in Humble, Texas a suburb of Houston. This Fall will open a 53,000-square-foot unit in Richmond, Texas also a suburb of Houston. Average sales per square foot, \$350. One-hundred and sixty-eight total employees, including 63 salespeople. Is a member of the Furniture First buying group. Key vendors include Ashley, Sandberg, New Classic, Lifestyle Furniture, Elements, Franklin, Homestretch, Cheers, Man Wah and Avalon. Average stock turns, 12.4 times. Average gross margin, 43%. Case goods accounted for 38% of 2014 total sales; upholstery, 41%; bedding, 13%; decorative accessories including rugs and lamps, 4%; and other merchandise, 4%. Has a social media presence through Facebook, Twitter, Pinterest and YouTube. Advertises heavily on radio and television.

### Fedde Furniture

Home base: Pasadena, Calif.  
[www.fedde.com](http://www.fedde.com)  
 Total stores 2014: 2  
 Est. 2014 total sales: \$5 million to \$9.9 million

Family-owned, founded in 1937. Stores, both located in Pasadena, Calif., offer upper-middle to high-end lines in a combined 40,000 square feet of selling space. Has 27 total employees, including 13 salespeople and an interior designer. Key vendors include Stickley, Sherrill, FFD, Drexel Heritage, Bradington-Young, Stanley, Lexington, Hooker, Hancock & Moore and Simply Amish. Has a social media presence through Facebook.

### Fiore Furniture

Home base: Altoona, Pa.  
[www.fiorefurniture.com](http://www.fiorefurniture.com)  
 Total stores 2014: 1  
 Est. 2014 total sales: \$2.9 million

Family-owned, founded in 1939. Altoona/Johnstown-area store offers lower-middle price lines in 35,000 square feet of selling space. Average sales per square foot, \$83. Has 18

total employees, including eight salespeople. Is a member of the Furniture First buying group. Features in-store galleries by Flexsteel, England and Lane. Other key vendors include Ashley, Liberty and Sealy. Average stock turns, 2.3 times. Average gross margin, 44%. Case goods accounted for 33.4% of 2014 total sales; upholstery, 51.9%; bedding, 8.2%; decorative accessories including rugs and lamps, 1.4%; and other merchandise, 5.1%. Has a social media presence through Facebook. Attends two U.S. trade shows each year.

### Freedom Furniture and Electronics

Home base: Norfolk, Va.  
[www.shopfreedom.com](http://www.shopfreedom.com)  
 Total stores 2014: 9  
 Est. 2014 total sales: \$15 million to \$19.9 million

Family-owned, founded in 1983. Operates one store each in the military base communities of Colorado Springs, Colo.; Hinesville, Ga.; Oak Grove, Ky.; Fayetteville, N.C.; Junction City, Kan.; Lawton, Okla.; Killeen and El Paso, Texas; and Norfolk, Va. Stores offer promotional to mid-priced lines. Average sales per square foot, \$120. Also sells online. Key vendors include Ashley, Coaster, Crown Mark, Serta, Franklin and Emerald. Case goods accounted for approximately 22% of 2014 total sales; upholstery, 18%; bedding, 8%; decorative accessories, 2%; and other merchandise, including consumer electronics, computers, appliances, jewelry and automotive, 50%. Has a social media presence through Facebook, Pinterest and YouTube.

### Furniture Affair

Home base: Phoenix  
[www.furnitureaffair.com](http://www.furnitureaffair.com)  
 Total stores 2014: 1  
 Est. 2014 total sales: less than \$5 million

Family-owned, founded in 1989 as a resale outlet for model home furniture. Furniture Affair offers a unique mix of designer, antique, new and model home furniture in more than 28,000 square feet of selling space. Has 12 total employees. A few of the furniture lines featured include Jofran, New Classic, New Pacific Direct, Diamond Sofa and Furniture of America. Has a social media presence through Facebook, Twitter, Pinterest, Google+, YouTube, LinkedIn and Instagram. Attends two U.S. trade shows each year.

### Furniture Barn

Home base: New Castle, Del.  
[www.furniturebarnshowroom.com](http://www.furniturebarnshowroom.com)  
 Total stores 2014: 3  
 Est. 2014 total sales: less than \$5 million

Family-owned, founded in 1974. Operates its main showroom and a Furniture Barn Outlet in New Castle and a Furniture Barn Outlet in Wilmington, Del. Stores offer mid-priced lines in a combined 28,500 square feet of selling space. Average sales per square foot, \$180. Has 20 total employees, including eight salespeople. Is a member of the FMG buying group. Key vendors include Ashley, Legacy, Universal, Craftmaster, Vaughan-Bassett, Southern Motion and Sealy. Case goods accounted for 54% of 2014 total sales; upholstery, 38%; bedding 7%; and decorative accessories, 1%. Has a social media presence through Twitter, YouTube and Facebook.

### Furniture Enterprises of Alaska

Home base: Anchorage, Alaska  
[www.furnitureak.com](http://www.furnitureak.com)  
 Total stores 2014: 8  
 Est. 2014 total sales: \$40 million

Family-owned, founded in 1972. Operates one Sadler's Home Furnishings store each in Anchorage, Fairbanks and

Kenai Peninsula, Alaska; one America's Mattress store in Wasilla, Alaska; and one William & Kay store, one La-Z-Boy Furniture Galleries, one Ultimate Mattress and one Ashley Furniture HomeStore, all in Anchorage. Average sales per square foot, \$250. Is a member of the Furniture First and Pacific Furniture Dealers buying groups. Has 158 total employees, including 63 salespeople. Key vendors include Ashley, Flexsteel, La-Z-Boy, Trendwood, Sealy, Serta, Tempur-Pedic, Natuzzi and Bassett. Has a social media presence through Facebook.

### Furniture Mall of Kansas

Home base: Topeka, Kan.  
[www.furnituremallofkansas.com](http://www.furnituremallofkansas.com)  
 Total stores 2014: 2  
 Est. 2014 total sales: \$20 million to \$24.9 million

Family-owned, founded in 1933. At year's end operated one store in Topeka with five storefronts and one in Lawrence, Kan., with three storefronts. The store in Lawrence has since closed with the planned opening of a 160,000-square-foot Furniture Mall of Kansas in Olathe, Kan. The new Mall store will contain the same five banners as the Topeka store - RoomMakers, Marling's Furniture, Discovery Furniture, Mattress Headquarters and Abbey Flooring. Offers promotional to high-end lines in a combined 170,000 square feet of selling space. Is a member of the Furniture First buying group. Offers free WiFi for customers. Has a social media presence through Facebook, Twitter, Pinterest, Flickr, YouTube, LinkedIn and Instagram.

### Gelco Furniture

Home base: Toms River, N.J.  
[www.gelcofurniture.com](http://www.gelcofurniture.com)  
 Total stores 2014: 2  
 Est. 2014 total sales: \$5 million to \$9.9 million

Family-owned, founded in 1935. Operates one store each in Toms River and Ocean, N.J., selling both finished and unfinished solid wood furniture. Offers mid-priced lines in a combined 55,000 square feet of selling space. Also sells online. Online sales accounted for 2% of 2014 total sales. Has 40 total employees, including 22 salespeople. Key vendors include Whitewood, John Thomas, Inwood, Canadel, Breezesta, Winners Only, Whittier, Eagle and Archbold. Case goods accounted for 90% of 2014 total sales and outdoor furniture, 10%. Has a social media presence through Facebook, Twitter, Google+ and YouTube. Attends two U.S. trade shows each year.

### Gladhill Furniture

Home base: Middletown, Md.  
[www.gladhill.com](http://www.gladhill.com)  
 Total stores 2014: 1  
 Est. 2014 total sales: \$5 million to \$9.9 million

Family-owned, founded in 1915. Celebrated its 100th anniversary in business in April. Store offers upper-middle priced lines in 32,000 square feet of selling space. Average sales per square foot, \$169. Has 16 total employees, including eight salespeople and an interior designer. Features a Stressless in-store gallery. Other key vendors include Sherrill, Flexsteel, Keystone, Simply Amish and Lexington. Average stock turns, 2.9 times. Average gross margin, 44%. Case goods accounted for 50.4% of 2014 total sales; upholstery, 41.3%; bedding, 2.8%; and decorative accessories including rugs, 5.5%. Offers free WiFi for customers. Has a social media presence through Facebook, Twitter, Pinterest, Google+ and YouTube. Attends two U.S. trade shows each year.

## Gormans Home Furnishings

Home base: Farmington, Mich.

[www.gormans.com](http://www.gormans.com)

Total stores 2014: 5

Est. 2014 total sales: \$30 million to \$34.9 million

Founded in 1940. Operates one store each in Southfield, Troy, Novi, Shelby Township and Grand Rapids, Mich. Plans to open a 15,000-square-foot Clearance Center at its warehouse complex during the second half of 2015. Offers upper-middle to high-end lines in a combined 150,000 square feet of selling space. Also sells online. Has 125 total employees, including 60 salespeople. In-store galleries: Stickley, four and Natuzzi, five. Offers free WiFi for customers and has a social media presence through Facebook, Google+ and Houzz. Attends three U.S. trade shows each year.

## Green Front Furniture

Home base: Farmville, Va.

[www.greenfront.com](http://www.greenfront.com)

Total stores 2014: 3

Est. 2014 total sales: \$38.4 million

Family-owned, founded in 1965. Owner Richard F. Cralle, Jr., with his son now working in the business with him, Richard F. Cralle, III. Operates mid-priced to high-end stores in Farmville and Manassas, Va., and in Raleigh, N.C. Also sells online. The Farmville store is the main location, a series of 12 rustic warehouses totaling 900,000 square feet of selling space. The Manassas store has about 90,000 square feet of selling space and the Raleigh store is about 45,000 square feet of selling space. All three carry a mixture of traditional furnishings as well as transitional, modern and eclectic treasures from around the world for every room in the house with one of the largest Oriental Rug Collections on the East Coast and a Home Accessories division. Approximately 100 total employees. In-store galleries: Hickory Chair and Henredon, in each of the Virginia stores. Other key vendors include Durham, Jonathan Charles, Maitland Smith, Hancock and Moore, Bernhardt, Harden and Theodore Alexander. Offers free WiFi for customers. Has a social media presence through Facebook, Twitter, Pinterest, Google+, Tumblr and Instagram. Well behaved pets are welcome in stores.

## Greenbaum Interiors

Home base: Paterson, N.J.

[www.greenbauminteriors.com](http://www.greenbauminteriors.com)

Total stores 2014: 3

Est. 2014 total sales: \$5 million to \$9.9 million

Family-owned, founded in 1952. Operates one showroom each in Paterson, Morristown and Ridgewood, N.J. Opened the new design studio in Ridgewood late last year. Stores offer high-end lines in a combined 60,000 square feet of selling space. Has 45 total employees, including 18 salespeople and interior designers. Offers free WiFi for customers and has a social media presence through Facebook, Twitter, Pinterest, Google+, YouTube and Tumblr. Attends one to two U.S. trade shows each year.

## Grindstaff's Interiors

Home base: Forest City, N.C.

[www.grindstaffs.com](http://www.grindstaffs.com)

Total stores 2014: 1

Est. 2014 total sales: less than \$5 million

Family-owned, founded in 1946. Store offers high-end lines in 80,000 square feet of selling space. Has a nine-member sales team including interior designers. Also sells online. Key vendors include Baker, Bernhardt, Century,

Drexel Heritage, Ekornes, Fine Furniture Design, Kincaid, Lexington, Maitland-Smith, Hancock & Moore, Henredon, Hickory Chair, Hooker, John-Richard, Simply Amish, Universal, Bassett and Huntington House. Offers free WiFi for customers. Has a social media presence through Facebook and Houzz. Attends two U.S. trade shows each year.

## Harold's Furniture

Home base: Lebanon, Pa.

[www.haroldsfurniture.net](http://www.haroldsfurniture.net)

Total stores 2014: 1

Est. 2014 total sales: less than \$5 million

Family-owned, founded in 1946. Store offers lower-middle price points in 18,000 square feet of selling space. Average sales per square foot, \$55. Also sells online. Online sales accounted for 5% of 2014 total sales. Is increasing its internet advertising this year. Has 10 total employees, including four salespeople. Is a member of the Nationwide buying group. Features in-store galleries for Klausner and Catnapper. Other key vendors include La-Z-Boy, Ashley, Jackson and Sealy. Case good accounted for 38% of 2014 total sales; upholstery, 49%; bedding, 2%; outdoor furniture, 1%; decorative accessories, 9%; and other merchandise including electronics and appliances, 1%. Offers free WiFi for customers. Has a social media presence through Facebook. Uses the slogan "Lebanon's Oldest and Largest Furniture Store." Attends three U.S. trade shows each year.

## Hefner Furniture & Appliance

Home base: Poplar Bluff, Mo.

[www.hefnerfurniture.com](http://www.hefnerfurniture.com)

Total stores 2014: 3

Est. 2014 total sales: \$13.8 million

Family-owned, founded in 1925. Operates a Hefner Furniture & Appliance and a Sluggo's Bargain Basement in Poplar Bluff, Mo., and a Hefner Furniture & Appliance in Farmington, Mo. Opened Sluggo's Bargain Basement in 2014. Stores offer promotional to high-end lines. Has 80 total employees, including 15 salespeople. Is a member of the Mega USA buying group. Carries a number of vendors including Thomasville, Bassett, Ashley, Coaster, Bernhardt, Uttermost, Sealy, Stearns & Foster and Tempur-Pedic. Case goods accounted for 32% of 2014 total sales; upholstery, 40%; bedding, 13%; decorative accessories including rugs and lamps, 2%; and other merchandise including appliances, 13%. Has a social media presence through Facebook, Pinterest and YouTube. Attends two U.S. trade shows each year.

## Hermann Furniture

Home base: Brenham, Texas

[www.hermannfurniture.com](http://www.hermannfurniture.com)

Total stores 2014: 1

Est. 2014 total sales: less than \$5 million

Family-owned, founded in 1876. Store offers upper-middle to high-end lines in 20,000 square feet of selling space. Average sales per square foot, \$95. Also sells online. Online sales accounted for 1% of 2014 total sales. Has 20 total employees, including 15 salespeople. Is a member of the Mega USA buying group. Key vendors include Kincaid, Flexsteel, Lexington, Furniture Classic, Universal and Crestview. Average stock turns, 3.5 times. Average gross margin, 49%. Case goods accounted for 23% of 2014 total sales; upholstery, 14%; bedding, 7%; decorative accessories including rugs and lamps, 45%; and other merchandise, including crafts and antiques, 11%. Offers free WiFi for customers. Has a social media presence through Facebook, Twitter, Pinterest and Google+.

## High Point Furniture

Home base: Jasper, Ala.

[www.highpoint-furniture.com](http://www.highpoint-furniture.com)

Total stores 2014: 1

Est. 2014 total sales: less than \$5 million

Family-owned, founded in 1983. Store offers middle priced lines in 20,000 square feet of selling space. Average sales per square foot, \$60. Has five total employees, including three salespeople. Is a member of the Nationwide East buying group. Features Rowe and Flexsteel in-store galleries. Other key vendors include Furniture Classics, Hooker, Bernhardt, England and Serta. Average stock turns, 2.5 times. Average gross margin, 44%. Case goods accounted for 33% of 2014 total sales; upholstery, 45%; bedding, 16%; and decorative accessories including lamps, 6%. Offers free WiFi for customers and has a social media presence through Facebook, Twitter, Pinterest, Google+ and Instagram. Attends four U.S. tradeshow each year.

## Hillside Furniture

Home base: Bloomfield Hills, Mich.

[www.hillsidefurniture.com](http://www.hillsidefurniture.com)

Total stores 2014: 1

Est. 2014 total sales: \$5 million to \$9.9 million

Family-owned, founded in 1974. Bruce Selik, CEO; Terri Selik, CFO; and Jeff Selik, President. Store offers middle-upper-end lines of all contemporary home furnishings in 30,000 square feet of selling space. Average sales per square foot, \$200. Has 22 total employees, including eight design consultants. A 31-year member of the Contemporary Design Group, with Bruce Selik on the Board of Directors. In-store galleries include Ekornes, Natuzzi Editions and Re-Vive, American Leather Comfort Sleeper and Comfort Recliner, BDI Sequel Office and Home Entertainment, and Elite Modern dining, home office and occasional. Other key vendors include Lazar, Palliser and ALF. Case goods accounted for 35% of 2014 total sales; upholstery, 50%; bedding, 1%; and decorative accessories, 14%. Has a social media presence through Facebook, Twitter, Pinterest, Google+, YouTube and Instagram. Plans on increasing sales by focusing on in-home design. Attends four U.S. trade-shows each year and one in Italy.

## Homestead Furniture

Home base: Nescopeck, Pa.

[www.homesteadfum.com](http://www.homesteadfum.com)

Total stores 2014: 1

Est. 2014 total sales: \$1.9 million

Family-owned, founded in 1981. Store serves northeastern Pennsylvania offering mid-priced lines in 14,000 square feet of selling space. Average sales per square foot, \$135. Has 10 total employees, including four salespeople. Is a member of the BrandSource buying group. Key vendors include Simmons, Broyhill, Lane, Flexsteel and Vaughan-Bassett. Case goods accounted for 37% of 2014 total sales; upholstery, 40%; bedding, 22%; and decorative accessories, 1%. Offers free WiFi for customers and has a social media presence through Facebook.

## HW Home

Home base: Denver

[www.hwhome.com](http://www.hwhome.com)

Total stores 2014: 4

Est. 2014 total sales: \$10 million to \$14.9 million

Family-owned, founded in 1999. Operates one store each in Boulder, Denver and Greenwood Village, Colo. Also has a pop-up store in Broomfield, Colo. Offers upper-middle to high-end lines in a combined 20,000 square feet of selling space + the pop up. HW Home is looking to expand in

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2015. Average sales per square foot, \$600. Sells online with online sales accounting for 5% of 2014 total sales. Has 45 total employees, including 20 salespeople and an interior designer. Key vendors include Vanguard, True by HW Home, Hickory Chair, Benchmade, Theodore Alexander, Bernhardt, Philips Collection, Palacek, Precedent, Zuo, Orient Express, Barbara Cosgrove, Visual Comfort, Tamarian, Surya, Four Hands, Nature's Sleep, Dwell, Pelican Reef, Roberta Schilling, Sunpan, Urbia, Hancock & Moore, Legends of Asia, Natural Curiosities, Brownstone, Taracea and Simmons. Average stock turns, 4 times. Average gross margin, 51%. Case goods accounted for 47% of 2014 total sales; upholstery, 20%; bedding, 1%; outdoor furniture, 2%; decorative accessories including rugs and lamps, 27%; and other merchandise, 3%. Has a social media presence through Facebook, Pinterest, YouTube and Instagram. Attends six U.S. trade shows each year.

## INTER!ORS Furniture & Design

Home base: Lancaster, Pa.

[www.interiors-furniture.com](http://www.interiors-furniture.com)

Total stores 2014: 2

Est. 2014 total sales: \$15 million to \$19.9 million

Family-owned, in business since 1969. Serves central Pennsylvania and Northern Maryland with stores in Lancaster and Harrisburg, Pa. This summer will open a 34,000-square-foot showroom with design center in Camp Hill/Mechanicsburg, Pa. Stores offer upper-middle to high-end lines in a combined 100,000 square feet of selling space. Also sells online. Online sales accounted for 1% of 2014 total sales. Has 75 total employees, including 25 sales/interior designers. Has in-store galleries for Stickley, Century, Flexsteel and Ekornes. Other key vendors include Hooker, Sam Moore and Serta. Case goods accounted for 35% of 2014 total sales; upholstery 50%; bedding, 4%; and decorative accessories including rugs and lamps, 11%. Offers free WiFi for customers and has a social media presence through Facebook, Twitter, Pinterest, YouTube and Instagram. Attends two U.S. trade shows each year.

## isidro dunbar Modern Interiors

Home base: Miramar Beach, Fla.

[www.idmoderninteriors.com](http://www.idmoderninteriors.com)

Total stores 2014: 1

Est. 2014 total sales: less than \$5 million

Family-owned, founded in 1993. Store offers upper-middle to high-end lines in 6,500 square feet of selling space. Average sales per square foot, \$235. Relocated its showroom earlier this year when the lease expired increasing showroom space by 2,000 square feet and increasing overall size of the building to more than 11,000 square feet. Has five total employees, including four salespeople, three that are interior designers. Has in-store galleries by American Leather, Elite Modern and Brown Jordan. Other key vendors include Bontempi Casa, Creative Elegance, Creative Accents, BDI and Huppe. Average stock turns, 4 times. Average gross margin, 55%. Case goods accounted for 20% of 2014 total sales; upholstery, 45%; bedding, 2%; outdoor furniture, 18%; and decorative accessories including rugs and lamps, 15%. Offers free WiFi for customers. Has a social media presence through Facebook and YouTube. Attends four U.S. trade shows each year.

## Johnny Janosik

Home base: Laurel, Del.

[www.johnnyjanosik.com](http://www.johnnyjanosik.com)

Total stores 2014: 4

Est. 2014 total sales: \$43.6 million

Family-owned, founded in 1953. Promotional to high-end retailer drawing customers from five mid-Atlantic states and the District of Columbia. Operates a 180,000-square-foot

showroom and a 22,000-square-foot clearance center in Laurel, Del., and a 50,000-square-foot showroom, with a 25,000-square-foot recline and sleep store across the street, in Dover, Del. Also sells online. Average sales per square foot, \$157. Has 215 total employees, including 67 salespeople. Is a member of the FMG buying group. In-store galleries: Bassett, two, averaging 4,000 square feet; Broyhill, two, averaging 4,000 square feet; La-Z-Boy, two, averaging 9,432 square feet; Lane, two, averaging 3,000 square feet; Southern Motion, two, averaging 6,500 square feet; A.R.T., one, 3,500 square feet; Lexington, one, 3,445 square feet; Kincaid, one, 5,423 square feet; Bernhardt, one, 3,271 square feet; and Paula Deen, one, 1,700 square feet. Other key vendors include Ashley, Hooker, Klausner, Legacy, Magnussen, Sealy, Serta, Smith Brothers, Tempur-Pedic, Thomasville and Universal. Case goods accounted for 39% of 2014 total sales; upholstery, 44%; bedding, 11%; outdoor furniture, 3%; and decorative accessories including rugs and lamps, 3%. In January 2014, opened a 10,000-square-foot consignment store in vacant former retail space on its campus in Laurel, Del., called Delmarva Furniture Consignment. Has a social media presence through Facebook, Twitter, Pinterest, Google+ and Flickr. Attends three U.S. trade shows each year.

## Kelsey Furniture

Home base: Tuscola, Ill.

[www.kelseyfurniture.com](http://www.kelseyfurniture.com)

Total stores 2014: 1

Est. 2014 total sales: less than \$5 million

Family-owned, founded in 1959. Store offers mid-priced lines in 30,000 square feet of selling space. Has 12 total employees, including five salespeople. Also sells online. Online sales accounted for 15% of 2014 total sales. Is a member of the Mega USA buying group. Key vendors include Broyhill, Lane, Ashley, Best Home Furnishings, Winners Only, Smith Brothers, Mohawk, Liberty and Palliser. Case goods accounted for 36% of 2014 total sales; upholstery, 45%; bedding, 9%; decorative accessories, 3%; and floor coverings, 7%. Has a social media presence through Facebook.

## Kensington Furniture

Home base: Northfield, N.J.

[www.kensingtonfurniture.com](http://www.kensingtonfurniture.com)

Total stores 2014: 1

Est. 2014 total sales: \$5 million to \$9.9 million

Originally founded in 1912. Current store opened in 2009. Store offers promotional to mid-priced lines in 60,000 square feet of selling space. Has 30 total employees, including seven salespeople. Key vendors include Jonathan Louis, Dovetail, Vaughan-Bassett, Klausner, Bernhardt, England and Aspen Furniture. Furniture, warranties, mattresses and accessories accounted for 95% of 2014 total sales; accent furniture, 2%; and decorative accessories, 3%. Attends trade shows in High Point, Las Vegas and New York. Has a social media presence through Twitter, Facebook, YouTube, Instagram, Pinterest, Google+ and LinkedIn.

## Knoxville Wholesale Furniture

Home base: Knoxville, Tenn.

[www.knoxvillewholesalefurniture.com](http://www.knoxvillewholesalefurniture.com)

Total stores 2014: 4

Est. 2014 total sales: \$41.2 million

Family-owned, founded in 1992. Operates three Knoxville Wholesale Furniture locations, including a clearance center and one Ashley Furniture HomeStore in the Knoxville, Tenn., area. Opened its largest store at 122,000-square-feet in one of the most affluent areas in west Knoxville in May 2014. The new flagship replaced a showroom roughly half its size and provided the space to move into new categories and price points. Stores carry promotional to high-end lines

in a combined 352,000 square feet of selling space. Average sales per square foot, \$117. Has 156 total employees, including 58 salespeople. Is a member of the FMG buying group. Has one 6,000 square foot Bernhardt gallery. Other key vendors include A.R.T., Bernhardt, Cheers, Corinthian, Flexsteel, Jackson, Kincaid, Klausner, Liberty, Serta, Southern Motion, Summer Classics and Universal. Average gross margin, 48%. Case goods accounted for 51% of 2014 total sales; upholstery, 24%; bedding, 16%; outdoor furniture, 2%; and decorative accessories including rugs and lamps, 7%. Offers free WiFi for customers. Has a social media presence through Facebook and Pinterest. Attends four U.S. trade shows each year.

## Kuebler's Furniture

Home base: Redding, Calif.

[www.kueblersfurniture.com](http://www.kueblersfurniture.com)

Total stores 2014: 2

Est. 2014 total sales: less than \$5 million

Family-owned, founded in 1974. Operates one store each in Redding, Calif., and Salem, Ore. Lost its Roseburg, Ore., store to fire early in 2014. Stores offer mid-priced lines in a combined 40,000 square feet of selling space. Average sales per square foot, \$83. Has 30 total employees, including 10 salespeople. Is a member of the FMG buying group. Key vendors include Aspenhome, Ashley, Winners Only, Lane, Broyhill and Agio. Has a social media presence through Facebook.

## Ladlow's Fine Furniture

Home base: Scottsdale, Ariz.

[www.ladlows.com](http://www.ladlows.com)

Total stores 2014: 2

Est. 2014 total sales: \$20 million to \$24.9 million

Family-owned, in business since 1976. Operates a main showroom and an outlet store in Scottsdale, Ariz. Stores offer mid-priced to high-end price points in 130,000 square feet of selling space. Average sales per square foot, \$180. Seventy-five total employees, including a sales team of 26. Has a Marge Carson in-store gallery. Other key vendors include A.R.T., Bernhardt, Hooker, Stanley, Universal, Taracea, Theodore-Alexander, American Leather, Hancock & Moore, Precedent, RC Furniture and King Hickory.

## Larrabee's Furniture + Design

Home base: Littleton, Colo.

[www.larrabeesfurniture.com](http://www.larrabeesfurniture.com)

Total stores 2014: 1

Est. 2014 total sales: \$9 million

Family-owned, founded in 1962. Store offers upper-middle to high-end lines in 48,000 square feet of selling space. Average sales per square foot, \$180. Has 42 total employees, including 17 salespeople and a staff of interior design consultants. Is a member of the Furniture First buying group. Features in-store galleries by Kincaid, Lexington, Rowe, Norwalk, Our House, Curations, IMG and Caracole. Other key vendors include A.R.T., Crescent, Dinec, Dovetail, Drexel Heritage/Henredon, Four Hands, Heckman, Home Trends, HTL, Jason Scott, Therapedic, Natuzzi, Nourison, Oriental Weavers, Palliser, Parker House, Robert Michael, Universal, Uttermost, Woodard, Pride Family Brands, Hanamint, Gensun and Sunlord. Average stock turns, 2 times. Average gross margin, 43%. Patio is the retailer's largest merchandise category accounting for 25% of 2014 total sales. Bedding accounted for 4% and living, dining, custom upholstery, rugs and accessories, 71%. Has a social media presence through Facebook, Twitter, Pinterest, Flickr, YouTube, LinkedIn, Instagram and Houzz. Offers free WiFi for customers. Attends six U.S. trade shows each year.

## Lawrance Furniture

Home base: San Diego

[www.lawrance.com](http://www.lawrance.com)

Total stores 2014: 2

Est. 2014 total sales: \$5 million to \$9.9 million

Family-owned, founded in 1937. Operates one store each in San Diego and Encinitas, Calif. Stores offer upper-middle to high-end lines in a combined 24,000 square feet of selling space. Also sells online. Online sales accounted for 1% of 2014 total sales. Has 25 total employees, including nine salespeople. Is a member of the Contemporary Design Group buying group. Key vendors include American Leather, BDI, Comfort Sleeper by American Leather, Lazar, Ekornes, Copeland and Gamma. Has a social media presence through Facebook, Twitter, Pinterest and YouTube.

## Leader's Casual Furniture

Home base: Largo, Fla.

[www.leadersfurniture.com](http://www.leadersfurniture.com)

Total stores 2014: 18

Est. 2014 total sales: \$30 million to \$34.9 million

Family-owned, in business since 1971. Operates throughout Florida. Relocated a couple of showrooms in 2014. Stores offer mid-priced lines in more than 130,000 square feet of selling space. One hundred sixty total employees, including 70 salespeople. In-store galleries include Palm Springs Rattan, Garden Classics and Island Way. Other key vendors include Tropitone, Windward Design Group, Pride Family Brands, Patio Renaissance, Summer Classics, Treasure Garden, Trans Ocean, Oriental Weavers, Loloi and Solaire. Has a social media presence through Facebook, Pinterest, Twitter and LinkedIn.

## Lynch's Furniture & Appliance

Home base: St. Robert, Mo.

[www.lynchsfurnitureandappliance.com](http://www.lynchsfurnitureandappliance.com)

Total stores 2014: 1

Est. 2014 total sales: less than \$5 million

Family-owned, founded in 1942. Store offers lower-middle priced lines in 35,000 square feet of selling space. Average sales per square foot, \$49. Has seven total employees, including three salespeople. Is a member of the Mega USA buying group. Has a 10,000-square-foot Broyhill in-store gallery. Other key vendors include Lane, Corinthian, Southern Motion, Tempur-Pedic and Serta. Case goods accounted for 21% of 2014 total sales; upholstery, 33%; bedding, 34%; and other merchandise including major appliances, 12%. Has a social media presence through Facebook and Google+. Attends three to four U.S. trade shows each year.

## Martin's Town & Country Furniture

Home base: Canby, Ore.

[www.martinstownandcountry.com](http://www.martinstownandcountry.com)

Total stores 2014: 1

Est. 2014 total sales: \$0.8 million

Family-owned, founded in 1963. Serves several local communities and some outlying areas offering upper-middle to high-end lines in 6,000 square feet of selling space. Is looking at the possibility of opening a local "annex" in 2015 to achieve greater visibility. Average sales per square foot, \$125. Has three total employees, including two salespeople. Key vendors include La-Z-Boy, Tempur-Pedic, Best Chair, Sealy, Trend Manor, Borkholder, Fireside Lodge, Howard Miller, Sunny Designs, GS Furniture, Mac Motion, Chromcraft-Revington, Chandra and Cal Lighting. Average stock turns, 2 times. Average gross margin, 44%. Case goods accounted for 27% of 2014 total sales; upholstery, 49%; bedding, 20%; outdoor furniture, 1%; and decorative accessories including rugs and lamps, 3%. Attends one U.S. trade show each year.

## Mayberry's Complete Home

Home base: Crossville, Tenn.

[www.mayberrysfurniture.com](http://www.mayberrysfurniture.com)

Total stores 2014: 2

Est. 2014 total sales: less than \$5 million

Family-owned, founded in 1946. Operates two locations in Crossville, Tenn.: Mayberry's Furniture and Mayberry's Interiors. Stores offer lower-middle lines in a combined 23,000 square feet of selling space. Average sales per square foot, \$150. Also sells online. Online sales accounted for approximately 1% of 2014 total sales. Has 15 total employees, including six salespeople. Is a member of Mega and The Buying Giant buying groups. Features La-Z-Boy and Best Home Furnishings in-store galleries. Also sells Ashley. Case goods accounted for 25% of 2014 total sales; upholstery, 45%; bedding, 27%; decorative accessories, 2%; and other merchandise, 1%.

## Moe's Home Collection

Home base: Vancouver, British Columbia, Canada

[www.moeshome.ca](http://www.moeshome.ca)

Total stores 2014: 3

Est. 2014 total sales: \$5 million to \$9.9 million

Family-owned, founded in 1988. Operates one store in metro Seattle and two stores in Vancouver, Canada. Stores offer upper-middle lines in a combined 70,000 square feet of selling space. Average sales per square foot, \$200. Also sells online. Online sales accounted for 5% of 2014 total sales. Has 60 total employees, including 20 salespeople. Key vendors include Moe's Home Collection, Global Views, Natuzzi, Calia and Surya. Case goods accounted for 42% of 2014 total sales; upholstery, 28%; outdoor furniture, 5%; and decorative accessories, 25%. Offers free WiFi for customers. Has a social media presence through Facebook, Twitter, Pinterest, Instagram and Houzz. Attends six U.S. tradeshow each year.

## Montgomery's

Home base: Madison, S.D.

[www.montgomerysfurniture.com](http://www.montgomerysfurniture.com)

Total stores 2014: 3

Est. 2014 total sales: \$19 million

Family-owned, founded in 1888. Operates one store each in Madison, Watertown and Sioux Falls, S.D. Expanded the Sioux Falls showroom by 30,000 square feet to include a Montgomery's Mattress First and Montgomery's Modern. Stores offer lower-middle to high-end priced lines in a combined 165,000 square feet of selling space. Average sales per square foot, \$130. Has 103 total employees, including 43 salespeople. Is a member of the Furniture First buying group. Key vendors include Flexsteel, Serta, England, Rowe, Liberty, Sunny Designs, Southern Motion, Palliser, Ekornes and Huntington House. Average stock turns, 2 times. Offers free WiFi for customers. Has a social media presence through Facebook, Twitter, Pinterest, Google+, YouTube, LinkedIn, Instagram and Houzz. Attends five U.S. trade shows each year.

## More Space Place

Home base: West Berlin, N.J.

[www.morespaceplace.com](http://www.morespaceplace.com)

Total stores 2014: 28

Est. 2014 total sales: \$15 million to \$19.9 million

Brand of Closet & Storage Concepts. Founded in 1985. Operates stores throughout the United States offering upper-middle to high-end price points in a combined 70,000 square feet of selling space. Average sales per square foot, \$250. Has 400 total employees, including 125 salespeople. Home office accounted for 15% of 2014 total sales; bedding, 70%; and other merchandise including organizing products, 15%. Has a social media presence through Face-

book, Twitter, Pinterest, Google+, YouTube and LinkedIn. Attends two U.S. trade shows each year.

## Morris Sokol Furniture

Home base: Charleston, S.C.

[www.morissokol.com](http://www.morissokol.com)

Total stores 2014: 1

Est. 2014 total sales: \$5 million to \$9.9 million

Family-owned, founded in 1921. Store offers upper-middle to high-end lines in 37,000 square feet of selling space. Average sales per square foot, \$160. Has 28 total employees, including eight salespeople and an interior designer. Key vendors include Rowe, Lexington, Stanley, Century, Sealy, Stearns & Foster, Fine Furniture and Universal. Offers free WiFi for customers. Has a social media presence through Facebook and Twitter.

## Mountain Comfort Furnishings & Design

Home base: Frisco, Colo.

[www.mountaincomfort.net](http://www.mountaincomfort.net)

Total stores 2014: 3

Est. 2014 total sales: \$4 million

Family-owned, founded in 1986. Stores are located in Frisco, Colo., Truckee, Calif., and Coeur d'Alene, Idaho. Offers mid-priced to high-end lines in a combined 28,000 square feet of selling space. Average sales per square foot, \$250. Has 18 total employees, including nine salespeople and an interior designer. Is a member of the Furniture First buying group. Average stock turns, 3 times. Average gross margin, 42%. Case goods accounted for 46% of 2014 total sales; upholstery, 27.4%; bedding, 4.6%; outdoor furniture, 4.6%; decorative accessories including rugs and lamps, 15.6%; and other merchandise, 1.8%. Has a social media presence through Facebook, Pinterest, Google+, YouTube and LinkedIn. Attends three U.S. trade shows each year.

## Mt. Vernon Sleep Shop

Home base: Fredericksburg, Va.

[www.mtvermonsleep.com](http://www.mtvermonsleep.com)

Total stores 2014: 1

Est. 2014 total sales: less than \$5 million

Family-owned, founded in 1981. Offers middle to high-end lines in 6,500 square feet of selling space. Also sells online. Online sales accounted for 10% of 2014 total sales. Has seven total employees, including three salespeople. Is a member of the Mega buying group. Key vendors include Simmons, Tempur-Pedic, Serta, Pure LatexBliss, Paramount Sleep, Corsicana and NE-Kids. Case goods accounted for 18% of 2014 total sales; bedding, 65%; and other merchandise including futons and metal beds, 17%. Has a social media presence through Facebook and YouTube. Attends three U.S. tradeshow each year.

## N.B. Liebman Furniture

Home base: Mechanicsburg, Pa.

[www.nbliebman.com](http://www.nbliebman.com)

Total stores 2014: 2

Est. 2014 total sales: \$10 million to \$14.9 million

Family-owned, founded in 1919. Operates one store each in Mechanicsburg and Harrisburg, Pa. Stores offer mid-priced lines in a combined 75,000 square feet of selling space. Average sales per square foot, \$186. Has 50 total employees, including 18 salespeople. Is a member of the Mega USA and Styletrend buying groups. Key vendors include Broyhill, Lane, Legacy Classic, Klaussner, Riverside, Bernhardt, King Hickory, Universal, Vaughan-Bassett and Tempur Sealy. Has a social media presence through Facebook, Pinterest and Instagram as well as a company blog.

## New Ulm Furniture

Home base: New Ulm, Minn.

[www.newulmfurniture.com](http://www.newulmfurniture.com)

Total stores 2014: 1

Est. 2014 total sales: less than \$5 million

Family-owned, founded in 1945. Offers mid-priced lines in 40,000 square feet of selling space. Also sells online. Online sales accounted for 5% of 2014 total sales. Has 16 total employees, including eight salespeople. Features a La-Z-Boy in-store gallery. Other key vendors include Flexsteel, Sealy, Ashley and Lane. Has a social media presence through Facebook, Twitter, YouTube and Pinterest.

## Parsons Furniture

Home base: Wolfeboro, N.H.

[www.parsonsfurniture.com](http://www.parsonsfurniture.com)

Total stores 2014: 1

Est. 2014 total sales: less than \$5 million

Family-owned, founded in 1954. Store offers middle priced lines in 14,000 square feet of selling space. Has 12 total employees, including six salespeople and an interior designer. Is a member of the Furniture First buying group. Has a 3,000-square-foot La-Z-Boy gallery and a 2,000-square-foot Serta gallery. Other key vendors include Daniel's Amish, Four Seasons, Sherrill and Simple Elegance. Average stock turns, 3.5 times. Average gross margin, 49%. Case goods accounted for 26% of 2014 total sales; upholstery, 38%; bedding, 18%; outdoor furniture, 14%; and decorative accessories including rugs and lamps, 4%. Offers free WiFi for customers and has a social media presence through Facebook. Attends two U.S. trade shows each year.

## Pilgrim Furniture City

Home base: Southington, Conn.

[www.pilgrimfurniturecity.com](http://www.pilgrimfurniturecity.com)

Total stores 2014: 3

Est. 2014 total sales: \$38.1 million

Family-owned, established in 1961. Stores offer mid-priced lines in a combined 210,000 square feet of selling space. Average sales per square foot, \$181. Has 125 employees, including 48 salespeople. Is a member of the Furniture First buying group. Key vendors include Ashley, England, Klaussner, Jofran, Legacy, Lane, Universal, Simmons and Southern Motion. Case goods accounted for 42% of 2014 total sales; upholstery, 48%; bedding, 9%; and lamps, 1%. Has a social media presence through Facebook, Twitter, Pinterest and Instagram.

## Reeds Furniture

Home base: Agoura Hills, Calif.

[www.reedsfurniture.com](http://www.reedsfurniture.com)

Total stores 2014: 2

Est. 2014 total sales: \$5 million to \$9.9 million

Family-owned, founded in 1960. Operates one store each in Agoura Hills and Oxnard, Calif. Opened the Oxnard store last fall. Stores offer upper-middle priced lines in a combined 58,000 square feet of selling space. Average sales per square foot, \$150. Has 32 total employees, including nine salespeople and an interior designer. Is a member of the FMG buying group. Features Universal, Smartstuff and Flexsteel in-store galleries. Other key vendors include Robert Michael, Palliser and Rowe. Case goods accounted for 56% of 2014 total sales; upholstery, 42%; and bedding, approximately 3%. Has a social media presence through Facebook, Pinterest and YouTube. Attends five U.S. tradeshows each year.

## Rice Furniture

Home base: Saranac Lake, N.Y.

[www.ricefurnitureinc.com](http://www.ricefurnitureinc.com)

Total stores 2014: 1

Est. 2014 total sales: \$1.5 million

Family-owned, founded in 1946. Store is located inside Adirondack Park, the largest state park in the lower 48 states. Caters to seasonal traffic offering promotional to high-end lines. Has six total employees, including four salespeople. Is a member of the Furniture First buying group. Key vendors include Broyhill, Best Home Furnishings, Bassett, Serta, Mattress 1st, Whittier Wood, Flat Rock Hickory, Harden, Pallettes by Winesburg, Liberty, Klaussner, England, NE Kids, Ashley and Marshfield. Offers free WiFi for customers. Attends one to two U.S. trade shows each year.

## Rivah Interiors

Home base: Callao, Va.

[www.rivahinteriors.com](http://www.rivahinteriors.com)

Total stores 2014: 2

Est. 2014 total sales: less than \$5 million

Family-owned, founded in 1998. Operates one store each in Callao and Kilmarnock, Va. Stores offer upper-middle priced lines in a combined 6,000 square feet of selling space. Average sales per square foot, \$129. Has six total employees, including two salespeople. Key vendors include Capris Furniture, Cambridge Mills, Telescope Casual, CRP Plastic Products, Vaughan-Bassett, Archbold, Beachcraft, Cape May Wicker, Symbol Mattress, Surya, Kaleen, Capel, Stanley, Coastal Living, Pride Family Brands and Arthur Brown. Case goods accounted for 16% of 2014 total sales; upholstery, 32%; bedding, 15%; outdoor furniture, 30%; decorative accessories, 3%; and other merchandise, 4%. Has a social media presence through Facebook. Attends two U.S. tradeshows each year.

## Rosenthal Contemporary Furniture

Home base: Minneapolis

[www.rosenthalfurniture.com](http://www.rosenthalfurniture.com)

Total stores 2014: 1

Est. 2014 total sales: \$2 million to less than \$5 million

Family-owned, founded in 1895. Store offers upper-middle price points in 16,000 square feet of selling space. Average sales per square foot, \$125. Has eight total employees, with a team of four interior designers. Is a member of the Contemporary Design Group buying group. Features in-store galleries by Ekornes and Elite Modern. Other key vendors include American Leather, Palliser, Lazar and Gamma. Average stock turns, 2.5 times. Average gross margin, 50%. Case goods accounted for 27% of 2014 total sales; upholstery, 57%; bedding, 2%; decorative accessories including rugs and lamps, 6%; and other, 8%. Offers free WiFi for customers and has a social media presence through Facebook, Twitter, Pinterest and Google+. Attends two U.S. tradeshows each year.

## Ross Furniture Co.

Home base: Dover, N.H.

[www.rossfurnitureinc.com](http://www.rossfurnitureinc.com)

Total stores 2014: 2

Est. 2014 total sales: \$3.5 million

Family-owned, founded in 1942. Operates a Ross Furniture location and a Pete's Bargain Basement location, both in Dover, N.H. Stores offer mid-priced to high-end lines in a combined 15,000 square feet of selling space. Has 20 total employees, including 10 salespeople. Is a member of the Furniture First buying group. Key vendors include La-Z-Boy, Bassett, Serta and Ashley. Case goods accounted for 38% of 2014 total sales; upholstery, 40%; bedding, 20%;

and decorative accessories, 2%. Has a social media presence through Facebook.

## Ruby-Gordon

Home base: Rochester, N.Y.

[www.rubygordon.com](http://www.rubygordon.com)

Total stores 2014: 2

Est. 2014 total sales: \$10 million to \$14.9 million

Family-owned, founded in 1936. Operates one Ruby-Gordon store and one free-standing Sauder store, both in Rochester, N.Y. Stores offer mid-priced lines in a combined 65,000 square feet of selling space. Has 60 total employees, including 17 salespeople. Is a member of the FMG buying group. Features a Flexsteel in-store gallery. Other key vendors include Klaussner, Simmons, Southern Motion, Legacy and Futura Leather. Has a social media presence through Facebook, Pinterest and Twitter. Attends three U.S. trade shows each year.

## Sam's Furniture

Home base: Springdale, Ark.

[www.samsfurniture.net](http://www.samsfurniture.net)

Total stores 2014: 2

Est. 2014 total sales: \$13.5 million

Family-owned, founded in 1991. Operates one store each in Springdale and Rogers, Ark. Will replace the Springdale location during the fourth quarter of 2015 with a new, larger 120,000-square-foot showroom. Offers mid-priced lines in a combined 68,000 square feet of selling space. Average sales per square foot, \$198. Has 49 total employees, including 17 salespeople. Is a member of the Nationwide buying group. Key vendors include Ashley, Broyhill, Lane, Catnapper, Flexsteel, Vaughan-Bassett, Bernhardt and Hooker. Average stock turns, 5.2 times. Average gross margin, 36%. Case goods accounted for 25% of 2014 total sales; upholstery, 59%; bedding, 15%; and decorative accessories including rugs and lamps, 1%. Offers free WiFi for customers. Has a social media presence through Facebook, Twitter and YouTube. Attends two to four U.S. trade shows each year.

## Sheely's Furniture & Appliances

Home base: North Lima, Ohio

[www.sheelys.com](http://www.sheelys.com)

Total stores 2014: 1

Est. 2014 total sales: \$30 million to \$34.9 million

Family-owned, founded in 1952. Store offers mid-priced lines in 75,000-square-feet of selling space. Has 145 total employees, including 27 salespeople. Is a member of the Furniture First buying group. Features Flexsteel and Decor-Rest in-store galleries. Other key vendors include Best Home Furnishings, Ashley, Klaussner, Smith Brothers, Southern Motion, Temple, Magnussen, A.R.T., Winners Only, Hooker, Legacy, Riverside, Wynwood, Sealy/Tempur-Pedic, Serta and White Dove. Has a social media presence through Facebook, Twitter, Pinterest, LinkedIn, Instagram and YouTube as well as a company blog. Attends four U.S. tradeshows each year.

## Sheffield Furniture & Interiors

Home base: Phoenixville, Pa.

[www.sheffieldfurniture.com](http://www.sheffieldfurniture.com)

Total stores 2014: 3

Est. 2014 total sales: \$25 million

Family-owned, founded in 1952. Operates two stores in the District of Columbia and one store in Pennsylvania. Stores offer upper-middle to high-end lines in a combined 98,700 square feet of selling space. Has 100 total

employees, including 50 salespeople and an interior designer. Features a Stickley in-store gallery. Other key vendors include Theodore Alexander, Brown Jordan, Henredon, Hickory Chair, Wesley Hall, Hancock & Moore, Bernhardt, Ekornes and American Leather. Case goods accounted for 46% of 2014 total sales; upholstery, 27%; bedding, 2%; decorative accessories, 9%; outdoor furniture, 3%; and other merchandise including window treatments, custom bedding, re-upholstery services and design services, 13%. Has a social media presence through Facebook, Twitter, Pinterest, Instagram and Houzz.

## Shumake Furniture

Home base: Decatur, Ala.  
[www.shumakefurniture.net](http://www.shumakefurniture.net)  
 Total stores 2014: 1

Est. 2014 total sales: less than \$5 million

Family-owned, founded in 1937. Store offers upper-middle to high-end lines in 30,000 square feet of selling space. Is updating the store's bedding in 2015 to reclaim lost business. Average sales per square foot, \$60. Has nine total employees, including five salespeople. Is a member of the Mega USA buying group. Features La-Z-Boy Comfort Studio and Clayton Marcus in-store galleries. Other key vendors include Craftmaster, Rowe, Hooker, Restonic and Simmons. Average stock turns, one time. Average gross margin, 42%. Case goods accounted for 37% of 2014 total sales; upholstery, 45%; bedding, 6%; outdoor furniture, 3%; and decorative accessories including rugs and lamps, 9%. Has a social media presence through Facebook and Google+. Attends two U.S. trade shows each year.

## Smart Interiors

Home base: Spring Hill, Fla.  
[www.smartinteriorsfum.com](http://www.smartinteriorsfum.com)  
 Total stores 2014: 3

Est. 2014 total sales: less than \$5 million

Family-owned, founded in 1988. Operates one store each in Spring Hill and Lecanto, Fla., and Oranjestad, Aruba. Opened the store in Aruba in 2014. Stores offer upper-middle price points in a combined 62,000 square feet of selling space. Has nine sales associates including an interior designer. Key vendors include Lexington, Stanley, Norwalk, Universal, Hooker, Bradington-Young, Palliser, Wynwood, Universal, Kingsdown, Feiss Monte Carlo, Quorum, Jaipur Rug, Jaunty, Hunter Douglas, Graber, Caracole and BDI. Has a social media presence through Facebook, Pinterest and Google+. Attends two U.S. trade shows each year. Has expanded its commercial division working on several assisted living facilities as well as country and golf clubs.

## Southeast Furniture Warehouse

Home base: Juneau, Alaska  
[www.southeastfurniturespot.com](http://www.southeastfurniturespot.com)  
 Total stores 2014: 1

Est. 2014 total sales: \$3.6 million

Founded in 2000. Store offers promotional to high-end lines in 14,000 square feet of selling space. Average sales per square foot, \$258. Has 10 total employees, including five salespeople. Features La-Z-Boy Comfort Studio, Furnish 123 and Stressless Comfort Zone in-store galleries. Other key vendors include Ashley, Serta and Simmons. Case goods accounted for 25% of 2014 total sales; upholstery, 42%; bedding, 29%; and decorative accessories, 4%. Has a social media presence through Facebook. Attends two U.S. tradeshow each year.

## Spiller Furniture & Mattress

Home base: Tuscaloosa, Ala.  
[www.spillerfurniture.com](http://www.spillerfurniture.com)

Total stores 2014: 13

Est. 2014 total sales: \$10 million to \$14.9 million

Family-owned, founded in 1948. Operates 11 discount stores in Alabama in Tuscaloosa, Northport, Aliceville, Reform, Selma, Greensboro, Eutaw, Demopolis, Brent, Thomasville and Prattville and two in Mississippi in Starkville and Columbus. Offers lower-middle priced lines in a combined 160,000 square feet of selling space. Also sells online. Online sales accounted for 1% of 2014 total sales. Has 115 total employees. Is a member of the Mega USA buying group. Key vendors include Ashley, Millennium, Benchcraft, Liberty Furniture, Serta and Symbol Mattress. Has a social media presence through Facebook. Attends three U.S. trade shows each year.

## Sprintz Furniture

Home base: Nashville, Tenn.  
[www.sprintz.com](http://www.sprintz.com)

Total stores 2014: 3

Est. 2014 total sales: \$30 million to \$34.9 million

Family-owned, founded in 1981. Stores include an 110,000-square-foot flagship store in Nashville, Tenn. and a 50,000-square-foot Sprintz store in Franklin, Tenn. Also operates a 70,000-square-foot distribution center and store in Nashville. Stores offer mid-priced to high-end lines. Has 140 total employees, including 54 salespeople. Features Thomasville and Bassett Home Furnishings in-store galleries. Other key vendors include Henredon, Stickley, Universal, Bernhardt, Hooker, Stanley, Lexington, Fine Furniture, Rowe, Hancock & Moore, Futura, Sam Moore, Aspenhome and A.R.T.

## Stacy Furniture & Design

Home base: Grapevine, Texas  
[www.stacyfurniture.com](http://www.stacyfurniture.com)

Total stores 2014: 4

Est. 2014 total sales: \$40 million

Family-owned, founded in 1975. Operates in the Dallas-Fort Worth area with showrooms in Grapevine, Allen and Plano, Texas and an outlet attached to its distribution center in Flower Mound, Texas. Stores offer mid-priced to high-end lines. Has more than 150 total employees, including salespeople and interior designers. Is a member of the Furniture First buying group. Carries more than 100 vendor lines including Bernhardt, Hooker, Lane, Mayo, Universal, Stickley, Century, Sherrill and Henredon. Has a social media presence through Facebook, Twitter, Pinterest and YouTube as well as a company blog.

## StarFine Furniture & Sleep Center

Home base: Galveston, Texas  
[www.starfinefurniture.com](http://www.starfinefurniture.com)

Total stores 2014: 1

Est. 2014 total sales: \$5 million to \$9.9 million

Family-owned, founded in 1920. Store offers lower-middle to high-end lines in 30,000 square feet of selling space. Average sales per square foot, \$170. Has 17 total employees, including six salespeople. Is a member of the FMG buying group. Key vendors include Lexington, Bernhardt, Universal, Hooker, Palliser, Flexsteel, Craftmaster, La-Z-Boy, Legacy, Man Wah, Dovetail and Capris Rattan. Average stock turns, 6 times. Average gross margin, 48%. Case goods accounted for 31% of 2014 total sales; upholstery, 48%; bedding, 15%; and decorative accessories including rugs and lamps, 6%. Has a social media presence through Facebook, Twitter, Pinterest, Google+ and LinkedIn. Attends three U.S. trade shows each year.

## Talsma Furniture

Home base: Hudsonville, Mich.  
[www.talsmafurniture.com](http://www.talsmafurniture.com)

Total stores 2014: 4

Est. 2014 total sales: \$10 million to \$14.9 million

Family-owned, founded in 1947. Operates stores in Hudsonville, Holland, Byron Center and Grand Rapids, Mich. Converted all of its bedding departments to the Snuzz sleep store concept last year. Stores offer mid-priced lines. Also sells online. Online sales accounted for 2% of 2014 total sales. Has 115 total employees, including 96 salespeople. Is a member of the Furniture First buying group. Features one Bassett in-store gallery. Other key vendors include Lane, Broyhill, Simmons and Flexsteel. Has a social media presence through Facebook, Twitter, Pinterest and YouTube. The Byron Center store will undergo a major remodel of the outside structure in 2015.

## Tempo Furniture

Home base: Terre Haute, Ind.  
[www.tempofurniture.net](http://www.tempofurniture.net)

Total stores 2014: 1

Est. 2014 total sales: less than \$5 million

Family-owned, founded in 1987. Store offers mid-priced lines in 18,000 square feet of selling space. Average sales per square foot, \$125. Has 10 total employees, including four salespeople. Is a member of the Nationwide buying group. Key vendors include Sealy, Serta, Ashley, Catnapper, England, Jackson, Southern Motion, Vaughan-Bassett, Progressive, Liberty, Coaster, Albany Furniture and Corsicana Bedding. Case goods accounted for 33% of 2014 total sales; upholstery, 52%; and bedding, 15%. Has a social media presence through Facebook.

## The Furniture Warehouse

Home base: Sarasota, Fla.  
[www.furnwarehouse.com](http://www.furnwarehouse.com)

Total stores 2014: 5

Est. 2014 total sales: \$20 million to \$24.9 million

Family-owned, founded in 1988. Operates one store each in Sarasota, Bradenton, Ellenton, Venice and Port Charlotte, Fla. Offers lower-middle priced lines in a combined 90,000 square feet of selling space. In 2015, plans to increase the Bradenton showroom to 28,000 square feet and the Venice showroom to 20,000 square feet. Average sales per square foot, \$250. Also sells online. Online sales accounted for 5% of 2014 total sales. Has 102 total employees. Is a member of the FMG buying group. Key vendors include Simmons, Affordable, Lifestyles, Elements, Best Home Furnishings and Serta. Average stock turns, 4.5 times. Average gross margin, 49%. Case goods accounted for 43% of 2014 total sales; upholstery, 38%; bedding, 14%; and decorative accessories, 5%. Has a social media presence through Facebook, Twitter, Pinterest and Google+. Attends three U.S. trade shows each year.

## The Great American Home Store

Home base: Southaven, Miss.  
[www.greatamericanhomestore.com](http://www.greatamericanhomestore.com),  
[www.sleepgahs.com](http://www.sleepgahs.com)

Total stores 2014: 3

Est. 2014 total sales: \$28.3 million

Founded in 2003. Serves a 200-mile radius in the Memphis and mid-south areas with two stores in the Memphis market, including a Sleep Shop in Cordova, Tenn., and one in Southaven, Miss. Opened the 13,000-square-foot Great American Sleep Shop

in Cordova, Tenn., in April 2014. Stores offer upper-middle priced lines in 107,000 square feet of combined selling space. Average sales per square foot, \$264. Has 90 total employees, including 40 salespeople. Has one La-Z-Boy in-store gallery. Other key vendors include Corinthian, New Classic Home, La-Z-Boy, Sealy, Tempur-Pedic, Steve Silver, L.G. Interiors, Jaipur Home, Standard and Serta. Average stock turns, 4 times. Average gross margin, 49%. Case goods accounted for 38% of 2014 total sales; upholstery, 39.3%; bedding, 18.3%; and decorative accessories including rugs and lamps, 4.4%. Offers free WiFi for customers. Has a social media presence through Facebook, Twitter, Pinterest, Google+, YouTube and Instagram. Attends five to six U.S. trade shows each year. In February 2015, opened a Great American Furniture & Mattress Outlet in Memphis and plans to open a second Sleep Shop later this year.

### The Mind's Eye Interiors

Home base: Lahaina, Hawaii  
[www.mindseyeinterior.com](http://www.mindseyeinterior.com)  
 Total stores 2014: 1  
 Est. 2014 total sales: less than \$5 million  
 Family-owned, founded in 1973. Specializes in rat-

tan furniture imported from Indonesia. Store offers upper-middle price points in 13,000 square feet of selling space. Has six total employees, including three salespeople. Key vendors include Best Home Furnishings, Burton James, Cambridge of California, Madison Furniture, Stylecraft, Uma, Allstate Floral, Paragon Art, Violino Leather, Modus Home Furniture and American Drew. Has a social media presence through Facebook and Google+.

### The Old Cannery Furniture

Home base: Sumner, Wash.  
[www.oldercanneryfurniture.com](http://www.oldercanneryfurniture.com)  
 Total stores 2014: 1  
 Est. 2014 total sales: \$22 million

Family-owned, founded in 1979. Serves the Pacific Northwest/Western Washington area. Store offers middle priced lines in 80,000 square feet of selling space. Average sales per square foot, \$317. Has 75 total employees, including 15 salespeople. Is a member of the FMG buying group. Key vendors include Stanton, Ashley, Emerald and Intercon. Average stock turns, 8 times. Average gross margin, 43%. Case goods accounted for 43.5% of 2014 total sales; upholstery, 46%; bedding, 7%; and decorative accessories including rugs and lamps, 3.5%. Offers

free WiFi for customers and has a social media presence through Facebook, Pinterest, Google+ and YouTube. Attends three U.S. trade shows each year.

### The Shops at Carolina Furniture of Williamsburg

Home base: Williamsburg, Va.  
[www.carolina-furniture.com](http://www.carolina-furniture.com)  
 Total stores 2014: 1  
 Est. 2014 total sales: \$10 million to \$14.9 million

Family-owned, founded in 1978. Offers upper-middle to high-end lines in 50,000 square feet of selling space. Has 40 total employees, including 20 salespeople/designers. Also sells online. Online sales accounted for 10% of 2014 total sales. Key vendors include Century, CHADDOCK, Councill, E.J. Victor, French Heritage, Hancock & Moore, Harden, Henkel-Harris, Hendon, Hickory Chair, Kindel, Ralph Lauren, Sherrill and Theodore Alexander. Offers free WiFi for customers. Has a social media presence through Google+ and YouTube as well as a company blog. Attends two U.S. tradeshow each year.

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## Tipperary Sales

Home base: Augusta, Ga.  
[www.la-z-boy.com/southeast](http://www.la-z-boy.com/southeast)  
 Total stores 2014: 6  
 Est. 2014 total sales: \$33.8 million

Family-owned, founded in 1976. Is an independent La-Z-Boy dealer. Operates one La-Z-Boy Furniture Gallery each in Evans, Ga., North Charleston, Lexington and Greenville, S.C., and two in Charlotte, N.C. Future plans for expansion. Stores offer middle price points in a combined 87,779 square feet of selling space. Average sales per square foot, \$385. Also sells online. Online sales accounted for .01% of 2014 total sales. Has 118 total employees, including 54 salespeople and an interior designer. Average stock turns, 4.5 times. Average gross margin, 54.5%. Case goods accounted for 8% of 2014 total sales; upholstery, 88%; and rugs and lamps, 4%. Has a social media presence through Facebook. Attends two U.S. trade shows each year.

## Town & Country Furniture

Home base: Iuka, Miss.  
[www.trciuka.com](http://www.trciuka.com)  
 Total stores 2014: 3  
 Est. 2014 total sales: less than \$5 million

Family-owned, founded in 1972. Operates one full-line store and one outlet in Iuka, Miss.; and one full-line store in Counce/Pickwick, Tenn. Stores offer promotional to mid-priced lines in a combined 61,500 square feet of selling space. Has 16 total employees, including 12 salespeople. Is a member of the Nationwide buying group. Key vendors include La-Z-Boy, Franklin, Magnussen, Jackson/Catnapper, Ashley, Standard, Serta, Riverside and Symbol Mattress. Offers free WiFi for customers. Has a social media presence through Facebook and Twitter. Attends eight U.S. tradeshow each year.

## Town & Country Leather

Home base: Austin, Texas  
[www.townandcountryleather.com](http://www.townandcountryleather.com)  
 Total stores 2014: 3  
 Est. 2014 total sales: \$7.5 million

Family-owned, in business since 2007. Operates one store each in Austin, Houston and Bee Cave, Texas. Will have two additional stores in Houston this year in the Katy and Woodlands/Spring suburbs of Houston. Stores offer mid-priced to high-end lines in a combined 40,000 square feet of selling space. Average sales per square foot, \$425. Also sells online. Online sales accounted for 8% of 2014 total sales. Has 26 total employees, including 17 salespeople. Key vendors include Palliser, Natuzzi, HTL/Domicil, Artistic Leathers, Eleanor Rigby Leather, Bernhardt, Klaussner, DIA, Elite, Flexsteel, Barcalounger, Uttermost, Surya, Nourison and Global Views. Leather upholstery accounted for 83% of 2014 total sales; case goods, 12%; and decorative accessories, 5%. Offers free WiFi for customers. Has a social media presence through Facebook, Twitter, Pinterest, Google+, YouTube and LinkedIn. Attends two U.S. tradeshow each year.

## Unclaimed Freight

Home base: Bethlehem, Pa.  
[www.saveatthefreight.com](http://www.saveatthefreight.com)  
 Total stores 2014: 4  
 Est. 2014 total sales: \$31.5 million

Family-owned, founded in 1970. Operates one store

each in East Brunswick and Clifton, N.J., and in Reading and Bethlehem, Pa. Stores offer lower-middle priced lines in a combined 126,000 square feet of selling space. Average sales per square foot, \$210. Has 112 total employees, including 21 salespeople. Key vendors include Ashley, Symbol Mattress, United, Hughes, Primo and Lifestyle Enterprises. Average stock turns, 6 times. Average gross margin, 42%. Case goods accounted for 33% of 2014 total sales; upholstery, 51%; bedding, 12%; and decorative accessories including lamps, 4%. Offers free WiFi for customers. Has a social media presence through Facebook. Attends two U.S. trade shows each year.

## von Hemert Interiors

Home base: Costa Mesa, Calif.  
[www.vonhemert.com](http://www.vonhemert.com)  
 Total stores 2014: 3  
 Est. 2014 total sales: \$5 million to \$9.9 million

Family-owned, interior design and furniture retailer, founded in 1920. Operates two stores in Orange County, Calif. and one in Los Angeles. Stores offer high-end lines in a combined 48,000 square feet of selling space. Also sells online. Online sales accounted for 2% of 2014 total sales. Key vendors include Stickle, Century and Hancock & Moore. Case goods accounted for 50% of 2014 total sales; upholstery, 30%; bedding, 1%; outdoor furniture, 1%; decorative accessories, 8%; and other merchandise including flooring and window treatments, 10%. Has a social media presence through Facebook, Twitter, Pinterest, Google+, YouTube, LinkedIn, Instagram and Houzz.

## Weece Furniture

Home base: Dodge City, Kan.  
 Total stores 2014: 1  
 Est. 2014 total sales: less than \$5 million

Family-owned, founded in 1957. Operates an Ashley Furniture HomeStore. Store offers promotional to upper-middle priced lines in 42,000 square feet of selling space. Average sales per square foot, \$60. Has 14 total employees, including six salespeople. Average stock turns, 4 times. Average gross margin, 44%. Case goods accounted for 42% of 2014 total sales; upholstery, 37%; bedding, 17%; and decorative accessories including rugs and lamps, 4%. Offers free WiFi for customers. Attends two U.S. trade shows each year.

## White House Designs for Life

Home base: Fairfield, N.J.  
[www.whdesignsforlife.com](http://www.whdesignsforlife.com)  
 Total stores 2014: 3  
 Est. 2014 total sales: \$5 million to \$9.9 million

Family-owned, founded in 1982. Operates two stores in Fairfield and one store in Wayne, N.J. Also operates a nonprofit consignment shop in Fairfield, N.J., called Design Consign, which the company opened in 2014. Stores offer upper-middle to high-end lines in a combined 45,000 square feet of selling space. Has 25 total employees, including 12 salespeople and an interior designer. Key vendors include Century, Chaddock, Taylor King, Hancock & Moore, Sherrill, Henredon, Lorts, Old Biscayne, Hickory White, Vanguard, Wesley Hall, Maitland Smith, Theodore Alexander, John-Richards and King Hickory. Case goods and bedding accounted for 38% of 2014 total sales; upholstery, 44%; decorative accessories, 11%; outdoor furniture, 1%; and other merchandise, 6%. Offers free WiFi for customers. Has a social media presence through Facebook, Pinterest and Houzz. Attends one U.S. tradeshow each year.

## Zak's Furniture

Home base: Johnson City, Tenn.  
[www.zaksfurniture.com](http://www.zaksfurniture.com)  
 Total stores 2014: 2  
 Est. 2014 total sales: \$10 million to \$14.9 million

Family-owned, founded in 1968. Operates a Zak's Fine Furniture and a Zak's Clearance Center in Johnson City. Closed the showroom in Kingsport, Tenn., in 2014. Stores offer upper-middle priced lines in a combined 65,000 square feet of selling space. Has 50 total employees, including 14 salespeople and an interior designer. Is a member of the FMG buying group. Features a 5,000-square-foot Flexsteel gallery and a 1,000-square-foot Hancock & Moore gallery. Other key vendors include Southern Motion, Catnapper, Jackson, Craftmaster, Rowe, Futura, Synergy, Liberty, A.R.T., Universal, Legacy, La-Z-Boy, Sunny Designs, Bramble, Simon Li, Cheers, Best Home Furnishings, King Hickory, Broyhill, Restonic, Tempur-Pedic, Stearns & Foster, Serta, Sealy, Solstice, Largo, A America, Horizon Home, Coast to Coast, Aspen, Magnussen, Behold and Pulaski. Average stock turns, 5 times. Average gross margin, 45%. Case goods accounted for 25% of 2014 total sales; upholstery, 50%; and bedding, 25%. Offers free WiFi for customers. Has a social media presence through Facebook, Twitter, Pinterest, Google+ and YouTube. Attends five U.S. trade shows each year. This fall will open a Zak's Modern Vintage showroom with 15,000 square feet next to the main showroom. The new showroom will feature unique, one-of-a-kind pieces from Bramble, Furniture Source, Vintage and Jaipur along with leather sofas from various sources. Will be converting the main store into an upper-middle priced showroom with some high-end.

## Zimmerman's Furniture

Home base: Bismarck, N.D.  
[www.zimmermansfurniture.com](http://www.zimmermansfurniture.com)  
 Total stores 2014: 4  
 Est. 2014 total sales: \$5 million to \$9.9 million

Family-owned, founded in 1995. Operates two stores in Bismarck, N.D., including a Clearance Center; and one store each in Fargo and Jamestown, N.D. Stores offer promotional to mid-priced lines in a combined 100,000 square feet of selling space. Has 40 total employees, including 22 salespeople. Key vendors include Flexsteel, Bassett, Best Home Furnishings, Franklin, Tempur-Pedic, Vaughan-Bassett and Natuzzi. Has a social media presence through Facebook, Pinterest and Houzz.

All sales information are Furniture/Today market research estimates and all data are for calendar 2014.

Source: Furniture/Today market research