

# BEYOND THE TOP 1000



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## Beyond the Top 100

## Beyond stores gain ground with fresh ideas

By Clint Engel

**HIGH POINT** — In this era of consolidation, instant gratification and mobile-savvy shoppers, it's getting more difficult for the independent furniture retailers to compete, let alone prosper.

But it's not impossible, as many of the retailers on Furniture/Today's annual Beyond the Top 100 list would attest.

Some are finding success through the nimbleness and the direct customer contact that come with running their own businesses. Some are building onto already strong niches with new specialty businesses, such as bedding specialty stores and custom-order specialty shops.

And some have decided that, indeed, the best way to get ahead may be by partnering with the giants in the industry.

Matter Brothers Furniture, which operates full-line Matter Brothers as well as Florida Leather Gallery showrooms from Tampa, Fla., south to Naples on Florida's west coast — has seen steady improvement in business as the state's

**82 Beyond stores have a Facebook fan page; 35 have a Twitter account; and 23 have a Pinterest account.**

housing market continues its rebound.

"The consumer seems to be more willing to invest in their home right now and replace furniture. They're a little freer with their wallets than they were a few years ago," said John Matter, president and one of five brothers who own the midpriced business.

Better times led to a 15% gain in same-store sales last year, and so far this year the company is running nearly 20% ahead of 2012, Matter said. With property under contract in Sarasota, Fla., Matter expects to open an 11th store

in the second half of 2014. It will be the retailer's first new Matter Brothers brand showroom in about 25 years.

So what's driving Matter's success other than improving economic conditions? Matter said independents have several advantages over their larger counterparts, including the ability to act quickly when business turns up or down.

"When the economy turned sour five or six years ago, we tightened our belt," he said. "We're a hands-on family-run business. We are in the showrooms every day, so we've got a really good pulse on our business and our consumer."

That direct connection to the consumer is one of the

key ingredients for success these days, he added.

"All of us are busy running our business, but we're also in the showrooms, meeting our customers and developing personal relationships, where the consumer feels comfortable they're buying from a local, family business as opposed to a big chain," he said. "To know the owner and to have a personal connection means an awful lot and many times is the deciding factor on where they purchase their furniture."

Another Matter advantage is its size. While it's an independent, Matter operates 10 stores, which gives it the economies of scale some larger retailers enjoy, including better purchasing power.

In fact, Matter may not be a "Beyond" retailer much longer. If its sales trend holds up, the company will move from this list to the Top 100 "any minute" now, Matter said, noting it has been hovering around the roughly \$40 million Top 100 threshold for a while.

Last year, Hudsonville, Mich.-based Talsma Furniture began funneling a larger share of its advertising budget into improving its online presence, a move more and more retailers are embracing.

While it didn't result in a significant jump in online business, that was never the goal, said Richard Talsma,

**The 2013 Beyond stores operated a total of 486 stores in 2012.**

**26 Beyond stores sell online.**

**50 Beyond stores belong to a buying group.**



A new 5,000-square-foot, high-end US-Mattress bedding gallery has been a big draw for Concord, N.C.'s, Carolina Rustica, now part of Mattress USA. The gallery sells Sealy, Stearns & Foster, Serta, Simmons and Tempur-Pedic brands.

president and co-owner. Consumers still want to touch and feel furniture, he said. Talsma was embracing the Internet because it's what he considers "your No. 1 advertising tool," he said.

And in that sense, the effort paid off, as the retailer's jazzed up website continues to see increased traffic and better reflects what the stores have to offer.

This year, Talsma said the focus is on expansion. The company already has opened its fourth store — a design center, custom-order specialty format in the Grand Rapids suburb of Cascade, Mich. Two more stores will follow soon — a bedding specialty store and an urban loft-style casual contemporary showroom.

Talsma said he recently read a quote by Tesla Motors CEO Elon Musk, who said to "get your house in order before you grow."

"That's we've got to do," he said, adding that the "house" for Talsma is its back end. While the newest store emphasizes special order goods and delivery in 30 days or less, he said there are still plenty of consumers "who want it in 30 minutes or less," so the retailer needs to be able to stock more goods.

"We're doubling the size of our warehouse right now (to about 140,000 square feet) and we've been adding warehouse and delivery people as

fast as we possibly can," he said. "That's really our challenge right now — getting the product delivered to the customer and not losing your direction as far as giving the customer a quality experience."

Not everyone on the Beyond list is choosing complete independence going forward. Weece Furniture of Dodge City, Kan., is in the process of converting its 42,000-square-foot store to an Ashley Furniture HomeStore and hopes the move will double its volume.

David Weece, owner of the business, which was founded in 1957, said all signs point to the big getting bigger while the mom-and-pop operators continue "getting squeezed out."

"We're in a small town and we're kind of the big fish in the small pond," he said. "We've got the major lines like Ashley, Lane, Broyhill and Sealy so we have been successful."

But Weece added that he could also "read the writing on the wall." Ashley represents a good two-thirds of the store's current business and he was concerned that if he didn't open a HomeStore soon, someone else would, which would significantly hurt his business.

The decision was a little bittersweet, he said. The retailer will benefit from the

## 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.

This list is by no means comprehensive. Many more than the 100 furniture stores listed here are strong 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 20 issue.

All sales figures and ranges are Furniture/Today estimates and are for total 2012 store sales, which may include revenues

from the sale of products other than case goods and upholstery, 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 2012.

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.

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national advertising behind the Ashley name and the consumer recognition that comes with it, but at the same time, “We hate to give up a good line like Lane, for example, and it’s nice having the special order capabilities with a company like Lane.”

Still, Weece imagined it will also be nice having to deal with only four Ashley reps (one each for various categories) instead of 15 or so he sees now, on top of others who come in trying to open Weece as a new account.

In October, Beyond retailer Carolina Rustica of Concord, N.C., was acquired by Mattress USA, the Brighton, Mich.-based multi-channel retailer, as it was wrapping up a solid sales year.

“It’s been a great marriage,” said Richard Sexton, Carolina Rustica founder, who now heads Mattress USA’s Carolina Rustica division. About two months ago,

**The Beyond stores employ 7,918 individuals, including 2,788 salespeople.**

the retailer added a 5,000-square-foot high-end US-Mattress gallery, diving into a category that hadn’t received much attention before.

It has been a big draw, and Sexton said he can see why other furniture retailers across the country have been so enthusiastic about adding mattress galleries.

“Because nobody has to have a coffee table,” he said, “But when you need a bed, you need a bed.”

Sexton, who had been running the now 21,000-square-foot store since 2000, said he had reached a point where it was going to be difficult to continue growing without bringing in additional management experience. He was looking for a corporate partner and found one in Mattress USA, which has annual revenue of more than \$50 million.

“I almost don’t think you can’t do it now, starting (an independent retail furniture business) from the ground up without having connections and pre-existing relationships,” Sexton said. “The way it seems to be shaking out is manufacturers are choosing strategic partners, retailers whom they want to

strengthen their relationship (and identity) with.

“So if you’re a little independent retailer, and you don’t have one particular line that’s really doing it for you and you’re trying to draw on a lot of different lines, you’re going to face competition on all fronts, perhaps even including the manufacturer itself.”

Sexton said competition has expanded with the rise of what he called “omni-channel marketing,” coming from Internet players — including flash sale sites — catalog retailers, bricks-and-mortar stores and suppliers.

If a retailer has a substantial Web presence as Carolina Rustica and its parent do, he said, “You really have to work hard at having a consistent experience for the customer ... so that when people come in, everything they’ve learned about you online is supported by that in-store experience.”

One simple example from Sexton’s business has to do with in-store clearance items highlighted on its website. Sexton makes sure the online

clearance pages are printed out and place on the product on the floor, that the pricing matches up and that “everything we are saying online is consistent with what we’re saying in-store, so that your messaging and value proposition is exactly the same.”

“In terms of strategic direction, and just the way the market is developing, that’s going to be increasingly important,” he added.

A better online presence is one of the goals of Martin’s Town & Country owner Neil Martin this year. Among other things, the Canby, Ore., retailer is looking into the possibility of creating a virtual tour of the 7,500-square-foot showroom or at least adding more photos of product arranged by category.

As for what it takes to be successful, Martin believes it all boils down to service.

“There are so many things that entails,” he said, “being genuine, friendly, trying to make people feel like they’re part of the family.”

Martin said consumers don’t expect to get A-plus

**90 Beyond stores offer mid-priced lines; 34 offer high-end; 19 offer promotional lines.**

customer service like they may remember from the 1950s and 1960s, but that’s exactly what Martin’s shoots for. If the store is delivering a replacement mattress, for instance, and the customer hasn’t seen the floor underneath the bed for 10 or 20 years, Martin’s will vacuum the area rather than leaving that up to the customer or slipping the mattress in place as if the floor was spotless.

It also hauls away old furniture and donates it to a local furniture ministry, which makes customers happy, he said.

“I just think it’s the quality, the value and the service,” that’s made Martin’s successful in a world becoming more and more dominated by chains, he said. “We’re just putting the focus on being friendly and personable and helping people find what they want, whether it’s here or not.”

**2012 Beyond the Top 100 listing, p30**

**The Beyond stores have a combined 9.8 million square feet of selling space.**

## Michigan’s Talsma opens fourth store

By Clint Engel

CASCADE, Mich. — Talsma Furniture has opened a design center store here, the first of three specialty shops it’s planning in this Grand Rapids, Mich., suburb.

The retailer acquired an upscale shopping center building on East Paris Avenue, where it has opened the 20,000-square-foot showroom in a former high-end clothing store space, featuring an edited mix of custom-order furniture.

“Custom is not new for us, but it seems to be something we’ve become pretty good at doing,” said Richard Talsma, president and co-owner of the family business, now operating four stores.

The new showroom is smaller than Talsma’s other stores, which are in the 40,000- to 50,000-square-foot



**Talsma Furniture’s new store is the first of three specialty stores planned for a shopping plaza the company acquired in Cascade, Mich. The design center format has a heavy focus on custom order with delivery in 30 days or less.**

range. Also, unlike the others, it doesn’t include a clearance center and “is really kind of a zero stock type store,” Talsma said. The other full-line stores, he estimated, do about 50% of total sales in in special order merchandise.

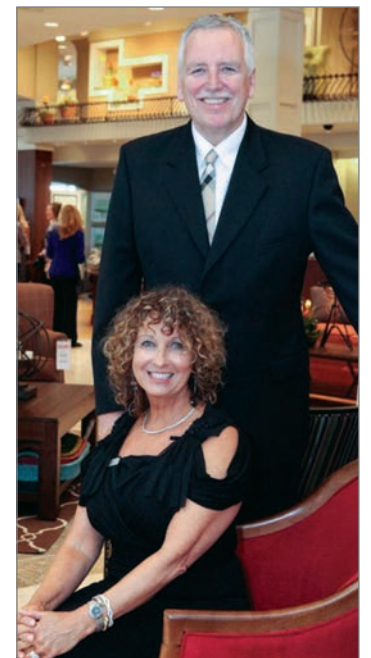
“We’re trying to do more

of a fun format at a popular price point,” he said, adding that Talsma is shooting to offer delivery to customers in 30 days or less in this growing area of the Grand Rapids market.

Among the new suppliers Talsma has brought to the

location are Smith Bros. of Berne, Sam Moore and Four Hands.

Other existing suppliers here include Bassett, Canadel, Pallets by Winesburg and Cozy Life, a Furniture First buying group private label from Craftmaster.



**Kathy Talsma and Richard Talsma, Talsma Furniture, Hudsonville, Mich.**

Talsma said the store also features more accessories than usual and already, they’ve proven to be big business at the new store. Among the suppliers in that category

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# Furniture/Today's 2013 Beyond the Top 100

## American Home

Home base: Albuquerque, N.M.

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

Total stores 2012: 6

Est. 2012 total sales: \$33 million

Founded in 1936. New Mexico retailer operating three stores in Albuquerque, one in Farmington and two in Santa Fe. Stores offer mid-priced lines in a combined 240,000 square feet of selling space. Major suppliers include Sealy, Lane, Lexington Home Brands, Flexsteel, Universal, Klaussner, Steve Silver, Magnussen Home, Ashley, Hillsdale Furniture and Aspenhome. Also offers interior design services.

## Baileys Furniture

Home base: Anchorage, Alaska

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

Total stores 2012: 6

Est. 2012 total sales: \$30 million to \$34.9 million

Family-owned, founded in 1990. Operates one superstore and clearance center in Anchorage; two stores in Wasilla; and one store each in Soldotna and Fairbanks, Alaska. Stores offer mid-priced lines in a combined 175,000 square feet of selling space. Average sales per square foot, \$200. One hundred thirty employees, including 40 salespeople. A member of FMG buying group. Major suppliers include Emerald, Englander, Lifestyle, United, Corinthian, Primo and Albany. Has a social media presence through Facebook.

## Bartlett Home Furnishings

Home base: Bartlett, Tenn.

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

Total stores 2012: 1

Est. 2012 total sales: \$3.9 million

Family-owned, founded in 1974. Offers mid-priced lines in 22,500 square feet of selling space. Average sales per square foot, \$172. Online sales accounted for 5% of 2012 total sales. Has 15 employees, including seven salespeople. Major suppliers include Hooker, Stanley, Universal, King Hickory, Sherrill, Fairfield, Flexsteel and Bradington-Young. Also features a Fine Furniture in-store gallery. Case goods accounted for 45% of 2012 total sales; upholstery, 46%; bedding, 4%; and decorative accessories, 5%.

## Bedzzz Express

Home base: Pelham, Ala.

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

Total stores 2012: 42

Est. 2012 total sales: \$30 million to \$34.9 million

Family-owned, established in 1995. Operates stores in Alabama, Florida, Georgia and Mississippi. Stores offer promotional to high-end price points. Opened seven new stores this year and has plans to open three to 10 more in the next 18 months. One hundred and thirty-five employees, including a sales team of 80. A member of the Mega buying group. Major suppliers include Sealy, Tempur-Pedic, Serta, Simmons, Southerland, Glideaway, Leggett & Platt and Dreamfit. Bedding, in addition to pillows and mattress protectors, accounted for 100% of 2012 total sales. Has a social media presence on Twitter and Facebook.

## Beiters Home Centers

Home base: South Williamsport, Pa.

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

Total stores 2012: 7

Est. 2012 total sales: \$26.4 million

Family-owned, in business since 1966. Operates stores in South Williamsport, Lock Haven, Sunbury, Mansfield, East Lewisburg, Wilkes-Barre and East Smithfield, Pa. Stores offer promotional to upper-middle price points in a combined 238,000 square feet of selling space. Average sales per square foot, \$111. Online sales account for 2% of total sales. A member of FMG buying group. One hundred sixty-seven employees, including 55 salespeople. Major suppliers include Ashley, Best Home Furnishings, Southern Motion, Vaughan-Bassett, Mastercraft, World Imports, Simmons, Englander, England, Spring Air, Tempur-Pedic, Jofran and Sauder. Has a social media presence through Facebook. Offers WiFi for customers.

## Boston Interiors

Home base: Stoughton, Mass.

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

Total stores 2012: 7

Est. 2012 total sales: \$39.4 million

Family-owned, established in 1979. Operates stores in Stoughton, Brookline, Mashpee, Hanover, Westborough, Natick and Saugus, Mass. Stores offer upper-middle price points in a combined 105,000 square feet of selling space. Average sales per square foot, \$375. Has 117 total employees.

## Braden's Lifestyles

Home base: Knoxville, Tenn.

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

Total stores 2012: 1

Est. 2012 total sales: \$5.8 million

Family-owned, founded in 1956. Offers upper-middle to high-end lines in 17,000 square feet of selling space. Average sales per square foot, \$329. Seventeen employees, including 10 sales associates. Features Natuzzi and Stickley in-store galleries. Other major vendors include Kingsdown, Ekornes, Casa Casual, Rowe, Century, Four Hands and Universal. Case goods accounted for 50% of 2012 total sales; upholstery, 25%; bedding, 3%; decorative accessories, 7%; and outdoor furniture, 15%. Has a social media presence through Facebook.

## Brashears Furniture

Home base: Berryville, Ark.

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

Total stores 2012: 3

Est. 2012 total sales: \$5 million to \$9.9 million

Family-owned, founded in 1938. Operates one store each in Berryville and Springdale, Ark., and Branson, Mo. Stores offer upper-middle price points in a combined 83,000 square feet of selling space. Average sales per square foot, \$121. Forty-three employees, including 15 salespeople. Major suppliers include Stanley, Smith Brothers, Winners Only, Klaussner, Jamison Bedding, Southern Motion, Hancock & Moore, King Hickory, Winesburg and Cheers. Case goods accounted for 38% of 2012 sales; upholstery, 42%; bedding, 15%; and decora-

tive accessories, 5%. Has a social media presence through Facebook and Pinterest. Offers in-home delivery and design services.

## Carolina Rustica

Home base: Concord, N.C.

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

Total stores 2012: 1

Est. 2012 total sales: \$5 million to \$9.9 million

Established in 2000. Joined the Mattress USA family of retailers in October. Sales and store count information is for the Carolina Rustica location only. Store offers upper-middle price points in 21,000 square feet of selling space. Also markets and sells online. Online sales accounted for half of 2012 total sales. Has 15 employees. Major suppliers include Serta, Sealy, Simmons, Tempur-Pedic, Stearns & Foster, Century, Lexington, Bernhardt, Hickory White, Hooker, AICO, Stanley, Bradington-Young, Universal and Kincaid. Has a social media presence through Facebook, Google+, Twitter, Pinterest and YouTube.

## Charlotte's

Home base: El Paso, Texas

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

Total stores 2012: 2

Est. 2012 total sales: \$6.8 million

Family-owned, founded in 1953. Operates one Charlotte's store offering upper-middle to high-end lines and one outlet store. Stores have a combined 38,854 square feet of selling space. Average sales per square foot, \$173. Thirty-nine employees, including 13 sales associates. Major suppliers include Henredon, Marge Carson, Bernhardt, Bradington-Young, Century, Drexel, Hancock & Moore, Hooker, Lexington, Stanley, Theodore Alexander and Maitland-Smith. Case goods accounted for 44% of 2012 total sales; upholstery, 25.2%; bedding, 2.5%; decorative accessories, 18.5%; outdoor furniture, 2.3%; and other merchandise, including flooring and gifts, 7.5%. Has a social media presence through Facebook.

## Cherry House

Home base: LaGrange, Ky.

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

Total stores 2012: 1

Est. 2012 total sales: \$5 million to \$9.9 million

Family-owned, founded in 1969. Store offers upper-middle to high-end lines in 25,000 square feet of selling space. A member of Furniture First buying group. Thirty-two employees, including a sales team of nine. Major vendors include Hooker, Universal, Sherrill, Bernhardt, Smith Brothers, Canadel and Century. Has a social media presence through Facebook, Twitter, Pinterest and LinkedIn.

## CHF Home Furnishings

Home base: Boise, Idaho

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

Total stores 2012: 3

Est. 2012 total sales: \$10 million to \$14.9 million

Family-owned, established in 1953. Operates one CHF store, one CHF clearance center and one La-Z-Boy Furniture Gallery. Stores offer mid-priced to high-end lines in a combined 72,000 square feet of selling space. A member of Furniture First buying

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group. Sixty-four total employees, including a sales team of 22. Key vendors include La-Z-Boy, Flexsteel, Ekornes, England, Best Home Furnishings, Tempur-Pedic and Serta. Case goods accounted for 20% of 2012 total sales; upholstery, 60%; bedding, 16%; and decorative accessories, 4%. Has a social media presence through Facebook and Twitter.

### Ciao Interiors

Home base: Kalispell, Mont.

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

Total stores 2012: 1

Est. 2012 total sales: less than \$5 million

Family-owned, established in 1993. Offers upper-middle to high-end lines in 5,500 square feet of selling space. Also sells online. Internet sales accounted for 20% of 2012 total sales. Four employees, including three sales associates. Major suppliers include Lee Industries, Stanley, Theodore Alexander, Dovetail, Vanguard, Flat Rock, Old Biscayne, Woodbridge, American Leather and Wildwood. Has a social media presence through Facebook, Twitter, LinkedIn and Pinterest.

### Coconis Furniture

Home base: South Zanesville, Ohio

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

Total stores 2012: 2

Est. 2012 total sales: \$10 million to \$14.9 million

Family-owned, in business since 1927. Stores carry mid-priced lines in a combined 81,000 square feet of selling space. In May, broke ground on a third store in Heath, Ohio. A member of Furniture First buying group. Sixty-two employees, including 20 salespeople. Has a Flexsteel in-store gallery. Other major suppliers include Ashley, Serta, England, Best Home Furnishings, Southern Motion, Liberty, Klaussner, Lane, Broyhill, Intercon and Tempur-Pedic. Case goods accounted for 33% of 2012 total sales; upholstery, 45%; bedding, 20%; and decorative accessories, 2%. Has a social media presence through Facebook. Was named a 2013 Retailer of the Year by the National Home Furnishings Assn.

### Colfax Furniture & Mattress

Home base: Greensboro, N.C.

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

Total stores 2012: 3

Est. 2012 total sales: \$5 million to \$9.9 million

Established in 1964. Operates one store each in Greensboro, Kernersville and Winston-Salem, N.C. Stores carry lower-middle price points in a combined 180,000 square feet of selling space. Average sales per square foot, \$60. Also sells online. Internet sales accounted for 1% of 2012 total sales. A member of FMG buying group. Eighty-three total employees, including 21 salespeople. Major suppliers include Ashley, Albany, Coaster, United, Lifestyle, Elements, HTL, Restonic, Sealy, Serta, Stearns & Foster, Glideaway, Jofran, Crown Mark, Newport, New Classic and Fusion. Case goods accounted for 44% of 2012 total sales; upholstery, 39%; bedding, 16%; and decorative accessories, 1%. Has a social media presence through Facebook, Twitter and YouTube. Offers customers in-home delivery.

### Compass Furniture

Home base: Jefferson, La.

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

Total stores 2012: 2

Est. 2012 total sales: \$10 million to \$14.9 million

Family-owned, established in 1977. Operates one

Compass Furniture store and one Compass For Kids store, offering contemporary and casual lines, in Jefferson, La. Stores offer mid-priced lines in a combined 100,000 square feet of selling space. A member of 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.

### Conn's

Home base: The Woodlands, Texas

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

Total stores 2012: 68

Est. 2012 total sales: \$649.5 million

Publicly held, founded in 1890. Fiscal year ended Jan. 31. Figures are for product sales only. Total 2012 revenues, including product sales, repair services and consumer finance charges, \$865 million. Operates 58 stores in Texas; six in Louisiana; two in Oklahoma; and one each in New Mexico and Arizona. Opened two stores in 2013. Plans to expand geographic presence and grow store count 10% to 15% per year. Stores offer promotional to mid-priced lines in a combined 2.2 million square feet of space. Also sells online. Has 2,700 employees, including 1,100 sales associates. Major suppliers include Bello, Elements, Franklin, Home Stretch, Jackson-Catnapper, Klaussner, Sealy, Serta, Steve Silver and Z-Line. Furniture and bedding accounted for 20% of 2012 total sales and other merchandise, including consumer electronics and major appliances, 80%. Has a social media presence through Facebook and Twitter. Offers in-home delivery services.

### D.T. McCall & Sons

Home base: Carthage, Tenn.

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

Total stores 2012: 5

Est. 2012 total sales: \$20.5 million

Family-owned, established 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 employees, including 30 salespeople. A member of NTAA buying group. Major suppliers include La-Z-Boy, Cheers, Thomasville, Aspenhome and Klaussner. Case goods accounted for 16% of 2012 total sales; upholstery, 28%; bedding, 6%; and other merchandise, including lawn mowers, appliances and electronics, 50%. Has a social media presence through Facebook.

### Dane Decor

Home base: Downingtown, Pa.

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

Total stores 2012: 3

Est. 2012 total sales: less than \$5 million

Family-owned, established in 1973. Operates one store each in Downingtown and Philadelphia, Pa.; and Mt. Laurel, N.J. Plans to close the Mt. Laurel store this year. Stores offer upper-middle price points in a combined 75,000 square feet of selling space. Average sales per square foot, \$60. Also sells online. Internet sales accounted for 2% of 2012 total sales. Nineteen total employees, including eight salespeople. Has an Ekornes in-store gallery. Other major vendors include Skovby, Sun Cabinet, BDI, Jaymar, W. Schillig, Copeland, Lazar, Precedent, Jesper, Kuka, Trica, Amisco and Mobican. Case goods accounted for 39% of 2012 total sales; uphol-

stery, 47%; bedding, 11%; and decorative accessories, 3%. Has a social media presence on Facebook, Twitter and Pinterest. Offers in-home delivery, design services and in-store WiFi to customers.

### Davidson's Furniture

Home base: Hornell, N.Y.

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

Total stores 2012: 2

Est. 2012 total sales: \$2.5 million

Family-owned, founded in 1876. Stores offer promotional to mid-priced lines in a combined 28,000 square feet of selling space. Average sales per square foot, \$90. Fourteen total employees, including a six-member sales team. A member of Furniture First buying group. Major suppliers include Broyhill, La-Z-Boy, Catnapper, Ashley, Sealy, Serta, Liberty, Best Home Furnishings, Vaughan-Bassett and Lane. Has an England in-store gallery. Case goods accounted for 17% of 2012 total sales; upholstery, 62%; bedding, 15%; decorative accessories, 2%; and other merchandise, including flooring and custom window treatments, 4%. Has a social media presence through Facebook. Offers in-home delivery and design services.

### Dearden's

Home base: Los Angeles

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

Total stores 2012: 9

Est. 2012 total sales: \$35 million or more

Family-owned, serving the Southern California market since 1909. Operates stores in Los Angeles, Anaheim, Chino, Commerce, El Monte, Huntington Park, Pico Rivera, Santa Ana and Van Nuys, Calif. Stores carry promotional to lower-middle price points. Four hundred seventy total employees. Is a member of FMG and Nationwide buying groups. Major vendors include Ashley, Fairmont, Diamond Mattress and Sandberg. Has a social media presence through Twitter and Facebook.

### Decorum of Virginia

Home base: Norfolk, Va.

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

Total stores 2012: 2

Est. 2012 total sales: \$4.8 million

Family-owned, founded in 1975. Operates one store each in Norfolk and Virginia Beach, Va. Stores carry mid-priced lines in a combined 34,000 square feet of selling space. Average sales per square foot, \$142. Twenty-three employees, including eight salespeople. A member of Contemporary Design buying group. Major suppliers include Ekornes, Natuzzi, Actona, A.P. Industries, Lazar, Precedent, Jesper Furniture, W. Schillig, Terra Furniture and BDI. Case goods accounted for 44% of 2012 total sales; upholstery, 39%; bedding, 6%; and decorative accessories, 11%. Has a social media presence through Twitter, LinkedIn and Facebook.

### Deets HomeStore

Home base: Norfolk, Neb.

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

Total stores 2012: 2

Est. 2012 total sales: \$5 million to \$9.9 million

Family-owned, founded in 1961. Stores offer mid-priced lines in a combined 53,000 square feet of selling space. Average sales per square foot, \$112. Thirty-five employees, including 13 salespeople. A member of the Furniture First and Abbey Carpet and Floor buying groups. Major suppliers include

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La-Z-Boy, Klaussner, Restonic, Serta, Tempur-Pedic, Stainmaster, Ashley, Millennium, Chromcraft, Tempo, Craftmaster, England, Sunny Design and Southern Motion. Has a social media presence through Facebook.

### Del Sol Furniture

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

Total stores 2012: 3

Est. 2012 total sales: \$5 million to \$9.9 million

Family-owned, established 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 80 employees, including 28 salespeople. A member of the FMG and BrandSource buying groups. Major suppliers include Ashley and Coaster. Has a social media presence on Facebook and Twitter.

### Diamond Furniture & Mattress

Home base: Philadelphia  
[www.diamondfurniture.com](http://www.diamondfurniture.com)

Total stores 2012: 6

Est. 2012 total sales: \$20 million to \$24.9 million

Family-owned, established in 1927. Operates stores in Philadelphia and Bensalem, Pa.; Bear, Del.; and Turnersville and Egg Harbor Township, N.J. Also has an outlet operating as an independent licensee in Clifton Heights, Pa. Plans to open another outlet store in Pennsylvania this year. Stores carry lower-middle priced lines in a combined 150,000 square feet of selling space. Average sales per square foot, \$183. Also sells online. Internet sales accounted for 1% of 2012 total sales. One hundred fifty employees, including 50 salespeople. Major suppliers include Klaussner, Vaughan-Bassett, World Imports, Legacy, Symbol and Englander. Has a social media presence through Facebook. Offers WiFi to customers and in-home delivery.

### Exclusive Furniture

Home base: Houston  
[www.exclusivefurnitureus.com](http://www.exclusivefurnitureus.com)

Total stores 2012: 3

Est. 2012 total sales: \$32 million

Established in 1998. Stores offer promotional to lower-middle price points. Plans to open one store in 2013 and an additional store in early 2014. Operates a centralized warehouse in southwest Houston. Stores are open a total of 72 hours per week and offer delivery services. Key vendors include Coaster, Wildon Home, Alpine, Ashley and Cramco. Has a social media presence on Facebook, Twitter and YouTube.

### Fedde Furniture

Home base: Pasadena, Calif.  
[www.fedde.com](http://www.fedde.com)

Total stores 2012: 2

Est. 2012 total sales: \$10 million to \$14.9 million

Family-owned, founded in 1937. Stores, both located in Pasadena, Calif., offer upper-middle to high-end priced lines in a combined 40,000 square feet of selling space. Twenty-seven employees, including a sales team of 13. Major vendors include Stickley, Sherrill, Fine Furniture Design, Drexel Heritage, Bradington-Young, Stanley, Lexington, Hooker, Hancock & Moore and Simply Amish. Offers design services for customers.

### Fiore Furniture

Home base: Altoona, Pa.  
[www.fiorefurniture.com](http://www.fiorefurniture.com)

Total stores 2012: 1

Est. 2012 total sales: less than \$5 million

Family-owned, founded in 1939. Offers promotional to mid-priced lines in 37,000 square feet of selling space. Average sales per square foot, \$86. Eighteen total employees, including a sales team of eight. A member of Furniture First buying group. Major suppliers include Ashley, Aspenhome, Franklin, Lea, Guardian, Sealy, Serta, Universal, Tempur-Pedic, Shaw, Temple, and Intercon. Features a 4,500-square-foot Lane gallery; a 4,000-square-foot England gallery; and a 4,000-square-foot Flexsteel gallery. Case goods accounted for 30% of 2012 total sales; upholstery, 48%; bedding, 9%; decorative accessories, 4%; and other merchandise, including floor coverings and fabric protection, 9%. Has a social media presence through Facebook. Offers in-home delivery and design services.

### Freedom Furniture and Electronics

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

Total stores 2012: 15

Est. 2012 total sales: \$20 million to \$24.9 million

Family-owned, established in 1983. Operates one store each in the military base communities of San Diego and Oceanside, Calif.; Colorado Springs, Colo.; Columbus and Hinesville, Ga.; Oak Grove, Ky.; Fayetteville and Jacksonville, N.C.; Junction City, Kan.; Lakewood, Wash.; Lawton, Okla.; Killeen and El Paso, Texas; and Norfolk and Newport News, Va. Stores offer promotional to mid-priced lines in a combined 280,000 square feet of selling space. Average sales per square foot, \$120. Also sells online. Internet sales accounted for 9% of 2012 total sales. Has 220 employees, including 85 salespeople. Major suppliers include Ashley, Coaster, Serta, Bello and Emerald. Case goods accounted for 22% of 2012 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 Barn

Home base: New Castle, Del.  
[www.furniturebarnshowroom.com](http://www.furniturebarnshowroom.com)

Total stores 2012: 3

Est. 2012 total sales: less than \$5 million

Family-owned, established in 1974. Stores offer mid-priced lines in a combined 28,500 square feet of selling space. Opened a second Furniture Barn Outlet Plus this year. Average sales per square foot, \$175. Twenty employees, including eight salespeople. Member of the FMG buying group. Major suppliers include Ashley, Legacy, Universal, Craftmaster, Vaughan-Bassett, Lane and Sealy. Case goods accounted for 54% of 2012 total sales; upholstery, 38%; bedding 7%; and decorative accessories, 1%. Has a social media presence on Twitter and Facebook.

### Furniture Bowl

Home base: Winslow, Ariz.  
[www.furniturebowl.com](http://www.furniturebowl.com)

Total stores 2012: 1

Est. 2012 total sales: less than \$5 million

Family-owned, established in 2004. Has 11,000 square feet of selling space. Average sales per square

foot, \$200. Seven total employees, including a three-member sales team. A member of BrandSource buying group. Major suppliers include Lane, Southern Motion, Broyhill and Serta. Case goods accounted for 23% of 2012 total sales; upholstery, 25%; bedding, 15%; area rugs, 1%; and other merchandise, including consumer electronics and major appliances, 36%. Has a social media presence through Facebook.

### Furniture Enterprises of Alaska

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

Total stores 2012: 7

Est. 2012 total sales: \$35 million or more

Family-owned, founded in 1972. Operates one Sadler's Home Furnishings store each in Anchorage, Fairbanks and Kenai Peninsula, 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, \$225. A member of Furniture First and Pacific Furniture Dealers buying groups. One hundred fifty-eight employees, including 63 salespeople. Major suppliers include Ashley, Flexsteel, La-Z-Boy, Trendwood, Sealy, Serta, Tempur-Pedic, Natuzzi, Bassett. Has a social media presence on Facebook.

### Furniture Options

Home base: Goshen, N.Y.  
[www.furnops.com](http://www.furnops.com)

Total stores 2012: 1

Est. 2012 total sales: less than \$5 million

Family-owned, opened for business in 1986. Store offers mid-priced lines in 22,000 square feet of selling space. Average sales per square foot, \$150. Twenty employees, including a 10-member sales team. A member of Furniture First buying group. Major vendors include Ashley, Flexsteel, Broyhill, Canadel, England, Southern Motion, Bassett, Wynwood, Intercon, Cheers, Best Home Furnishings, Legacy, Tempur-Pedic, Ekornes and Vaughan-Bassett. Case goods accounted for 40% of 2012 total sales; upholstery, 40%; bedding, 5%; and decorative accessories, 15%.

### Gormans Home Furnishings

Home base: Farmington, Mich.  
[www.gormans.com](http://www.gormans.com)

Total stores 2012: 5

Est. 2012 total sales: \$30 million to \$34.9 million

Family-owned, founded in 1940. At year end, operated one store each in Southfield, Troy, Novi, Shelby Township and Grand Rapids, Mich. Stores offer upper-middle to high-end lines in a combined 155,000 square feet of selling space. Average sales per square foot, \$195. Has opened a Designer Furniture Outlet in Grand Rapids this year. One hundred fifty employees, including a sales team of 63. Major suppliers include Hooker, Sherrill, Lexington, Stanley and Hancock & Moore. All stores contain Natuzzi in-store galleries and three stores contain Stickley galleries. Has a social media presence through Facebook and Pinterest.

### Green Front Furniture Store

Home base: Farmville, Va.  
[www.greenfront.com](http://www.greenfront.com)

Total stores 2012: 3

Est. 2012 total sales: \$38.8 million

Family-owned, in business since 1969. Stores carry

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mid-priced lines and operate in Farmville and Manassas, Va., and in Raleigh, N.C. Operates in a combined 1.03 million square feet of selling space. Has in-store galleries by Hickory Chair and Durham. Plans to expand its Durham gallery and add a Jonathan Charles gallery this year. Major suppliers include Hancock & Moore, Hickory Chair, Henkel-Harris, Henredon, Leathercraft, Bradington-Young, Maitland-Smith, Jonathan Charles, Theodore Alexander, Ferguson Copeland, Harden, Century, Habersham, Eddy West, Southwood, Hooker, King Hickory, Colonial, Durham, Lexington, Taylor King, Chateau d'Ax, Whittemore Sherrill, Precedent and Motioncraft. Has a social media presence through Facebook, Twitter and Pinterest. Offers WiFi to customers.

### Greenbaum Interiors

Home base: Paterson, N.J.

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

Total stores 2012: 2

Est. 2012 total sales: \$5 million to \$9.9 million

Family-owned, founded in 1952. Operates one store each in Paterson and Morristown, N.J. Stores offer high-end lines in a combined 120,000 square feet of selling space. Average sales per square foot, \$200. Plans to open one store in Bergen County this year. Has 48 total employees, including a sales staff of 15. Also sells online. Internet sales accounted for 2% of 2012 total sales. Major suppliers include Hickory Chair, Baker, TRS, Century, Greenbaum Custom, Hickory White, Theodore Alexander, Maitland-Smith and Chelsea House. Has a social media presence through Twitter and Facebook.

### HD Buttercup

Home base: Los Angeles

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

Total stores 2012: 2

Est. 2012 total sales: \$41 million

Established in 2005. Operates one store each in Los Angeles and San Francisco. Stores offer high-end lines in a combined 120,000 square feet of selling space. Also offers home accessories and design services. Product lines include the HD Buttercup, E.S. Kluff, Serta, OMI and Aireloom. Has a social media presence through Facebook and Twitter.

### Hefner Furniture & Appliance

Home base: Poplar Bluff, Mo.

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

Total stores 2012: 2

Est. 2012 total sales: \$15 million to \$19.9 million

Family-owned, founded in 1930. Stores offer promotional to mid-priced lines in a combined 240,000 square feet of selling space. A member of Mega buying group. Eighty employees, including 22 sales associates. Major suppliers include Broyhill, Flexsteel, Ashley, Lane, La-Z-Boy, Thomasville, Natuzzi, Sealy and Tempur-Pedic. Case goods accounted for 30% of 2012 total sales; upholstery, 50%; bedding, 15%; and decorative accessories, 5%. Has a social media presence through Facebook. Offers in-home delivery services.

### Hendrixson's Furniture

Home base: Furlong, Pa.

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

Total stores 2012: 2

Est. 2012 total sales: \$7.1 million

Family-owned, founded in 1966. Operates one store

each in the Philadelphia and Lehigh Valley, Pa. areas. Stores offer high-end price points in a combined 32,000 square feet of selling space. Plans to expand the Lehigh Valley store this year. Average sales per square foot, \$304. Has 29 total employees, including a nine-member sales team. Has one Stressless/Ekornes in-store gallery and one Shifman Mattress in-store gallery. Major suppliers include Sticklely, Theodore Alexander and Hancock & Moore. Case goods accounted for 55% of 2012 total sales; upholstery, 28%; bedding, 6%; decorative accessories, 6%; outdoor furniture, 1%; and other merchandise, including draperies and custom-made soft goods, 4%. Has a social media presence through Facebook and Twitter. Offers WiFi to customers.

### Hermann Furniture

Home base: Brenham, Texas

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

Total stores 2012: 1

Est. 2012 total sales: less than \$5 million

Family-owned, founded in 1876. Store offers mid-priced to high-end lines. Average sales per square foot, \$59. Also sells online. Internet sales accounted for 1% of 2012 total sales. Has 18 employees, including 14 salespeople. A member of the Mega buying group. Has one in-store gallery each for Flexsteel and Kincaid. Other major suppliers include Lexington, Furniture Classic, Universal, Stein World, Sealy and Restonic. Has a company blog. Has a social media presence through Facebook, Twitter and Pinterest. Offers in-home delivery, design services and in-store WiFi for customers.

### High Point Furniture

Home base: Jasper, Ala.

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

Total stores 2012: 1

Est. 2012 total sales: \$1 million

Family-owned, founded in 1983. Store offers mid-priced lines in 20,000 square feet of space. Average sales per square foot, \$42. Also sells online. Internet sales accounted for 3% of 2012 total sales. Eight employees, including three salespeople. A member of Mega buying group. Major vendors include Flexsteel, Schnadig, Rowe, England, Aspenhome, Serta and Symbol. Has a social media presence through Facebook.

### Hillside Furniture

Home base: Bloomfield Hills, Mich.

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

Total stores 2012: 1

Est. 2012 total sales: less than \$5 million

Family-owned, in business since 1974. Store offers upper-middle price points in 30,000 square feet of selling space. Has 23 total employees, including eight salespeople. A member of the Contemporary Design buying group. Includes one in-store gallery each for Natuzzi ItalSofa and Editions, Elite Manufacturing, American Leather and Ekornes. Other key suppliers include BDI, Lazar, Zuo Modern and Nuevo. Has a social media presence through Facebook, Twitter, Instagram, Pinterest, LinkedIn and YouTube.

### Homestead Furniture

Home base: Nescopeck, Pa.

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

Total stores 2012: 1

Est. 2012 total sales: \$1.9 million

Family-owned, established in 1981. Store offers mid-priced lines in 14,000 square feet of selling space.

Average sales per square foot, \$135. Relocated to a new location last year after a flood. Ten total employees, including a four-person sales team. A member of BrandSource buying group. Major suppliers include Simmons, Broyhill, Lane, Flexsteel and Vaughan-Bassett. Case goods accounted for 37% of 2012 total sales; upholstery, 40%; bedding, 22%; and decorative accessories, 1%. Has a social media presence through Facebook. Offers WiFi to customers.

### HW Home

Home base: Denver

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

Total stores 2012: 4

Est. 2012 total sales: \$5 million to \$9.9 million

Family-owned, established in 1999. Operates one store each in Boulder, Denver and Greenwood Village, Colo. Also operates a 25,000-square-foot pop-up store in Broomfield, Colo. Stores carry upper-middle to high-end lines in a combined 25,000 square feet of selling space. Also accepts orders over the Internet. Forty-five employees, including 25 salespeople. Major suppliers include Mitchell Gold + Bob Williams, Brownstone, Taracea, Terra Sur, Elite Leather, Vanguard, Hickory Chair, Surya, Tamarian, Caracole, Theodore Alexander, Precedent, Four Hands, Lee and Bernhardt. Case goods accounted for 39% of 2012 total sales; upholstery, 25%; bedding, 3%; outdoor furniture, 3%; decorative accessories, 28%; and other merchandise, 2%. Has a social media presence through Facebook.

### I.O. Metro

Home base: Bentonville, Ark.

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

Total stores 2012: 17

Est. 2012 total sales: \$25 million to \$29.9 million

Founded in 2005. Operates 17 stores in Alabama, Arkansas, Georgia, Mississippi, Missouri, Oklahoma, Tennessee and Texas and an e-commerce website. Opened a new store in March. Offers modern and affordable furniture, art and accessories. Also offers free in-home design service. Targets prime real estate of 9,000 square feet in major metropolitan areas. New format stores are approaching or exceeding \$300 per square foot in sales. Reports a double-digit same store sales increase in 2012. Product sourced from around the globe, including items made in the USA.

### INTERIORS

Home base: Lancaster, Pa.

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

Total stores 2012: 2

Est. 2012 total sales: \$10 million to \$14.9 million

Family-owned, in business since 1969. Stores offer upper-middle to high-end lines in a combined 90,000 square feet of selling space. Seventy-five total employees, including a sales team of 18. Has in-store galleries for Flexsteel, Century, Sticklely and Ekornes. Other major suppliers include Hooker and Stanley. Case goods accounted for 36% of 2012 total sales; upholstery, 49%; bedding, 3%; decorative accessories, 7%; and other merchandise, 5%. Has a social media presence through Facebook and Pinterest. Offers WiFi for customers, in-home delivery and design services.

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### J&K Home Furnishings

Home base: North Myrtle Beach, S.C.

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

Total stores 2012: 2

Est. 2012 total sales: \$4.2 million

Family-owned, established in 1997. Operates a Bassett Gallery store in North Myrtle Beach and a Thomasville Gallery store in Little River, S.C. Stores offer mid-priced to high-end lines in a combined 50,000 square feet of selling space. Average sales per square foot, \$84. Also sells via the Internet. Online sales accounted for 2% of 2012 total sales. Twelve employees, including six salespeople. Other suppliers include Southern Motion, Best Home Furnishings, Craftmaster, Universal, Michael Amini, Dimplex, Legacy, Paula Deen, Lexington, Parker House, Beachcraft, Liberty, SeaWinds, Symbol, Magnussen, Stein World, Sealy and Hillsdale. Case goods accounted for 53% of 2012 total sales; upholstery, 30%; bedding, 10%; and decorative accessories, 7%. Has a social media presence through Facebook. Offers in-home delivery and design services. Also offers complimentary in-store WiFi.

### Jordan Furniture

Home base: Florence, S.C.

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

Total stores 2012: 1

Est. 2012 total sales: less than \$5 million

Family-owned, established in 1953. Offers upper-middle price points in 40,000 square feet of selling space. Average sales per square foot, \$60. Has 10 total employees, including four salespeople. A member of Furniture First buying group. In-store galleries include La-Z-Boy and Broyhill. Other major vendors include Serta, Legacy, Carolina, Vaughan-Bassett, Universal, Winesburg, Smith Brothers, Masterfield, Jackson, Magnussen, Kincaid, Broughton Hall, A.R.T., Riverside, Parker House, Jetton, Uttermost, Stein World, Legacy Classic Kids and Largo. Case goods accounted for 40% of 2012 total sales; upholstery, 45%; bedding, 10%; and decorative accessories, 5%. Has a social media presence through Facebook.

### Kelsey Furniture

Home base: Tuscola, Ill.

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

Total stores 2012: 1

Est. 2012 total sales: less than \$5 million

Family-owned, founded in 1959. Store offers mid-priced lines in 30,000 square feet of selling space. Twelve total employees, including five salespeople. Also sells online. Internet sales accounted for 15% of 2012 total sales. A member of Mega buying group. Major suppliers include Broyhill, Lane, Ashley, Best Home Furnishings, Winners Only, Smith Brothers, Mohawk, Liberty, Chromcraft and Pal-liser. Case goods accounted for 36% of 2012 total sales; upholstery, 45%; bedding, 9%; decorative accessories, 3%; and floor coverings, 7%. Has social media presence through Facebook.

### Knoxville Wholesale Furniture

Home base: Knoxville, Tenn.

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

Total stores 2012: 4

Est. 2012 total sales: \$39.9 million

Family-owned, founded in 1992. Operates three Knoxville Wholesale Furniture locations, including a clearance center, and one Ashley Furniture HomeStore. Stores carry promotional to high-end

lines in a combined 304,000 square feet of selling space. Average sales per square foot, \$131. One hundred fifty employees, including a sales team of 60. A member of the FMG buying group. Has in-store galleries by Thomasville and Flexsteel. Other key suppliers include Serta, Craftmaster, Liberty, Broyhill, Corinthian, Universal, Ashley, Jackson and A.R.T. Case goods accounted for 46% of 2012 total sales; upholstery, 35%; bedding, 13%; decorative accessories, 5%; and outdoor furniture, 1%. Has a social media presence through Facebook. Offers WiFi for customers.

### Kuebler's Furniture

Home base: Redding, Calif.

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

Total stores 2012: 3

Est. 2012 total sales: less than \$5 million

Family-owned, in business since 1974. Stores, operating in Redding, Calif., and Roseburg and Salem, Ore., offer mid-priced lines in a combined 60,000 square feet of selling space. Average sales per square foot, \$83. Forty-five employees, including a sales team of 14. A member of FMG buying group. Major suppliers include Aspenhome, Ashley, Winners Only and Agio. Has in-store galleries for Broyhill and Lane. Social media presence includes a Facebook page.

### Ladlow's Fine Furniture

Home base: Scottsdale, Ariz.

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

Total stores 2012: 2

Est. 2012 total sales: \$15 million to \$19.9 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 75,000 square feet of selling space. Average sales per square foot, \$200. Eighty total employees, including a sales team of 24. Has a Marge Carson in-store gallery. Other key vendors include A.R.T., Hooker, Fine Furniture Design, Theodore Alexander, Hancock & Moore, RC Furniture and Huntington House.

### Lawrance Furniture

Home base: San Diego

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

Total stores 2012: 2

Est. 2012 total sales: \$5 million to \$9.9 million

Family-owned, opened for business in 1937. Has two stores, in San Diego and Encinitas, Calif. Stores offer upper-middle to high-end price points in a combined 24,000 square feet of selling space. Also sells online. Online sales accounted for 1% of 2012 total sales. Twenty-five total employees, including a nine-member sales team. A member of the CDG buying group. Major suppliers include American Leather, BDI, Comfort Sleeper by American Leather, Lazar, Ekornes, Copeland and Gamma. Has a social media presence through Twitter, Facebook and YouTube.

### Leader's Casual Furniture

Home base: Largo, Fla.

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

Total stores 2012: 19

Est. 2012 total sales: \$25 million to \$29.9 million

Family-owned, in business since 1971. Operates throughout Florida, with 13 stores on the west coast, three in Orlando and three on the east coast. Stores offer mid-priced lines in a combined 133,494

square feet of selling space. One hundred fifty-two total employees, including 70 salespeople. In-store galleries include Palm Springs Rattan, Garden Classics and Island Way. Major suppliers include Tropitone, Pride Family Brands, Windward Design Group and Treasure Garden.

### Luxe Home Interiors

Home base: Tulsa, Okla.

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

Total stores 2012: 12

Est. 2012 total sales: \$10 million to \$14.9 million

Founded in 2008. Operates 12 independently owned stores, one each in Carmel and South Bend, Ind.; Destin, Melbourne and Pensacola, Fla.; LaGrange, Ill.; Gulfport, Miss.; Richmond, Va.; Tulsa, Okla.; Wilmington, N.C.; Ottawa, Ontario, and Victoria, British Columbia. Stores offer upper-middle to high-end price points. Major suppliers include Century, Huntington House, Miles Talbott, Klaussner, Stanley, Lexington Home Brands and Hooker.

### Lynch's Furniture & Appliance

Home base: St. Robert, Mo.

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

Total stores 2012: 1

Est. 2012 total sales: less than \$5 million

Fourth generation, family-owned retailer, founded in 1942. Offers promotional to mid-priced lines in 34,410 square feet of selling space. Ten total employees, including four salespeople. A member of the Mega buying group. Case goods accounted for 27% of 2012 total sales; upholstery, 27%; bedding, 30%; decorative accessories, 4%; and other merchandise, including major appliances, 12%. Major suppliers include Lane Furniture, Klaussner, Serta and Tempur-Pedic. Has a 10,000-square-foot Broyhill in-store gallery. Has a social media presence is through Facebook. Offers in-home delivery.

### Martin's Town & Country Furniture

Home base: Canby, Ore.

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

Total stores 2012: 1

Est. 2012 total sales: less than \$5 million

Family-owned, established in 1947. Store offers upper-middle price points in 7,500 square feet of selling space. Also sells online. Internet sales accounted for 2% of 2012 total sales. Has three total employees, including two salespeople. Plans to re-merchandise this year to make the sales floor more accessible, organized and attractive. Also plans to increase its online presence through social media and a website re-design. Major suppliers include La-Z-Boy, Tempur-Pedic, Sealy, Best Home Furnishings, Trend Manor, Howard Miller, Vaughan-Bassett, Sunny Designs, GS Furniture, Intermountain, Peters Revington, Chromcraft and Cochrane. Case goods accounted for 30% of 2012 total sales; upholstery, 49%; bedding, 20%; lamps, 1%. Offers in-home delivery and design services.

### Matter Brothers Furniture/Florida Leather Gallery

Home base: Pinellas Park, Fla.

[www.matterbrothersfurniture.com](http://www.matterbrothersfurniture.com);

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

Total stores 2012: 10

Est. 2012 total sales: \$35.1 million

Family-owned, founded in 1977. Operates one Matter Brothers store each in Naples, Fort Myers, Pinellas



## Beyond the Top 100

Park and Tarpon Springs, Fla. Operates one Florida Leather Gallery store each in Brandon, Clearwater, Tampa, Sarasota, Fort Myers and Bonita Springs, Fla. Plans to open a Matter Brothers store in Sarasota next year. Stores offer upper-middle price points in a combined 208,000 square feet of selling space. Six stores feature Natuzzi and Stressless in-store galleries. Other major suppliers include Hooker, Universal, Capris, Matter Brothers Mattress Co., and Palliser. Has a social media presence through Facebook.

### Mayberry's Complete Home

Home base: Crossville, Tenn.

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

Total stores 2012: 2

Est. 2012 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, \$114. Also sells online. Internet sales accounted for less than 1% of 2012 total sales. Fifteen total employees, including a six-member sales team. A member of Mega and TBG buying groups. Features La-Z-Boy and Best Home Furnishings in-store galleries. Also sells Ashley. Case goods accounted for 26% of 2012 total sales; upholstery, 45%; bedding, 27%; decorative accessories, 1%; and other merchandise, 1%. Offers in-home delivery and design services.

### McMinn's Furniture

Home base: Odessa, Texas

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

Total stores 2012: 1

Est. 2012 total sales: less than \$5 million

Family-owned, founded in 1971. Offers mid-priced to high-end lines in 24,000 square feet of selling space. Average sales per square foot, \$155. Eleven total employees, including a sales team of four. A member of Furniture First buying group. Major vendors include Pulaski, Legacy Classic, Tempur-Pedic, Serta, La-Z-Boy, Lane, Best Home Furnishings, Broyhill, England, Universal, Thomasville and Simply Amish. Has a social media presence through Facebook.

### Moe's Home Collection

Home base: Vancouver, British Columbia

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

Total stores 2012: 3

Est. 2012 total sales: \$5 million to \$9.9 million

Family-owned, in business since 1988. Operates one store in Seattle and two stores in Vancouver, British Columbia. Stores offer mid-priced to high-end lines in a combined 50,000 square feet of selling space. Average sales per square foot, \$200. Also sells online. Internet sales accounted for 5% of 2012 total sales. Major suppliers include Moe's Home Collection, Natuzzi, Surya, Global Views and Phillips Collection. Furniture accounted for 80% of 2012 total sales and decorative accessories, 20%. Has a social media presence through Facebook, Twitter, Pinterest and Google+. Offers in-home delivery and design services for customers.

### Montgomery's

Home base: Madison, S.D.

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

Total stores 2012: 2

Est. 2012 total sales: \$10 million to \$14.9 million

Family-owned retailer, established in 1888. Op-

erates a Montgomery's Furniture Gallery store in Sioux Falls and a Montgomery's Furniture Outlet store in Madison, S.D. Opened a store in Watertown, S.D., this year. Stores carry mid-priced to upper-middle lines in a combined 75,000 square feet of selling space. Average sales per square foot, \$186. Seventy-seven full-time employees, including 30 salespeople. A member of Furniture First buying group. Major suppliers include Serta, Liberty, Sunny Designs, Ashley, Lane and Southern Motion. All stores have Flexsteel in-store galleries and two stores have England in-store galleries. Case goods accounted for 29% of 2012 total sales; upholstery, 38%; bedding, 8%; outdoor furniture, 1%; decorative accessories, 10%; and other merchandise, including flooring, 14%. Offers customers in-home delivery, design services and in-store WiFi.

### More Space Place

Home base: Clearwater, Fla.

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

Total stores 2012: 35

Est. 2012 total sales: \$13 million

Manufacturer's dedicated store network, founded in 1989. At year's end, operated 35 stores throughout the Southeast, Texas, Colorado and the Northeast. Closed two units this year. Stores offer upper-middle price points in a combined 75,000 square feet of selling space. Average sales per square foot, \$275. Has 43 total employees. Major suppliers include Tafawa, Flakeboard, Decorative Specialties, Georgia Hardwoods and Serta. Has a social media presence through Facebook and Pinterest. Offers customers in-store WiFi.

### Morris Sokol Furniture

Home base: Charleston, S.C.

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

Total stores 2012: 1

Est. 2012 total sales: \$5 million to \$9.9 million

Family-owned, founded in 1921. Offers upper-middle to high-end priced lines in 37,000 square feet of selling space. Average sales per square foot, \$160. Twenty-eight employees, including an eight-person sales team. Major suppliers include Rowe, Lexington, Stanley, Century, Sealy, Stearns & Foster, Fine Furniture Design and Universal. Has a social media presence through Facebook, Twitter and Pinterest. Offers customers in-home delivery, design services and in-store WiFi.

### Mt. Vernon Sleep Shop

Home base: Fredericksburg, Va.

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

Total stores 2012: 1

Est. 2012 total sales: less than \$5 million

Founded in 1981. Offers upper-middle lines in 5,600 square feet of selling space. Average sales per square foot, \$220. Also sells online. Internet sales accounted for 5% of 2012 total sales. Six total employees, including three salespeople. A member of the Mega buying group. Major suppliers include Simmons, Tempur-Pedic, Pure Latex-Bliss, Corsicana, Leggett & Platt, Stanley Young America and NE-Kids. Case goods accounted for 15% of 2012 total sales; bedding, 66%; and other merchandise, including futons and metal beds, 19%. Has a social media presence through Facebook. Offers customers in-home delivery service.

### N.B. Liebman Furniture

Home base: Mechanicsburg, Pa.

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

Total stores 2012: 2

Est. 2012 total sales: \$10 million to \$14.9 million

Family-owned, established 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 Mega and Styletrend buying groups. Ninety employees, including 22 salespeople. Major suppliers include Broyhill, Lane, Legacy Classic, Klausner and Riverside. Has a social media presence on Facebook and Pinterest.

### New Ulm Furniture

Home base: New Ulm, Minn.

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

Total stores 2012: 1

Est. 2012 total sales: less than \$5 million

Family-owned, established in 1945. Offers mid-priced lines in 40,000 square feet of selling space. Also sells online. Internet sales accounted for 5% of 2012 total sales. Sixteen total employees, including eight sales associates. Has a La-Z-Boy in-store gallery. Other major suppliers include Flexsteel, Sealy, Ashley and Lane. Has a social media presence on Facebook, Twitter and Pinterest.

### Parsons Furniture

Home base: Wolfeboro, N.H.

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

Total stores 2012: 1

Est. 2012 total sales: less than \$5 million

Family-owned, founded in 1954. Offers mid-priced lines in 14,000 square feet of selling space. Twelve employees, including six salespeople. A member of the Furniture First buying group. Major suppliers include Sherrill, Palliser, La-Z-Boy, Kingsdown and Four Seasons. Case goods accounted for 34% of 2012 total sales; upholstery, 34%; bedding, 13%; outdoor furniture, 12%; and decorative accessories, 7%. Has a social media presence through Facebook. Offers WiFi to customers, in-home delivery and design services.

### Pilgrim Furniture City

Home base: Southington, Conn.

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

Total stores 2012: 3

Est. 2012 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. A member of the Furniture First buying group. Major suppliers include Ashley, England, Klausner, Jofran, Legacy, Lane, Universal, Simmons and Southern Motion. Case goods accounted for 42% of 2012 total sales; upholstery, 48%; bedding, 9%; and lamps, 1%. Has a social media presence through Facebook.

### Reeds Furniture

Home base: Agoura Hills, Calif.

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

Total stores 2012: 1

Est. 2012 total sales: \$6.1 million

Family-owned, founded in 1960. Store offers mid-priced lines in 45,000 square feet of selling space.

## Beyond the Top 100

Average sales per square foot, \$133. Has 30 employees, including an eight-member sales team. Has an in-store gallery for Universal, Robert Michael and Flexsteel. Other major suppliers include Stanley. Case goods accounted for 54% of 2012 total sales; upholstery, 42%; and bedding 4%. Has a social media presence through Facebook and Twitter.

### Rice Furniture

Home base: Saranac Lake, N.Y.  
[www.ricefurnitureinc.com](http://www.ricefurnitureinc.com)

Total stores 2012: 1

Est. 2012 total sales: less than \$5 million

Family-owned, founded in 1946. Store offers mid-priced to high-end lines in 12,000 square feet of selling space. Ten employees, including a four-member sales team. A member of Furniture First buying group. Major vendors include Broyhill, Best Home Furnishings, Bassett, Harden Furniture, Marshfield, Ashley, Coaster, Southern Motion, TEI, Liberty and Eagle. Case goods accounted for 18% of 2012 total sales; upholstery, 24%; bedding, 25%; decorative accessories, 9%; and floor coverings, 24%.

### Rivah Interiors

Home base: Callao, Va.  
[www.rivahinteriors.com](http://www.rivahinteriors.com)

Total stores 2012: 2

Est. 2012 total sales: less than \$5 million

Family-owned, founded in 1998. Operates one store each in Callao and Kilmarnock, Va. Stores offer upper-middle price points in a combined 6,000 square feet of selling space. Average sales per square foot, \$110. Five employees, including a two-person sales team. Major suppliers include Capris Furniture, Vaughan-Bassett and Telescope Casual. Has a social media presence through Facebook.

### Rosenthal Furniture

Home base: Minneapolis  
[www.rosenthalfurniture.com](http://www.rosenthalfurniture.com)

Total stores 2012: 1

Est. 2012 total sales: less than \$5 million

Family-owned and operated business since 1895. Store offers upper-middle to high-end price points in 16,500 square feet of selling space. Has seven employees, including four salespeople. Major suppliers include American Leather, Ekornes and Palliser. Has a Stressless and Italsofa in-store gallery. Case goods accounted for 37% of 2012 total sales; upholstery, 58%; bedding, 2%; and decorative accessories, 3%. Has a social media presence through Facebook. Offers WiFi to customers, in-home delivery and in-home full design services.

### Ross Furniture Co.

Home base: Dover, N.H.  
[www.rossfurnitureinc.com](http://www.rossfurnitureinc.com)

Total stores 2012: 2

Est. 2012 total sales: \$3.5 million

Family-owned, in business since 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 a 10-member sales team. A member of the Furniture First buying group. Key vendors include La-Z-Boy, Lane, Bassett, Serta and Ashley. Case goods accounted for 38% of 2012 total sales; upholstery, 40%; bedding, 20%; and decorative accessories, 2%. Has a social media presence through Facebook. Offers in-home delivery and design services.

### Ruby-Gordon

Home base: Rochester, N.Y.  
[www.rubygordon.com](http://www.rubygordon.com)

Total stores 2012: 7

Est. 2012 total sales: \$15 million to \$19.9 million

Family-owned, established in 1936. Operates seven stores in Rochester, Buffalo, Syracuse and Big Flats, N.Y., and Erie, Pa. Stores offer promotional to upper-middle price points in a combined 65,000 square feet of selling space. Average sales per square foot, \$255. Seventy-seven total employees. A member of the FMG buying group. Vendors include Klaussner, Flexsteel, Simmons, Lane, Ashley and Legacy. Has a social media presence through Facebook.

### Sheely's Furniture & Appliances

Home base: North Lima, Ohio  
[www.sheelys.com](http://www.sheelys.com)

Total stores 2012: 1

Est. 2012 total sales: \$30 million to \$34.9 million

Family-owned, in business since 1952. Its 75,000-square-foot showroom carries mid-priced lines. One hundred forty total employees, including 24 sales associates. A member of the Furniture First buying group. Has one Flexsteel in-store gallery. Other major suppliers include Best Home Furnishings, Charles Schneider, Cheers, Klaussner, Smith Brothers, Southern Motion, Temple, Magnussen, A.R.T., Winners Only, Hooker, Lea, Jofran, Legacy, Crescent, Riverside, Wynwood, Sealy, Serta and Tempur-Pedic. Has a social media presence through Facebook, Twitter, Pinterest and LinkedIn. Offers in-home delivery.

### Sheffield Furniture

Home base: Phoenixville, Pa.  
[www.sheffieldfurniture.com](http://www.sheffieldfurniture.com)

Total stores 2012: 3

Est. 2012 total sales: \$20 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. One hundred employees, including 50 sales associates. Has a Stickley in-store gallery. Other major vendors include Theodore Alexander, Brown Jordan, Henredon, Hickory Chair, Wesley Hall, Hancock & Moore, Bernhardt, Guy Chaddock and Baker. Case goods accounted for 46% of 2012 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 and Instagram.

### Shumake Furniture

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

Total stores 2012: 1

Est. 2012 total sales: less than \$5 million

Family-owned, in business since 1937. Offers upper-middle to high-end lines in 30,000 square feet of selling space. Nine total employees, including five salespeople. Has in-store galleries for La-Z-Boy and Clayton Marcus. Other major suppliers include Legacy Classic, Rowe, Riverside, Kincaid and Hooker. Case goods accounted for 40% of 2012 total sales; upholstery, 36%; bedding, 10%; decorative accessories, 11%; and outdoor furniture, 3%. Has a social media presence through Facebook.

### Slifer Designs

Home base: Edwards, Colo.  
[www.sliferdesigns.com](http://www.sliferdesigns.com)

Total stores 2012: 2

Est. 2012 total sales: less than \$5 million

Family-owned, founded in 1984. Operated one store each in Denver and Vail Valley, Colo. Closed the Denver store this year. Store offers upper-middle to high-end priced lines in 5,500 square feet of selling space. Thirty-five total employees, including a six-member sales team. Major suppliers include Hickory Chair, Baker, Mitchell Gold+Bob Williams, Lee Industries, Vanguard Furniture, Emerson et Cie and Ralph Lauren. Case goods accounted for 29% of 2012 total sales; upholstery, 21%; bedding, 4%; decorative accessories, 43%; and outdoor furniture, 3%. Has a social media presence through Facebook, Twitter, Pinterest and YouTube.

### Smart Interiors

Home base: Spring Hill, Fla.  
[www.smartinteriorsfurn.com](http://www.smartinteriorsfurn.com)

Total stores 2012: 2

Est. 2012 total sales: less than \$5 million

Family-owned, founded in 1988. Operates one store each in Spring Hill and Lecanto, Fla. Stores offer upper-middle price points in a combined 64,000 square feet of selling space. Also sells online. Internet sales accounted for 5% of 2012 total sales. Sixteen total employees, including nine sales associates. In-store galleries include Ekornes and Bassett/HGTV. Other vendors include Lexington, Stanley, Norwalk, Universal, Hooker, Bradington-Young, Palliser, Wynwood, Universal, Kingsdown, Feiss Monte Carlo, Quorum, Jaipur Rug, Jaunty, Hunter Douglass and Graber. Has a social media presence through Facebook. Offers in-home delivery and design services.

### Southeast Furniture Warehouse

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

Total stores 2012: 1

Est. 2012 total sales: \$3.2 million

Founded in 2000. Offers promotional to mid-priced lines in 14,000 square feet of selling space. Average sales per square foot, \$228. Has 10 total employees, including four salespeople. Major suppliers include Stressless by Ekornes, Serta, Simmons Comfor-Pedic, Corsicana, Intercon and A-America. In-store galleries include Ashley 123 and a La-Z-Boy Comfort Studio. Case goods accounted for 31% of 2012 total sales; upholstery, 42%; bedding, 25%; and decorative accessories, 2%. Has a social media presence through Facebook.

### Spitaleri Furniture

Home base: South River, N.J.  
[www.spitalerifurniture.com](http://www.spitalerifurniture.com)

Total stores 2012: 1

Est. 2012 total sales: less than \$5 million

Family-owned, established in 1905. Offers mid-priced lines in 10,000 square feet of selling space. Eight employees, including three salespeople. Major suppliers include American Drew, Beechbrook, Best Home Furnishings, Broyhill, Craftmaster, Cochran, Peters Revington, Riverside, Legacy, Magnussen, Vaughan and Vaughan-Bassett. Has a social media presence through Facebook, Pinterest and Google+.

## Beyond the Top 100

## Sprintz Furniture

Home base: Nashville, Tenn.

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

Total stores 2012: 3

Est. 2012 total sales: \$30 million to \$34.9 million

Family-owned, in business since 1981. Stores include a 110,000-square-foot flagship store in Franklin, Tenn., and a 50,000-square-foot Sprintz store in Nashville, Tenn. Also operates a 70,000-square-foot distribution center and store in Nashville. Stores offer upper-middle to high-end lines. One hundred forty-four total employees, including a sales team of 54. Features Thomasville and Bassett Home Furnishings in-store galleries. Other major suppliers include Henredon, Stickley, Universal, Bernhardt, Hooker, Stanley, Natuzzi, Lexington, Fine Furniture Design, Rowe, Hancock & Moore, Futura, HTL, Sam Moore, Aspenhome and A.R.T.

## StarFine Furniture & Sleep Center

Home base: Galveston, Texas

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

Total stores 2012: 1

Est. 2012 total sales: \$5 million to \$9.9 million

Family-owned, in business since 1920. Store offers mid-priced lines in 30,000 square feet of selling space. Average sales per square foot, \$200. Also sells online. Internet sales accounted for 1% of 2012 total sales. Seventeen employees, including five sales associates. Major suppliers include Tempur-Pedic, Legacy Classic, Restonic, Magnusen, Klaussner, Best Home Furnishings, Fairmont and Najarian. In-store galleries include La-Z-Boy, Capris Rattan and Norwalk. Also has an in-store Sleep Center, which features Temper-Pedic and Restonic. Case goods accounted for 36% of 2012 total sales; upholstery, 42%; bedding, 20%; and decorative accessories, 2%. Has a social media presence through Facebook and Twitter.

## Talsma Furniture

Home base: Hudsonville, Mich.

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

Total stores 2012: 3

Est. 2012 total sales: \$10 million to \$14.9 million

Family-owned, established in 1947. Operates stores in Hudsonville, Holland and Byron Center, Mich. Opened a new store in the Cascade area of Grand Rapids, Mich. this year. Hopes to increase the square footage of the new store with more specialty items. Stores offer mid-priced lines. Also sells online. Internet sales accounted for 2% of 2012 total sales. Has 115 total employees, including 96 salespeople. A member of Furniture First buying group. Major suppliers include Lane, Broyhill, Simmons and Flexsteel. Operates one Bassett in-store gallery. Has a social media presence through Facebook. Offers in-home delivery.

## Tempo Furniture

Home base: Terre Haute, Ind.

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

Total stores 2012: 1

Est. 2012 total sales: less than \$5 million

Family-owned store offers mid-priced lines in 18,000 square feet of selling space. Is celebrating its 25th anniversary this year. Average sales per square foot, \$125. Ten total employees, including four salespeople. A member of the Nationwide buying group. Major suppliers include Sealy, Serta, Ashley, Catnapper, England, Jackson, Klaussner, Franklin, Southern Motion, Vaughan-Bassett, Pro-

gressive and Liberty. Case goods accounted for 33% of 2012 total sales; upholstery, 52%; and bedding, 15%. Has a social media presence through Facebook.

## The Dock

Home base: Phoenix

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

Total stores 2012: 1

Est. 2012 total sales: less than \$5 million

Family-owned, established in 2010. Store offers mid-priced lines in 12,000 square feet of selling space. Five employees, including four sales associates. A member of Mega buying group. Major suppliers include Sealy, Coaster, Ashley, United Upholstery, Leather Italia and Best Home Furnishings. Case goods accounted for 18% of 2012 total sales; upholstery, 30%; bedding, 51%; and decorative accessories, 1%. Has a social media presence through Facebook and Twitter.

## The Furniture Warehouse

Home base: Sarasota, Fla.

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

Total stores 2012: 5

Est. 2012 total sales: \$20 million to \$24.9 million

Family-owned, established in 1988. Operates one store each in Sarasota, Bradenton, Venice, Port Charlotte and Ellenton, Fla. Stores offer promotional price points in a combined 90,000 square feet of selling space. Average sales per square foot, \$250. Also sells online. Internet sales accounted for 5% of 2012 total sales. One hundred total employees, including a sales staff of 42. A member of FMG buying group. Major suppliers include Simmons, Best Home Furnishings, Affordable, Lifestyle and Elements. Case goods accounted for 42% of 2012 total sales; upholstery, 38%; bedding, 17%; and decorative accessories, 3%. Has a social media presence through Facebook and Twitter. Offers in-home delivery and design services.

## The Great American Home Store

Home base: Southaven, Miss.

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

Total stores 2012: 2

Est. 2012 total sales: \$24 million

Family-owned, in business since 2004. Operates one store each in Southaven, Miss., and Memphis, Tenn. Stores offer mid-priced lines in a combined 100,000 square feet of selling space. Average sales per square foot, \$220. A member of FMG and Mega buying groups. One hundred employees, including 36 salespeople. Both stores include a La-Z-Boy in-store gallery. Other major suppliers include Corinthian, Sealy, Franklin Motion, Simmons, Jackson/Catnapper, Tempur-Pedic, Craftmaster, Jonathan Lewis, Vaughan-Bassett, Bernhardt, Elements, Cheers and HTL. Case goods accounted for 37% of 2012 total sales; upholstery 41%; bedding, 18%; and decorative accessories, 4%. Has a social media presence through Facebook and Twitter.

## The Mind's Eye Interiors

Home base: Lahaina, Hawaii

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

Total stores 2012: 1

Est. 2012 total sales: less than \$5 million

Family-owned, established in 1973. Offers upper-middle price points in 13,000 square feet of selling space. Six total employees, including three sales associates. Major suppliers include Best Home Fur-

nishings, Burton James, Regal Rattan, Uttermost, Uma, Stylecraft, Pacific Coast, Allstate Floral, Import Collections and Paragon. Provides complimentary decorating services, delivery and installation.

## Three Chairs

Home base: Ann Arbor, Mich.

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

Total stores 2012: 3

Est. 2012 total sales: \$2.1 million

Family-owned, founded in 1996. Operates stores in Ann Arbor and Holland, Mich. Stores offer upper-middle price points in a combined 11,000 square feet of selling space. Average sales per square foot, \$200. Ten total employees, including a sales team of seven. Major suppliers include Mitchell Gold + Bob Williams, Herman Miller for the Home, Lee Industries, American Leather and Gus Modern. Has a social media presence through Twitter.

## Tipperary Sales

Home base: Augusta, Ga.

[www.la-z-boy.com/southeast](http://www.la-z-boy.com/southeast)

Total stores 2012: 6

Est. 2012 total sales: \$27.6 million

Family-owned, established in 1976. Is an independent La-Z-Boy dealer. Operates one La-Z-Boy Furniture Gallery each in Augusta, Ga.; Lexington, Charleston and Greenville, S.C.; and two in Charlotte, N.C. Offers upper-middle price points in a combined 81,000 square feet of selling space. Has 105 total employees, including 48 salespeople. Other major suppliers include Hammary, Kincaid and American Drew. Has a social media presence through Facebook. Offers complimentary in-store design seminars twice a month, as well as in-home interior design.

## Town & Country Furniture

Home base: Iuka, Miss.

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

Total stores 2012: 3

Est. 2012 total sales: less than \$5 million

Family-owned, in business since 1972. Operates one full-line store and one outlet in Iuka, Miss.; and one full-line store in Counce/Pickwick, Tenn. Stores offer mid-priced lines in a combined 66,000 square feet of selling space. Twenty-five total employees, including 12 salespeople. A member of Nationwide buying group. Major suppliers include Sealy, La-Z-Boy, Stanley, Franklin, Lane, Magnusen and Jackson/Catnapper. Has a social media presence through Facebook. Offers WiFi to customers, in-home delivery and design services.

## Town & Country Leather

Home base: Austin, Texas

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

Total stores 2012: 2

Est. 2012 total sales: \$6 million

Family owned, in business since 2007. Operates one store each in Houston and Austin, Texas. Stores offer mid-priced to high-end lines in a combined 14,000 square feet of selling space. Average sales per square foot, \$430. Also sells online. Internet sales accounted for 5% of 2012 sales. Plans to open a 7,000-square-foot store in the Austin suburb of Bee Cave later this year. Fifteen total employees, including six salespeople. Major suppliers include Palliser, Natuzzi, Artistic Leather, Bernhardt, HTL/Domicil, DIA, Eleanor Rigby Leather and Barcalounger. Case goods accounted for 10% of 2012 total sales; upholstery,

## Beyond the Top 100

80%; and decorative accessories, 10%. Has a social media presence on Facebook, Twitter and Pinterest. Offers in-home delivery and design services.

### Unclaimed Freight

Home base: Bethlehem, Pa.  
[www.saveatthefreight.com](http://www.saveatthefreight.com)  
 Total stores 2012: 4  
 Est. 2012 total sales: \$31.2 million

Family-owned, founded in 1970. Operates one store each in Bethlehem and Reading, Pa., and Clifton and East Brunswick, N.J. Stores offer promotional price points in a combined 136,000 square feet of selling space. Average sales per square foot, \$210. Has 124 total employees, including a 22-member sales team. Major suppliers include Ashley, Symbol Mattress, United, Hughes, World Imports, Primo and Harden. Case goods accounted for 38% of 2012 total sales; upholstery, 48%; bedding, 12%; and decorative accessories, 2%. Has a social media presence through Facebook.

### Verlo Mattress Factory Stores

Home base: Milwaukee  
[www.verlo.com](http://www.verlo.com)  
 Total stores 2012: 41  
 Est. 2012 total sales: \$32.2 million

Privately owned, founded in 1958. Manufactures and retails custom mattresses in franchised and corporate-owned stores. Operates 26 stores in Wisconsin, eight in Illinois, two each in Colorado and Pennsylvania and one each in Georgia, Iowa and Missouri. Stores offer promotional to high-end lines in a combined 123,000 square feet of selling space. Average sales per square foot, \$262. Online sales account for approximately 1% of total sales. Has a company blog. Has a social media presence through Facebook and Twitter.

### von Hemert Interiors

Home base: Costa Mesa, Calif.  
[www.vonhemert.com](http://www.vonhemert.com)  
 Total stores 2012: 3  
 Est. 2012 total sales: \$5 million to \$9.9 million

Family-owned interior design business 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. Internet sales accounted for 2% of 2012 total sales. Major suppliers include Baker Furniture, Stickley, Century and Hancock & Moore. Case goods accounted for 50% of 2012 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 and Pinterest. Offers in-home delivery and design services.

### Weece Furniture

Home base: Dodge City, Kan.  
 Total stores 2012: 1  
 Est. 2012 total sales: less than \$5 million

Family owned, founded in 1957. Store offers lower-middle price points in 42,000 square feet of selling space. Average sales per square foot, \$55. Plans to become an Ashley Furniture HomeStore this year. A member of BrandSource buying group. Twelve total employees, including a five-member sales team. Major suppliers include Ashley, Lane, Sealy, Corsicana and Standard. Case goods accounted for 40% of 2012 total sales; upholstery, 38%; bedding, 20%; and decorative accessories, 2%. Offers customers in-home delivery and in-store WiFi.

### Zak's Furniture

Home base: Johnson City, Tenn.  
[www.zaksfurniture.com](http://www.zaksfurniture.com)  
 Total stores 2012: 2  
 Est. 2012 total sales: \$10 million to \$14.9 million

Family-owned, founded in 1968. Operates one store each in Johnson City and Kingsport, Tenn. Also has a 10,000-square-foot clearance center in a separate building in Johnson City. Stores offer upper-middle price points in a combined 115,000 square feet of selling space. Sixty-three total employees, including a sales team of 20. A member of FMG buying group. Major suppliers include Flexsteel, La-Z-Boy, Best Home Furnishings, Clayton Marcus, Rowe, Liberty, Broyhill, Legacy, A.R.T., Hancock & Moore, Craftmaster, Universal, Cheers, HTL, Futura, Simon Li, Vaughan-Bassett, Legends, Bramble, Pulaski, Howard Miller, Sealy, Jamison, Tempur-Pedic and Restonic. Case goods accounted for 42% of 2012 total sales; upholstery, 31%; bedding, 24%; and decorative accessories, 3%. Has a social media presence through Facebook.

### Zimmerman's Furniture

Home base: Bismarck, N.D.  
[www.zimmermansfurniture.com](http://www.zimmermansfurniture.com)  
 Total stores 2012: 5  
 Est. 2012 total sales: \$5 million to \$9.9 million

Family-owned, founded in 1995. Operates two stores in Bismarck, N.D.; and one store each in Fargo, Jamestown and Minot, N.D. Stores offer promotional to mid-priced lines in a combined 100,000 square feet of selling space. Fifty total employees, including 22 salespeople. Major lines include Flexsteel, Bassett, Best Home Furnishings, Franklin, Tempur-Pedic, Vaughan-Bassett and Natuzzi. Offers in-home delivery services and design consultations for customers.

## ► Talsma

from p28

are Uttermost and Imax, the latter with its ColorPost decorative accessories designed by Connie Post.

Talsma didn't disclose an investment figure, but said he'd like to see a boost in average sales per square foot at the new store to about \$400.

This fall, Talsma will follow with two more specialty stores, a 5,000-square-foot sleep shop and a 15,000-square-foot casual contemporary, urban loft-style specialty store, both in the same shopping center as the new store.

The bedding store will be designed by Post and will aim to be "female friendly," Talsma said, with a spa-like



Celebrating the opening of the new store are Tim Talsma, left, Jan Talsma, Richard Talsma, Kathy Talsma and Cindy Holtrop, with store managers Jessica Smith (and her children Charlotte and Gabe Smith) and Ron Joppie. Aliya Talsma holds the ribbon on right.

environment. Among the suppliers there will be Simmons, Tempur-Pedic and Serta.

The urban loft store will feature many of the suppliers Talsma carries at its full-line stores, including Broyhill, Lane and Best Home Furnish-

ings, but differing styles that work better in the urban setting.

Talsma said business has been "decent" lately and also said he has lost several Grand Rapids competitors, both of which are driving the expansion plans.



At 20,000 square feet, the new Talsma Furniture in Cascade, Mich., is the retailer's smallest showroom, but the owners hope it will be a sales-per-square-foot star.



Ron Joppie, left, and Jessica Smith, Talsma Furniture, Cascade, Mich.

# Action



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