
CLIENTS'
ACTUAL RESULTS

KIB



**Promotions
Mean
Profits**

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President

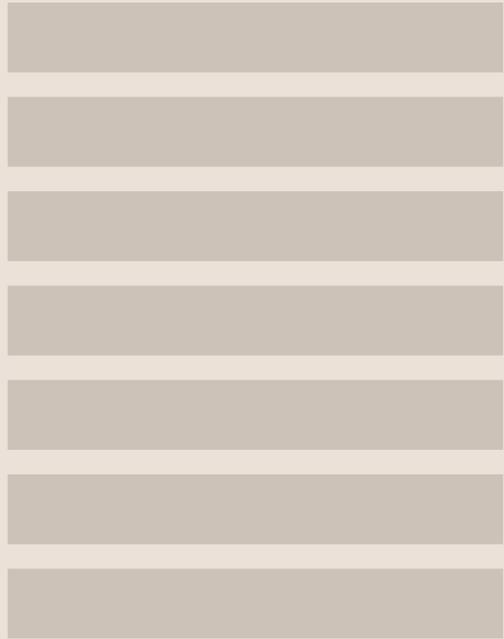


Ron Cooper
Vice President



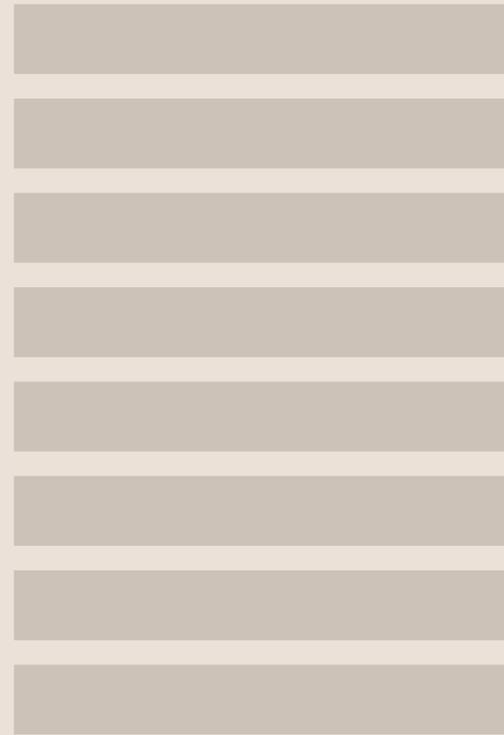
Cynthia Heathcoe
VP of Business
Development

RESTRUCTURING

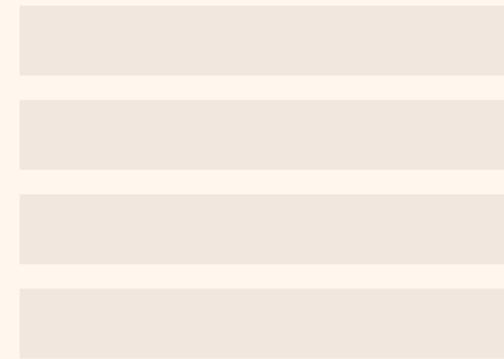


REMODELING

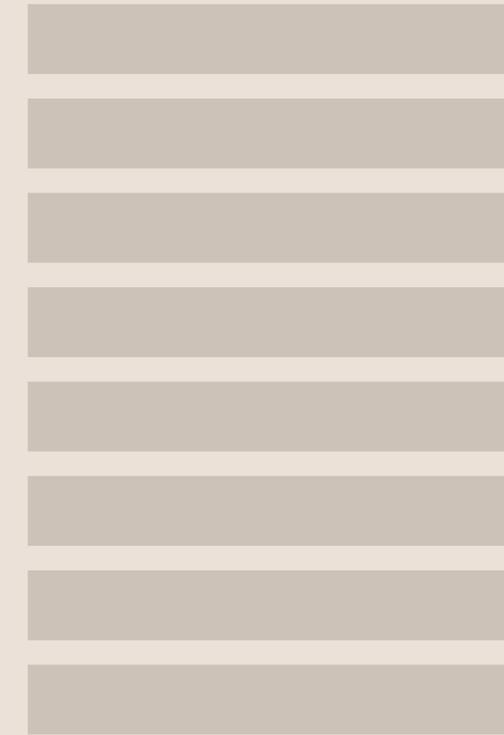
RENOVATION



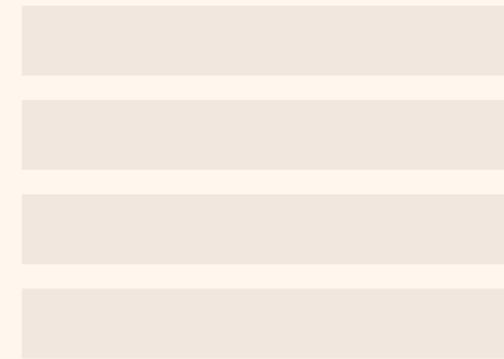
RETIREMENT



MOVING



OTHER THEMES



today's home

PITTSBURGH DESIGN CENTER



TODAY'S HOME

66 years in business

One location

60K square feet

REMODELING SALE

6 weeks

1840 Greentree Road

Pittsburgh, PA 15220

412-444-0021

JANUARY 2020

Today's Home had become a landmark in the Pittsburgh area from serving the community for over 66 years. Owner, Jeff Lenchner, felt it was time for his iconic building to finally get a facelift. He hired a reputable architect who skillfully designed a revised façade while retaining the building's identifying character from decades past. Both men are members of Furniture First, a buying group of which PMP is a preferred vendor.

The architect recommended that Jeff capitalize on this transition by running a promotion using PMP. Having used another well-known promotion company several times in the past, Jeff took some time to consider whether or not he should try something new. After speaking with us he decided to go with his architect's recommendation, and hired PMP.

RESULTS

In all those decades of continued success, Jeff had never utilized certain forms of advertising, such as the private letter, the jumbo post card, and roadside advertising. It was in response to such advertising that hundreds of new customers Jeff had never seen before flooded through his doors during the promotion.

Today's Home made almost all of them into loyal repeat customers with their commitment to quality and policy standards of customer service. While speaking with us after the promotion was over, Jeff said there is no comparison between his previous promotion company and PMP, stating it was like "apples to oranges."

The store got its facelift, plus an influx of liquid cash that would have not otherwise been generated.



TREEFORMS

22 years in business
Two locations
33K & 6K square footage

REMODELING SALE

8 weeks

4831 Old Seward Hwy.
Anchorage, AK 99503

1830 E. Parks Hwy. #104
Wasilla, AK 99654

907-332-9350

SEPTEMBER 2019

Doing business in Alaska ain't for the faint of heart! David Meril was carrying far too much inventory for his two stores, so he hired a consultant to help him figure out how to bring balance to the situation.

One of the stores was significantly smaller, so the consultant advised that Treeforms convert that location into a clearance outlet.

They also suggested that PMP be brought in to make the transition a smooth and profitable one.

RESULTS

During the first few weeks of the promotion, Treeform's TRIPLED their normal volume. They open-mindedly experimented with different types of advertising they had never tried before, including direct mail and a roadside campaign. That, coupled with the strong sales force sent in by PMP, helped to liquidate nearly \$400K worth of excess inventory within three months.

Overall, the projected numbers for volume and profit were exceeded. Immediately following the promotion, David began planning the clearance outlet conversion and a Grand Re-Opening. Halfway into our preparations, however, the pandemic hit and everything came to a halt. We hope to publish another update soon once the gears are back in motion for Treeform's conversion and Grand Re-Opening.



JOHN KILMER FINE INTERIORS

8 years in business

One location

10K square feet

REMODELING SALE

8 weeks

890 William Hilton Pkwy.
Hilton Head Island, SC 29928

843-785-2227

JULY 2019

At the tail end of the Great Recession in 2010, the owner of a five-store high-end designer chain unexpectedly passed away. Plans were put in motion to close all five stores, but the GM of this store, John Kilmer, had a dream. John decided to keep this one open under a new name, and he was rewarded with flourishing success.

A few years went by before a major competitor moved in nearby, affecting cash flow a little more noticeably with every month that passed. Knowing he must take action in order to face this challenge head-on, John sought the advice of a good friend who also owned a furniture store.

This friend had recently updated and expanded his showroom, and he had used PMP to maximize the event into a profitable venture. John knew that was the answer he was looking for.

RESULTS

By running a promotion while updating and expanding his store, John not only benefitted from the additional cash flow it created, but also learned about the processes PMP instills for maximum profitability. Part of this was opening to the idea of new vendors that he never would have considered before.

Now, by offering new lines at more affordable prices, John has expanded his market share which allows for increased business unrelated to the new competition. His business volume is maintained at a stronger level than before with his eggs in more than just one basket.



ISAAK'S HOME FURNISHINGS

60 years in business
One location
12K square feet

REMODELING SALE

9 weeks

1010 West Nob Hill Blvd.
Yakima, WA 98902

509-248-1622

APRIL 2019

Many retailers are apprehensive about hiring a promotion company, and the owner of Isaak's Home Furnishings was no exception.

After two years of inner deliberation and a particularly slow spring season in 2019, Edward Reickelman knew it was going to take something out of the ordinary to stay afloat through the lean summer that lay ahead. He pushed past his trepidation and sought a consultation with PMP.

RESULTS

After deciding on an appropriate theme of Remodeling Sale, Isaak's volume doubled within a two-month period. This substantial increase in cash flow freed up his credit lines, enabling him to get current with all his vendors.

The event not only set the store up for continued success through the summer months, but provided additional funds for some minor remodeling for a fresh new look.

Crosby's FURNITURE



CROSBY'S FURNITURE

20 years in business

One location

6K square feet

RETIREMENT SALE

10 weeks

1871 Watson Blvd.
Warner Robins, GA 31088

478-328-9985

APRIL 2019

After serving their community for over 20 years, Betty Crosby and her husband were ready to retire and pass the family business down to the next generation.

Her plan was to turn her \$200K inventory into cash for retirement, and give their son, Nevada, a fresh start with the store.

We consulted Betty on running a Retirement Sale, and the wheels were set in motion.

RESULTS

This event turned out to be a good example of the old adage, "Life is what happens when you're busy making plans." The sale ended early by mutual consent, but not all was lost.

Through PMP's market testing performed during the sale, Crosby's learned that direct mail post cards are an extremely effective mode of advertising for them, which they will continue to utilize to boost sales in the future.

Also, Crosby's sales team learned new and more successful ways to sell.

Betty finished out the event on her own with the support of PMP' resources, and then she and her husband retired as Nevada took over the business.



MATLOCK FURNITURE

Four years in business

One location

11.5K square feet

REMERCHANDISING SALE

8 weeks

489 S. Camino Del Rio

Durango, CO 81303

970-422-8015

JANUARY 2019

Walter was still in the first five years of make-it-or-break-it business when a particularly sparse winter hit in 2018. Without snow in the winter, tourism drops in Durango... and business drops with it.

As an active Furniture First member, Walter conversed with his peers about his situation, and received recommendations of PMP. Wanting to start the new year off right and give his business the fighting chance it deserved, he contacted us. He had worked too hard up to this point to let one winter take it all away.

RESULTS

PMP prepared a customized theme that both satisfied Walter's comfort level, and packed enough of a punch to get noticed in the community.

The promotion succeeded in selling off Matlock's obsolete inventory that had built up. Walter took our recommendations to bring in some new lines and categories that would round out his selection and give him an advantage over his competitor at the center of town. Our team showed his people better selling techniques.

Matlock's future is looking brighter than ever, and they are looking forward to celebrating their Five-Year Anniversary next year!

GASIOR'S

FURNITURE & INTERIOR DESIGN



GASIOR'S FURNITURE

40 years in business

One location

10K square feet

RETIREMENT SALE

12 weeks

2152 US Hwy. 206
Belle Mead, NJ 08502

908-874-8383

JANUARY 2019

This iconic family-owned furniture store had done very well for decades. Suddenly, it seemed, business dropped off. Volume began a steady decline and customers were no longer coming through the door.

With plans to retire soon, Richard Gasior knew it was time for a drastic change or the business would go under.

PMP provided a free on-site consultation and learned that Gasior's customers had all aged out, and the company had not stayed current with the times. We assembled a plan of action to attract a new and different customer base to rebuild the once-celebrated community icon.

RESULTS

Richard took this event as his opportunity to retire, and he passed the business on to the next generation who was ready to take on the challenges that transforming into modern times would require.

We completely re-merchandised Gasior's selection, targeting the main demographic of their surrounding community. Their market share immediately increased when the hustle and bustle of the Retirement Sale attracted hundreds of brand new customers.

Gaisor's old inventory was liquidated into instant cash which funded new types of advertising that catered to the new crowd. Due to purchasing the new lines at better values through PMP' credit lines, their GPM jumped up almost 10 points!

If Gaisor's continues to operate under the concepts we instilled, the next generation

THE ONE BIG STORE IN SOLVAY
CHINA TOWNE
— FURNITURE AND MATTRESS —



CHINA TOWNE FURNITURE & MATTRESS

48 years in business

One location

30K square feet

YEAR-END INVENTORY REDUCTION

9 weeks

2320 Milton Ave.

Solvay, NY 13209

315-488-0419

DECEMBER 2018

Since our original promotion with Jay in 2012, our relationship has grown to become mutually beneficial on an almost annual basis.

Jay employs our services whenever his business needs a “shot in the arm.”

Most recently, China Towne was overstocked with clearance and odds and ends, and wanted to make room for the upcoming season’s merchandise.

RESULTS

This time, we ran a “Year-End Inventory Reduction” and cleared out a lot of the harder-to-sell pieces, making room for the new shipments.

With each promotion we run, the community’s awareness of China Towne increases and business steadily increases over time.



GARDNER'S MATTRESS & MORE

29 years in business
Two locations
7K and 3.5K square feet

REMODELING SALE

8 weeks

830 Plaza Blvd.
Lancaster, PA 17601
717-299-6228

2495 Lincoln Hwy. East
Lancaster, PA 17602
717-490-6755

SEPTEMBER 2018

Jeff and Ben enjoyed great success owning a bedding store. Two years ago, they decided to open up a factory-direct furniture and mattress concept. Curiously, the traffic just didn't flow to the new store as it always had to the first store. So they looked to PMP for a solution.

RESULTS

Results: Our initial evaluation of Gardner's situation revealed that their lineup at the new store was the culprit.

We helped them remerchandise the store, stocking missing categories at the right price points. While our team was there, they taught Gardner's salespeople about our TO (take over) system, and the closing ratio at both locations increased significantly.



HANSEN'S HOME FURNISHING CENTER

46 years in business
One location
30K square feet

REMODELING SALE

11 weeks

1604 Sisk Road
Modesto, CA 96350

209-577-1570

JUNE 2018

Randy had always had a mind for business, and when he saw that his 30K square foot space could be downsized to operate under less overhead while still bringing in as much volume, he wanted to act quickly.

He contacted PMP, who is a service provider for his buying group, Furniture First.

RESULTS

In 11 weeks, we accomplished Randy's goals efficiently and cost-effectively. He now does the same business in a smaller footprint with less manpower.

The promotion simultaneously increased the community's awareness of his store which set him up for even greater overhead efficiency than originally anticipated.

ELGIN

FURNITURE



ELGIN FURNITURE

69 years in business
Three locations
1K square feet per store

CONSOLIDATION SALE

10 weeks

26400 Lakeland Blvd.
Euclid, OH 44132

4610 Northfield Road
North Randall, OH 44128

2040 Lee Road
Cleveland Heights, OH 44118

216-441-4500

MARCH 2018

This father/son duo had enjoyed great success along Lake Erie for 70 years. However, most of their business came from in-house financing and they had tapped all remaining potential for growth in that area. Since all three of their locations were relatively close to one another, Jed and Matt considered two options to increase profitability:

- A) consolidate their locations in to one in order to reduce overhead while still generating the same amount of volume; or
- B) rebrand to appeal to more cash customers that would enable further business growth.

They contacted PMP for a free initial consultation, and we created a plan that

RESULTS

We used the promotion to test new forms of advertising that targeted cash customers, while still recruiting their loyal base. We assisted them with key alterations to their merchandise lineup, which resulted in a higher profit margin.

By the end of the sale, Elgin had learned how to cater to both cash and credit customers. They decided to keep all three locations open and continue with the rebranding process, increasing profitability and securing their future.



ROTMANS ATTIC

45 years in business

One location

160K square feet

\$12M INVENTORY REDUCTION

4 weeks

725 Southbridge Street

Worcester, MA 01610

508-438-4000

DECEMBER 2017

At 160 square feet, Rotman's has enjoyed being the largest furniture showroom in New England. With a strong sales staff and highly effective advertising in place, Rotman's excelled at moving new and special order merchandise.

So well, in fact, that their clearance area, labeled "The Attic", had accumulated decades worth of off-season, returned, cancelled, scratch & dent, and discontinued merchandise and was severely overstocked.

In order to prepare for the next season's shipment of goods to arrive, Rotman's knew they must do something drastic to make room in the Attic. They contacted PMP to assist them with their annual clearance event.

RESULTS

After placing eight seasoned sellers into the Attic and launching a hard-hitting advertising campaign for their annual clearance event, Rotman's successfully sold off most of their obsolete goods. In addition, the sale turned over their entire old stock of mattresses, along with over 40 King adjustable bases.

We were able to discuss fresh strategies with Rotman's Advertising Director, which drove heavy traffic on both the weekends and the otherwise slower days of the week. Rotman's other departments benefitted from the sale as well, as Rotman's watched sales increase across the board during the event.

Despite challenges presented by inclement weather, the sale was extended an extra



DAVIS FURNITURE

38 years in business

One location

30K square feet

RETIREMENT SALE

8 weeks

125 S. Wenatchee Ave.

Wenatchee, WA 98801

509-662-4511

OCTOBER 2017

Bumps' Davis Furniture is a well-known and dearly loved family-owned business in central Washington. After 39 years of serving his community with a well-priced mix of traditional and trendy home furnishings, Roger Bumps felt it was time to turn the reins over to his daughter, Sarah, who he'd trained in the business since she was young.

Roger wanted to give Sarah the best possible start, and he knew that meant liquidating the overstocked and stale inventory so she could have room to expand on her own ideas for the store.

We met with Roger and Sarah, and together created a strategy that would accomplish both of their objectives profitably.

RESULTS

The 8-week Retirement Sale shot off with a bang, and maintained momentum throughout. The community was more than happy to support Davis Furniture in their efforts to clear out inventory, and it was a topic of conversation everywhere Sarah went.

The sales numbers exceeded the projected volume (over three times normal volume), the GP Margin increased by 3%, and the cost of advertising came in well below what was anticipated. Davis' employees were exposed to new, more successful strategies for selling. Sarah learned new effective advertising techniques that she will continue to utilize in the future. Nearly all the existing inventory marked for liquidation was sold, and Davis found they had to continuously re-order new merchandise to keep the showroom full during the promotion.

Sarah is now equipped with the tools, strategies, and blank slate that every new



JENNER'S FURNITURE

28 years in business

Three locations

12K, 15K & 15K square feet

RESTRUCTURING SALE

9 weeks

5618 Hwy. 95
Mohave Valley, AZ 86426
928-768-7632

5701 Hwy. 95
Ft. Mohave, AZ 86426
928-788-1714

1595 Joy Lane
Ft. Mohave, AZ 86426
928-768-5404

SEPTEMBER 2017

After 25 years of running this three-store chain, the family patriarch passed away unexpectedly. Without hesitation, son Trevor stepped up and moved his young family across the state to carry on the legacy.

However, after having built his own career in a much different field, Trevor found the furniture business to be more challenging than expected. Not only that, but the stores were located in the middle of the desert, with one strong competitor who had been the company's antagonist for decades.

Determined to succeed, Trevor sought out consultation. The professionals advised that Jenner's contact PMP to help them liquidate excess inventory and receive hands-on sales training and successful

RESULTS

Within the span of six weeks, Jenner's had liquidated their excess inventory and raised a large amount of cash to purchase fresh goods. Their sales numbers doubled, and the newly introduced advertising techniques expanded their market share beyond it's typical 10-mile radius.

When the competitor began circulating copy-cat ads, Jenner's was finally in a place of power to demand a cease and desist, ending the 25-year bullying streak.

Jenner's sales team gained effective selling tools for ongoing success, and the store profitably restructured itself into a stronger, more durable model equipped to thrive in its own surroundings.

ROME FURNITURE



ROME FURNITURE

72 years in business

One location

60K square feet

RETIREMENT SALE

10 weeks

562 Main Street

Gardner, MA 01440

978-632-0687

AUGUST 2017

Once a retail giant in what used to be known as the Furniture capital of NE, Rome Furniture began to experience declining sales. As time drew on, stale inventory began to accumulate.

By the time Arthur, the president of the company, was ready to retire, Rome Furniture needed professional help resetting the business before handing it over to the new management team.

They contacted PMP and our affiliate PFP, and after a few strategic planning sessions outlining the most important goals and objectives, we collectively launched a massive Retirement Sale.

RESULTS

The strategic augmentation of inventory facilitated the successful liquidation of the stale merchandise overwhelming the warehouse. New and different types of advertising were introduced, which attracted a wider variety of consumers.

The event was staffed with highly-motivated salespeople, who set a positive example to Rome's existing staff, demonstrating successful selling techniques and higher closing ratios.

The sale ran so smoothly that Arthur was able to leave for vacation and hand over the ropes earlier than anticipated. A Grand Re-Opening is scheduled for Rome Furniture in 2018.



GREAT DEALS ON FURNITURE

12 years in business

One location

40K square feet

REMODELING SALE

8 weeks

270 Bobby Jones Expressway

Martinez, GA 30907

706-447-4473

JUNE 2017

Being the second generation in a family of experienced furniture retailers, Eddie and Carol Kennedy had done a superb job of branding themselves as loved icons in their community for the past 12 years. Their reputation, coupled with their skilled advertising program, contributed to their success as the foremost furniture retailer in the area.

The business was bringing in a steady average of \$30K per week, but the owners knew they could do better. Having heard of PMP through their buying group, Furniture First, Eddie and Carol contacted us for help. After our initial consultation, we discovered that a Remodeling Sale would induce the best response from the community.

RESULTS

The event was received well by the community, and business immediately improved. PMP' expert formula was producing results. However, Eddie and Carol knew it could be better, and they approached our advertising department with the request to place their images and voices back into the advertising. As soon as we did, things changed dramatically.

By combining these well-known community icons with our proven advertising methods, the success of the sale skyrocketed. Weekly sales climbed to \$60-\$70K per week, and by the end of the event the store was well-funded to begin renovations.

They knocked down walls and increased the showroom space. They installed all new flooring and repainted. The offices were upgraded, and store personnel felt just as renewed as their workplace. Eddie has since taken advantage of our complimentary post-consultation services and calls regularly for continued guidance on merchandise and personnel.



KLOSS FURNITURE

40 years in business

One location

40K square feet

REMODELING SALE

6 weeks

1246 Central Park Drive

O'Fallon, IL 62269

618-628-2802

APRIL 2017

This Furniture First member was about to embark upon a remodeling project to add a Bargain Corner offering lower price points which would attract different customers.

After meeting PMP at the annual Symposium, they decided to offset their remodeling costs with a high-impact event run by PMP.

RESULTS

The strategy worked, and Kloss' market share expanded into the Latino community. Their overall foot traffic increased by 25%, and they were able to sell off a significant amount of old inventory.

The new Bargain Corner was successfully created with a built-in customer base for the future.

Although we didn't hit the projected volume for the entire event, the costs of remodeling were considerably offset by the increased business.

