
CLIENTS'
ACTUAL RESULTS

GOB



**Promotions
Mean
Profits**



Hector Mustafa
President



Ron Cooper
Vice President



Cynthia Heathcoe
VP of Business
Development

CHOOSE A CASE STUDY

Click on a client's name to read about their personalized experience with PMP

**The most versatile and
effective promotion
company in America.**

Serving Independent Furniture Retailers Since 1985

GOING OUT OF BUSINESS

CLIENT NAME

CLIENT NAME

CLIENT NAME

CLIENT NAME

STORE CLOSING

CLIENT NAME

CLIENT NAME

CLIENT NAME

CLIENT NAME

OTHER THEMES

CLIENT NAME

CLIENT NAME

CLIENT NAME

CLIENT NAME

CLIENT NAME

CLIENT NAME

CLIENT NAME

CLIENT NAME



MATLOCK FURNITURE

5 years in business

One location

11.5K square feet

GOING OUT OF BUSINESS

12 weeks

489 S. Camino Del Rio

Durango, CO 81303



SEPTEMBER 2019

We could feel our hearts breaking as we listened to the tearful couple across the table tell us how they are missing their children grow up because of the endless demands being thrust upon them by the furniture business.

Just one year ago, we had been in Durango helping them restructure the business. The promotion had done it's job and the results produced great success.

However, raising a family was a one-shot deal for these young parents and they weren't about to blow it. Walt, a loving father of two boys, and his wife, Blair, their nurturing mother, wanted to close down their store despite being the most profitable establishment in their performance group.

RESULTS

Once again, the sales volume exceeded the projected amount. Walt was happy with the staff we provided, who melded seamlessly with his own. Matlock Furniture was able to liquidate every single piece of merchandise, leaving the building completely empty.

Since this second promotion was a joint-venture, both parties shared in the profit. By the time the numbers were finalized, we were each amazed to find that our share was significantly higher than either of us anticipated!

Walt moved on to become a rep for a major furniture manufacturer. He and Blair now enjoy a more predictable schedule with plenty of family time.

WINNER FURNITURE



WINNER FURNITURE

20 years in business
Owensboro location:
Three years in business
Six location chain
Owensboro 10K square feet

STORE CLOSING

12 weeks

1201 Frederica Street
Owensboro, KY 42301

JANUARY 2019

JD and Wes have been repeat clients for PMP Sales since we first ran a Restructuring Sale for their single location in 2008. Their business grew over the years, and they added more locations as opportunities became available.

As all good business decisions come with risk, JD and Wes took a chance on opening a location far outside their comfortable marketplace of Louisville three years ago. The venture did not prove to be practical, so PMP Sales came in to help close the doors profitably and efficiently.

Meanwhile, Winner chose a different location to replace this one inside their familiar market.

RESULTS

Due to the long-term relationship we've developed over the years, preparation for this Store Closing promotion ran like clockwork, and the clear understanding of expectations and everyone's role as part of the team maximized the performance of the sale.

Winner successfully accomplished both goals of closing in Owensboro and opening in Fairdale in a relatively seamless process.



LIFESTYLE FURNITURE & MATTRESS GALLERY

Five years in business
One location
24K square feet

GOING OUT OF BUSINESS

12 weeks

5301 Farmville Road
Farmville, VA 23901

DECEMBER 2018

About three years prior to contacting PMP Sales, Ernie capitalized on an opportunity to add an already-existing furniture store to his 11-store operation.

After giving it the best shot possible, the population in the surrounding marketplace just wasn't enough to justify the business continuing to serve there. So the decision was made to close up shop.

RESULTS

PMP Sales augmented Lifestyle's existing \$150K inventory and within three months the building was broom-swept empty. Well, there was one item left, a nightstand, which was donated to charity.

Ernie is now able to focus on developing and maintaining his profitable stores.

Battaglia's Home

BATTAGLIA'S HOME

25 years in business

One location

10K square feet

GOING OUT OF BUSINESS

12 weeks

1414 Willow Avenue
Hoboken, NJ 07030



AUGUST 2019

Brian, having been in business for 25 years, had an opportunity to sublease his property for the remaining term. This was a stroke of luck since he would be making more money as a landlord than a furniture retailer. It was a no-brainer, he just had to empty the building as quickly as possible.

RESULTS

Being a higher-end retail store, Battaglia's didn't have much room on the margin. So PMP Sales augmented their inventory using our connections to special buys primed for massive profit margins to even things out.

Brian was able to sell almost all of his inventory, and even sold the racks and fixtures! Overall it was a profitable business move for Brian, who now enjoys more time with his family without sacrificing the lifestyle to which they've grown accustomed.



OVERSTOCK FURNITURE

20 years in business
One location
16K square feet

GOING OUT OF BUSINESS

10 weeks

1185 Sunrise Hwy.
Copiague, NY 11726

APRIL 2018

When Rachel received an offer on her building she couldn't refuse, she had to act fast. As luck would have it, the retail space right across the street was empty, so Rachel decided to stay in furniture retail with a slightly modified business model.

However, she needed help liquidating her 16K square foot building while simultaneously starting up her new boutique across the street. PMP Sales came in to expedite the process as thoroughly and efficiently as possible for Rachel.

RESULTS

Within a matter of weeks, Overstock Furniture liquidated enough stock to close down the larger store and open up a new shop using a smaller retail model.

Rachel is happy with her decision, as she deals with much less overhead and manpower now. She still utilizes our post-consultation services we offer to all clients.



VERMONT MATTRESS DEPOT

6 years in business

One location

14K square feet

STORE CLOSING

12 weeks

21 Adams Drive
Williston, VT 05495



MARCH 2018

Sean was fortunate enough to receive an investment from his parents when he started up his mattress store six years ago. He always knew he wanted to repay them.

The mattress business treated him well, enabling him to do just that. He was also ready to release them as partners, make a fresh start and be 100% owner of a new venture. So PMP Sales helped him make the transition profitably and smoothly.

RESULTS

The main task at hand was to empty his store and warehouse from inventory. With the right mix of advertising to bring the customers in, and the right methods of closing sales utilized every time, Vermont Mattress did ONE YEAR'S WORTH OF BUSINESS in THREE MONTHS.

Sean took a month off to spend some long-awaited time with his family, then promptly claimed his fresh start and opened his new store.



ENGSTROM FURNITURE

10 years in business

One location

20K square feet

STORE CLOSING

9 weeks

2435 Monroe Street
La Porte, IN 46350

OCTOBER 2017

The Engstrom family owned several businesses in northern Indiana. In a bold strategic move, the family decided to close the furniture store after 20 successful years.

They would sell the 20,000 square foot building for pure profit, and then focus their energy on their other businesses.

RESULTS

The Store Closing Sale began in October and performed so well that we extended it past the agreement date into late December.

The sale became so popular that the owner leveraged the attention to advertise the building for sale as well.

After 10 weeks, all remaining inventory was completely liquidated, giving the Engstrom family a broom-swept building to place on the market.



FRED'S BEDS

31 years in business

One location

10K square feet

STORE CLOSING

12 weeks

8601 Glenwood Avenue
Raleigh, NC 26617



JANUARY 2017

The owners of this multi store operation began in the 1980's selling waterbeds and evolved over the years to be a strong mattress, bedroom and youth retailer in NC. In early 2107, the family came to a mutual decision to shut down the last store. They called PMP Sales to help prepare and execute a profitable exit strategy.

RESULTS

The plan worked beautifully. After a 12-week GOB promotion, the showroom was left with just a few boxes. The PMP personnel blended well with their staff, creating an atmosphere of excitement and teamwork.

The family was able to shut the doors with a healthy profit in their pocket and their entire inventory liquidated into cash.

NAME OF STORE

How many years in business

How many locations

Square footage of each location

THEME OF SALE

00 weeks

Address Line One

Address Line Two

000-000-0000

Address Line One

Address Line Two

000-000-0000

MONTH, YEAR

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

RESULTS

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

NAME OF STORE

How many years in business
How many locations
Square footage of each location

THEME OF SALE

00 weeks

Address Line One
Address Line Two
000-000-0000

Address Line One
Address Line Two
000-000-0000

MONTH, YEAR

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

RESULTS

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

NAME OF STORE

How many years in business
How many locations
Square footage of each location

THEME OF SALE

00 weeks

Address Line One
Address Line Two
000-000-0000

Address Line One
Address Line Two
000-000-0000

MONTH, YEAR

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

RESULTS

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

NAME OF STORE

How many years in business
How many locations
Square footage of each location

THEME OF SALE

00 weeks

Address Line One
Address Line Two
000-000-0000

Address Line One
Address Line Two
000-000-0000

MONTH, YEAR

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

RESULTS

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

NAME OF STORE

How many years in business
How many locations
Square footage of each location

THEME OF SALE

00 weeks

Address Line One
Address Line Two
000-000-0000

Address Line One
Address Line Two
000-000-0000

MONTH, YEAR

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

RESULTS

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

NAME OF STORE

How many years in business
How many locations
Square footage of each location

THEME OF SALE

00 weeks

Address Line One
Address Line Two
000-000-0000

Address Line One
Address Line Two
000-000-0000

MONTH, YEAR

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

RESULTS

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

NAME OF STORE

How many years in business

How many locations

Square footage of each location

THEME OF SALE

00 weeks

Address Line One

Address Line Two

000-000-0000

Address Line One

Address Line Two

000-000-0000

MONTH, YEAR

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

RESULTS

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

NAME OF STORE

How many years in business

How many locations

Square footage of each location

THEME OF SALE

00 weeks

Address Line One

Address Line Two

000-000-0000

Address Line One

Address Line Two

000-000-0000

MONTH, YEAR

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

RESULTS

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

NAME OF STORE

How many years in business
How many locations
Square footage of each location

THEME OF SALE

00 weeks

Address Line One
Address Line Two
000-000-0000

Address Line One
Address Line Two
000-000-0000

MONTH, YEAR

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

RESULTS

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

NAME OF STORE

How many years in business

How many locations

Square footage of each location

THEME OF SALE

00 weeks

Address Line One

Address Line Two

000-000-0000

Address Line One

Address Line Two

000-000-0000

MONTH, YEAR

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

RESULTS

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

NAME OF STORE

How many years in business
How many locations
Square footage of each location

THEME OF SALE

00 weeks

Address Line One
Address Line Two
000-000-0000

Address Line One
Address Line Two
000-000-0000

MONTH, YEAR

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

RESULTS

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

NAME OF STORE

How many years in business
How many locations
Square footage of each location

THEME OF SALE

00 weeks

Address Line One
Address Line Two
000-000-0000

Address Line One
Address Line Two
000-000-0000

MONTH, YEAR

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP. What it was like, what prompted this client to contact PMP.

RESULTS

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

What were the results? How did the client reach their goal? Where did they go from there? What were the results? How did the client reach their goal? Where did they go from there?

