

# Reasons why we sell for less

- 1. Privately held company** = **Customers recommend us**
- 2. No big executives, no big bonuses** = **Advertising costs are very low**
- 3. Furniture people run the company** = **Great website, easy to buy**
- 4. We do it right the first time** = **Space planner**
- 5. Honest selling, no high pressure** = **Low customer returns**
- 6. We deliver in our own trucks** = **Information tags**
- 7. We own our own buildings** = **Huge volume**
- 8. No debt, "we pay our bills"** = **Latest efficient systems**
- 9. Buy from head, not heart** = **Under promise, over deliver**
- 10. Do our own trucking, saves 15% on freight** = **Run mean and lean**
- 11. We build our own chairs** = **Have our own sign shop**
- 12. Factories give us better prices** = **Trained master technicians**
- 13. Factories love us, no returns** = **Only pay on delivered merchandise**
- 14. We recycle cardboard, plastic & Styrofoam** = **Best operations**
- 15. We have our own T.V. Production Facility** = **Own diesel fuel station**
- 16. Invest profit back into company** = **Accurate inventory**
- 17. Best buyers negotiate best prices** = **Because we want to**
- 18. National retailer of the year** = **Western retailer of the year**