



FURNITURE

Beyond the top 100

81 beyond stores offer mid-priced lines

41 offer high-end

15 offer promotional lines



'Beyond Stores' strive to take care of customers

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

Gladhill Furniture turned 100 years old this year. The company, 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. 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. 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. The retailer is studying Google Analytics more closely than ever before and placing more pay-perclick 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.

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. The company, with annual sales listed in the \$15 million to \$19.9 million range, finished the year with a 9% gain. They are heavily design oriented, and 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 through the door.



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. 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. 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 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.



But even these problems were viewed as opportunities by Hefner. The inventory disruptions caused them to look elsewhere and shore up some of their other relationships and actually come up with a better

inventory line. Everyone in this 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. We're just hammering that overall philosophy home." Hefner is another second tier independent with no immediate intentions of selling online. 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 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. We predicate all our decisions on loving our customer. It's not about the transaction. It's about the relationship.

Reeds Furniture in sunny Agoura Hills, Calif. 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. 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. 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, they feel, adding that the company is going out of its way to ensure the customer understands everything that comes with the price. They white-glove delivery into the home, and after delivery, if there's a problem they have a dedicated service person that sends a technician out to the customer's home to service the furniture. Reeds also is doing more these days to reverse the industry trend of selling down to the lowest possible price.

Baileys Furniture

Home base: Anchorage, Alaska; www.baileysfurniture.com
Total stores 2014: 7; Est. 2014 total sales: \$30 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. Social media- Facebook, Twitter, YouTube.

The source for this feature is 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.

Bartlett Home Furnishings

Home base: Bartlett, Tenn.;

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. 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%. Social media presence through Facebook. Attends two U.S. trade shows each year.

Bedsmart

Home base: Phoenix; 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 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. Is a member of the Mega USA buying group. Carries 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

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. Also sells online. 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 easier and exciting to shop. Social media -Facebook, Twitter, Pinterest and Instagram. Attends three U.S. trade shows each year.

Bennington Furniture

Home base: Bennington, Vt.; benningtonfurniture.com

Total stores 2014: 5; Est. 2014 total sales: \$10 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. 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%. Social media - Facebook, LinkedIn and Houzz. Attends four U.S. trade shows a year.

Boston Interiors

Home base: Stoughton, Mass.; www.bostoninteriors.com

Total stores 2014: 7; Est. 2014 total sales: \$45.3 million

Family-owned, founded in 1979. 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. Plans to launch a



catalog in late 2015. Social media - Facebook, Twitter, Pinterest, Google+, Instagram.

Boyles Furniture & Rugs

Home base: Mocksville, N.C.; www.boyles.com

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

Founded in 2013 by Alex and Chad Hendricks and an investment group headed by Gene Rosenberg. 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. Sells rugs online, with 10% of total rug sales from the Internet. Key vendors include Century, Baker, Hancock & Moore, Henredon, Thomasville and Bernhardt. Social media- Facebook, Twitter and Pinterest.

Bradens Lifestyles

Home base: Knoxville, Tenn.; 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. Features a Stickley in-store gallery. Average stock turns, 3 times. Average gross margin, 44.5%. Social media - Facebook, Twitter, Pinterest, Google+ and Instagram. Attends four U.S. trade shows.

Brashears Furniture

Home base: Berryville, Ark.; www.brashears.com

Total stores 2014: 3; Est. 2014; total sales: \$5 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. 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. Social media-Facebook and Pinterest. Attends three U.S. tradeshow.

Brown Squirrel Furniture

Home base: Knoxville, Tenn.; www.brownsquirrelfurniture.com;

Total stores 2014: 1; Est. 2014; total sales: \$5 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. 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. Social media - Facebook, Pinterest and Instagram.

Carolina Rustica

Home base: Concord, N.C.; www.carolinarustica.com

Total stores 2014: 1; Est. 2014; total sales: \$5 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. 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. Social media- Facebook, Twitter, Pinterest, Google+, YouTube and Instagram. Attends four U.S. trade shows.

Casual Designs Furniture

Home base: Selbyville, Del.; 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. Features a Flexsteel in-store gallery. Other key vendors include Craftmaster, Braxton Culler, Universal, Riverside, Liberty and John Thomas. Social media-Facebook, Pinterest and YouTube.

Charlotte's

Home base: El Paso, Texas; 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. 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%. Social media-Facebook, Twitter, Pinterest and Instagram. Attends four to five U.S. trade shows.

CHF Home Furnishings

Home base: Boise, Idaho; www.shopchf.com

Total stores 2014: 3; Est. 2014; total sales: \$10 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. 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%. Social media-Facebook.

Clive Daniel Home

Home base: Naples, Fla.; www.clivedaniel.com

Total stores 2014: 1; Est. 2014; total sales: \$25 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. 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%. Social media- Facebook, YouTube and Instagram. Attends ten U.S. trade shows.

Colfax Furniture

Home base: Greensboro, N.C.; 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. 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%. Social media - Facebook. Attends four U.S. trade shows.

Collectic Home

Home base: Austin, Texas

www.collectichome.com; www.eurway.com

Total stores 2014: 1; Est. 2014; total sales: \$5 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. Internet sales accounted for 40% of 2014 total sales. 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. Social media-Facebook, Twitter, Pinterest and LinkedIn. Attends two U.S. tradeshow.



Compass Furniture

Home base: Jefferson, La. www.compassfurniture.com

Total stores 2014: 2; Est. 2014; total sales: \$10 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. Suppliers include Albany, Pulaski, Vaughan-Bassett, Standard, Serta, Lane, Stanley and Ashley. Social media- Facebook, Twitter, Pinterest, YouTube and Google+.

D.T. McCall & Sons

Home base: Carthage, Tenn.; www.dtmccalls.com

Total stores 2014: 5; Est. 2014; total sales: \$20 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. Key vendors include Aspenhome, Dutch Craft, Elements International, England, Klaussner, La-Z-Boy, Liberty, Southern Motion and Vaughan-Bassett. Social media- Facebook, Twitter, Pinterest, Google+ and YouTube.

Dane Decor

Home base: Downingtown, Pa.; 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. Features an Ekornes in-store gallery. Other key vendors include Copeland, BDI, Lazar, Sun Wood, Mobican, Skovby, Palliser, EQ3, Theca, Amisco and W. Schillig. Social media- Facebook, Twitter, Pinterest, YouTube, Instagram, blog. Attends three U.S. trade shows.

Decorum of Virginia

Home base: Norfolk, Va.; 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. 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. Social media-Facebook, Twitter and LinkedIn.

Del Sol Furniture

Home base: Phoenix; www.delsolfurniture.com

Total stores 2014: 3; Est. 2014; total sales: \$5 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. Is a member of the FMG and Nationwide buying groups. Key vendors include Ashley, Coaster, Furniture of America and Sealy. Social media-Facebook, Twitter, Pinterest, Google+, YouTube and Instagram.

DoMA Home Furnishings

Home base: St. Petersburg, Fla.;

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. Social media -Twitter, Facebook, Houzz, YouTube and Pinterest.

Exclusive Furniture

Home base: Houston; 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. 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%. Social media- Facebook, Twitter, Pinterest and YouTube.

Fedde Furniture

Home base: Pasadena, Calif.; www.fedde.com

Total stores 2014: 2; Est. 2014; total sales: \$5 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. Key vendors include Stickley, Sherrill, FFDM, Drexel Heritage, Bradington-Young, Stanley, Lexington, Hooker, Hancock & Moore and Simply Amish. Social media- Facebook.

Fiore Furniture

Home base: Altoona, Pa.; 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. 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%. Social media-Facebook. Attends two U.S. trade shows each year.

Freedom Furniture and Electronics

Home base: Norfolk, Va.; www.shopfreedom.com

Total stores 2014: 9; Est. 2014; total sales: \$15 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%. Social media- Facebook, Pinterest and YouTube.

Furniture Affair

Home base: Phoenix; 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. A few of the furniture lines featured include Jofran, New Classic, New Pacific Direct, Diamond Sofa and Furniture of America. Social media- 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; 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. 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 decoratives, 1%. Social media-Twitter, YouTube, Facebook.

Furniture Enterprises of Alaska

Home base: Anchorage, Alaska; 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-ZBoy 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. Key vendors include Ashley, Flexsteel, La-Z-Boy, Trendwood, Sealy, Serta, Tempur-Pedic, Natuzzi and Bassett. Social media-Facebook.

Furniture Mall of Kansas

Home base: Topeka, Kan.; www.furnituremallofkansas.com
Total stores 2014: 2; Est. 2014; total sales: \$20 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. Social media- Facebook, Twitter, Pinterest, Flickr, YouTube, LinkedIn and Instagram.

Gelco Furniture

Home base: Toms River, N.J.; www.gelcofurniture.com
Total stores 2014: 2; Est. 2014; total sales: \$5 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. 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%. Social media- Facebook, Twitter, Google+ and YouTube. Attends two U.S. trade shows each year.



Gladhill Furniture

Home base: Middletown, Md.; www.gladhill.com
Total stores 2014: 1; Est. 2014; total sales: \$5 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. 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. Social media- Facebook, Twitter, Pinterest, Google+ and YouTube. Attends two U.S. trade shows.

Gormans Home Furnishings

Home base: Farmington, Mich.; www.gormans.com
Total stores 2014: 5; Est. 2014; total sales: \$30 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. In-store galleries: Stickle, four and Natuzzi, five. Social media- Facebook, Google+ and Houzz. Attends three U.S. trade shows each year.

Green Front Furniture

Home base: Farmville, Va.; www.greenfront.com
Total stores 2014: 3; Est. 2014 total sales: \$38.4 million
Family-owned, founded in 1965. 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. 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. Social media- Facebook, Twitter, Pinterest, Google+, Tumblr and Instagram.

Greenbaum Interiors

Home base: Paterson, N.J.; www.greenbauminteriors.com

Total stores 2014: 3; Est. 2014; total sales: \$5 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. Social media-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

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. 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. Social media-Facebook and Houzz. Attends two U.S. tradeshow.

Harold's Furniture

Home base: Lebanon, Pa.; 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. Online sales accounted for 5% of 2014 total sales. Is increasing its internet advertising this year. 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%. Social media-Facebook. Attends three U.S. trade shows.

Hefner Furniture & Appliance

Home base: Poplar Bluff, Mo.; 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. 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%. Social media-Facebook, Pinterest and YouTube. Attends two U.S. trade shows each year.

Hermann Furniture

Home base: Brenham, Texas; www.hermannfurniture.com

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

Family-owned, founded in 1876. Store offers uppermiddle 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. 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. Social media-Facebook, Twitter, Pinterest, Google+.

High Point Furniture

Home base: Jasper, Ala.; 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. 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%. Social media-Facebook, Twitter, Pinterest, Google+ and Instagram. Attends four U.S. tradeshows each year.

Hillside Furniture

Home base: Bloomfield Hills, Mich.; www.hillsidefurniture.com

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

Family-owned, founded in 1974. Bruce Selik, CEO; Terri Selik, CFO; and Jeff Selik, President. Store offers middleupper- end lines of all contemporary home furnishings in 30,000 square feet of selling space. Average sales per square foot, \$200. 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%. Social media-Facebook, Twitter, Pinterest, Google+, YouTube and Instagram. Attends four U.S. tradeshowseach year and one in Italy.

Homestead Furniture

Home base: Nescopeck, Pa.; www.homesteadfurn.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. 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%. Social media-Facebook.

HW Home

Home base: Denver; www.hwhome.com; Total stores 2014: 4

Est. 2014 total sales: \$10 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 2015. Average sales per square foot, \$600. Sells online with online sales accounting for 5% of 2014 total sales. 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%. Social media-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

Total stores 2014: 2; Est. 2014; total sales: \$15 to \$19.9 million

Family-owned, in business since 1969. Serves central Pennsylvania and Northern Maryland with stores in Lancaster and Harrisburg, Pa. Stores offer upper-middle to highend lines in a combined 100,000 square feet of selling space. Online sales accounted for 1% of 2014 total sales. 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%. Social media-Facebook, Twitter, Pinterest, YouTube and Instagram. Attends two U.S. trade shows.

isidro dunbar Modern Interiors

Home base: Miramar Beach, Fla.; ww.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, increasing showroom space

by 2,000 square feet and increasing overall size of the building to more than 11,000 square feet. 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%. Social media-Facebook and YouTube. Attends four U.S. trade shows each year.

Johnny Janosik

Home base: Laurel, Del.; 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. Is a member of the FMG buying group. Instore 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, Klaussner, 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. Social media-Facebook, Twitter, Pinterest, Google+ and Flickr. Attends three U.S. trade shows each year.

Kelsey Furniture

Home base: Tuscola, Ill.; 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. 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%. Social media-Facebook.

Kensington Furniture

Home base: Northfield, N.J.; www.kensingtonfurniture.com

Total stores 2014: 1; Est. 2014; total sales: \$5 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. Key vendors include Jonathan Louis, Dovetail, Vaughan-Bassett, Klaussner, Bernhardt, England and Aspen Furniture. Furniture, 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. Social media-Twitter, Facebook, YouTube, Instagram, Pinterest, Google+ and LinkedIn.

Knoxville Wholesale Furniture

Home base: Knoxville, Tenn.; Est. 2014 total sales: \$41.2 million;

www.knoxvillewholesalefurniture.com; Total stores 2014: 4

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. 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, Klaussner, 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. Social media-Facebook and Pinterest. Attends four U.S. trade shows each year.



Kuebler's Furniture

Home base: Redding, Calif.; 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. Is a member of the FMG buying group. Key vendors include Aspenhome, Ashley, Winners Only, Lane, Broyhill and Agio. Social media - Facebook.

Ladlow's Fine Furniture

Home base: Scottsdale, Ariz.; www.ladlows.com
Total stores 2014: 2; Est. 2014; total sales: \$20 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. 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
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. 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%. Social media-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
Total stores 2014: 2; Est. 2014; total sales: \$5 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. 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. Social media- Facebook, Twitter, Pinterest and YouTube.

Leader's Casual Furniture

Home base: Largo, Fla.; www.leadersfurniture.com
Total stores 2014: 18; Est. 2014; total sales: \$30 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. 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. Social media-Facebook, Pinterest, Twitter and LinkedIn.

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Lynch's Furniture & Appliance

Home base: St. Robert, Mo.;

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%. Social media- Facebook and Google+. Attends three U.S. trade shows.

Martin's Town & Country Furniture

Home base: Canby, Ore.; Est. 2014 total sales: \$0.8 million

www.martinstownandcountry.com; Total stores 2014: 1

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. 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; 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. 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; Total stores 2014: 3; Est. 2014

total sales: \$5 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. 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. Social media- Facebook, Twitter, Pinterest, Instagram and Houzz. Attends six U.S. tradeshows each year.

Montgomery's

Home base: Madison, S.D.; Est. 2014 total sales: \$19 million;

www.montgomerysfurniture.com; Total stores 2014: 3

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. 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. Social media- Facebook, Twitter, Pinterest, Google+, YouTube, LinkedIn, Instagram and Houzz. Attends five U.S. trade shows.

More Space Place

Home base: West Berlin, N.J.; www.morespaceplace.com

Total stores 2014: 28; Est. 2014; total sales: \$15 to \$19.9 million

Brand of Closet & Storage Concepts. Founded in 1985.

Operates stores throughout the United States offering uppermiddle to high-end price points in a combined 70,000 square feet of selling space. Average sales per square foot, \$250. Home office accounted for 15% of 2014 total sales; bedding, 70%; and other merchandise including organizing products, 15%. Social media-Facebook, Twitter, Pinterest, Google+, YouTube and LinkedIn. Attends two U.S. trade shows each year.

Morris Sokol Furniture

Home base: Charleston, S.C.; www.morrissokol.com
Total stores 2014: 1; Est. 2014; total sales: \$5 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. Key vendors include Rowe, Lexington, Stanley, Century, Sealy, Stearns & Foster, Fine Furniture and Universal. Social media-Facebook, Twitter.

Mountain Comfort Furnishings & Design

Home base: Frisco, Colo.; 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. 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%. Social media-Facebook, Pinterest, Google+, YouTube and LinkedIn. Attends three U.S. trade shows each year.

Mt. Vernon Sleep Shop

Home base: Fredericksburg, Va.; www.mtvernonssleep.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. 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%. Social media-Facebook and YouTube. Attends three U.S. tradeshows each year.

N.B. Liebman Furniture

Home base: Mechanicsburg, Pa.; www.nbliebman.com
Total stores 2014: 2; Est. 2014; total sales: \$10 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. 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. Social media-Facebook, Pinterest and Instagram, blog.

New Ulm Furniture

Home base: New Ulm, Minn.; 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. Features a La-Z-Boy in-store gallery. Other key vendors include Flexsteel, Sealy, Ashley and Lane. Social media-Facebook, Twitter, YouTube and Pinterest.

Parsons Furniture

Home base: Wolfeboro, N.H.; 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. 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. Social media-Facebook. Attends two U.S. trade shows.

Pilgrim Furniture City

Home base: Southington, Conn.; www.pilgrimfurniturecity.com

Total stores 2014: 3; Est. 2014 total sales: \$38.1 million

Family-owned, established in 1961. Stores offer midpriced lines in a combined 210,000 square feet of selling space. Average sales per square foot, \$181. 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%. Social media-Facebook, Twitter, Pinterest and Instagram.

Reeds Furniture

Home base: Agoura Hills, Calif.; www.reedsfurniture.com

Total stores 2014: 2; Est. 2014; total sales: \$5 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. 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%. Social media- Facebook, Pinterest and YouTube. Attends five U.S. tradeshows.

Rice Furniture

Home base: Saranac Lake, N.Y.; 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. 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 two U.S. trade shows.



Rivah Interiors

Home base: Callao, Va.; 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. Average sales per square foot, \$129. Key vendors-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%. Social media-Facebook. Attends two U.S. tradeshows each year.

Rosenthal Contemporary Furniture

Home base: Minneapolis; www.rosenthalfurniture.com

Total stores 2014: 1; Est. 2014; total sales: \$2 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. 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%. Social media-Facebook, Twitter, Pinterest and Google+. Attends two U.S. tradeshows each year.

Ross Furniture Co.

Home base: Dover, N.H.; 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. 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%. Social media- Facebook.

Ruby-Gordon

Home base: Rochester, N.Y.; www.rubygordon.com

Total stores 2014: 2; Est. 2014; total sales: \$10 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. 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. Social media-Facebook, Pinterest and Twitter. Attends three U.S. tradeshows each year.

Sam's Furniture

Home base: Springdale, Ark.; 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. 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%. Social media-Facebook, Twitter and YouTube. Attends two to four U.S. trade shows.

Sheely's Furniture & Appliances

Home base: North Lima, Ohio; www.sheelys.com

Total stores 2014: 1; Est. 2014; total sales: \$30 to \$34.9 million

Family-owned, founded in 1952. Store offers mid-priced lines in 75,000-square-feet of selling space. 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. Social media-Facebook, Twitter, Pinterest, LinkedIn, Instagram and YouTube, blog. Attends four U.S. tradeshows each year.

Sheffield Furniture & Interiors

Home base: Phoenixville, Pa.; 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. 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 and design services, 13%. Social media -Facebook, Twitter, Pinterest, Instagram, Houzz.

Shumake Furniture

Home base: Decatur, Ala.; www.shumakefurniture.net

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

Family-owned, founded in 1937. Store offers uppermiddle 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. 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%. Social media-Facebook and Google+. Attends two U.S. trade shows each year.

Smart Interiors

Home base: Spring Hill, Fla.; www.smartinteriorsfurn.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. 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. Social media- Facebook, Pinterest and Google+. Attends two U.S. trade shows each year.

Southeast Furniture Warehouse

Home base: Juneau, Alaska; 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. 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%. Social media-Facebook. Attends two U.S. tradeshow each year.

Spiller Furniture & Mattress

Home base: Tuscaloosa, Ala.; www.spillermattress.com

Total stores 2014: 13; Est. 2014; total sales: \$10 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. Is a member of the Mega USA buying group. Key vendors include Ashley, Millennium, Benchcraft, Liberty Furniture, Serta and Symbol Mattress. Social media-Facebook. Attends three U.S. trade shows each year.

Sprintz Furniture

Home base: Nashville, Tenn.; www.sprintz.com

Total stores 2014: 3; Est. 2014; total sales: \$30 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. 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

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. 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. Social media-Facebook, Twitter, Pinterest and YouTube, blog.

StarFine Furniture & Sleep Center

Home base: Galveston, Texas; www.starfinefurniture.com

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

Family-owned, founded in 1920. Store offers lower-middle to high-end lines. Average sales per square foot, \$170. 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%. Social media- Facebook, Twitter, Pinterest, Google+ and LinkedIn. Attends three U.S. trade shows.

Talsma Furniture

Home base: Hudsonville, Mich.; www.talsmafurniture.com

Total stores 2014: 4; Est. 2014; total sales: \$10 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. Online sales accounted for 2% of 2014 total sales. Is a member of the Furniture First buying group. Features one Bassett in-store gallery. Other key vendors include Lane, Broyhill, Simmons and Flexsteel. Social media- Facebook, Twitter, Pinterest and YouTube.

Tempo Furniture

Home base: Terre Haute, Ind.; 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. 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%. Social media- Facebook.

The Furniture Warehouse

Home base: Sarasota, Fla.; www.furnwarehouse.com

Total stores 2014: 5; Est. 2014; total sales: \$20 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. 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%. Social media- 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, 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 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%. Social media- Facebook, Twitter, Pinterest, Google+, YouTube and Instagram. Attends five to six U.S. trade shows each year.

The Mind's Eye Interiors

Home base: Lahaina, Hawaii; www.mindseyeinterior.com

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

Family-owned, founded in 1973. Specializes in rattan furniture imported from Indonesia. Store offers upper-middle price points in 13,000 square feet of selling space. 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. Social media - Facebook and Google+.

The Old Cannery Furniture

Home base: Sumner, Wash.; www.oldcanneryfurniture.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. 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%. Social media - Facebook, Pinterest, Google+ and YouTube. Attends three U.S. trade shows each year.

Home base: Williamsburg, Va.

www.carolina-furniture.com; Total stores 2014: 1

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

Family-owned, founded in 1978. Offers upper-middle to high-end lines in 50,000 square feet of selling space. Also sells online. Online sales accounted for 10% of 2014 total

sales. Key vendors include Century, CHADDOCK, Council, E.J. Victor, French Heritage, Hancock & Moore, Harden, Henkel-Harris, Henredon, Hickory Chair, Kindel, Ralph Lauren, Sherrill and Theodore Alexander. Offers free WiFi for customers. Social media -Google+ and YouTube as well as a company blog. Attends two U.S. tradeshows each year.

Tipperary Sales

Home base: Augusta, Ga.; 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. 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%. Social media - Facebook. Attends two U.S. trade shows each year.

Town & Country Furniture

Home base: luka, Miss.; www.tnciuka.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 luka, 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. 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. Social media -Facebook and Twitter. Attends eight U.S. tradeshows each year.

Town & Country Leather

Home base: Austin, Texas; 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. Key vendors include Palliser, Natuzzi, HTL/Domicil, Artistic Leathers, Eleanor Rigby Leather, Bernhardt, Klausner, 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. Social media - Facebook, Twitter, Pinterest, Google+, YouTube and LinkedIn. Attends two U.S. tradeshows each year.

Unclaimed Freight

Home base: Bethlehem, Pa.; 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. 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. Social media -Facebook. Attends two U.S. trade shows each year.

von Hemert Interiors

Home base: Costa Mesa, Calif.; www.vonhemert.com

Total stores 2014: 3; Est. 2014; total sales: \$5 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. Also sells online. Online sales accounted for 2% of 2014 total sales. Key vendors include Stickley, 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%. Social media - 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 uppermiddle priced lines in 42,000 square feet of selling space. Average sales per square foot, \$60. 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%. Attends two U.S. trade shows each year.

White House Designs for Life

Home base: Fairfield, N.J.; www.whdesignsforlife.com

Total stores 2014: 3; Est. 2014; total sales: \$5 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. 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. Social media -Facebook, Pinterest and Houzz. Attends one U.S. tradeshow each year.

Zak's Furniture

Home base: Johnson City, Tenn.; www.zaksfurniture.com

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

Family-owned, founded in 1968. Operates a Zak's Fine Furniture and a Zak's Clearance Center in Johnson City. Stores offer upper-middle priced lines in a combined 65,000 square feet of selling space. 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%. Social media -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 uppermiddle priced showroom with some high-end.

Zimmerman's Furniture

Home base: Bismarck, N.D.; www.zimmermansfurniture.com

Total stores 2014: 4; Est. 2014; total sales: \$5 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. Key vendors - Flexsteel, Bassett, Best Home Furnishings, Franklin, Tempur-Pedic, Vaughan- Bassett and Natuzzi. Social media - Facebook, Pinterest and Houzz. ■