

FURNITURE FIRST BUYING GROUP

YOUR MEMBER **BENEFITS**



**Promotions
Mean
Profits**

FURNITURE 1ST MEMBERS ONLY

As a Furniture First Member, you have access to exclusive discounts with the nation's best furniture retailer resource vendors. Those benefits now include a Preferred Service Provider for the area of **high-impact promotions & consulting**, Promotions Mean Profits.



Lark Shirley-Stevens

Executive Director of Membership

FURNITURE 1ST NAMES ITS PREFERRED SERVICE PROVIDER FOR HIGH-IMPACT SALES:



Promotions Mean Profits

PMP is a sales promotion & consulting company that has evolved with the times, creating successful strategies for independent retailers to produce the extra cash required to stay on top while increasing retailers' market share with our short-term high impact sales events.



pmpsalesusa.com

"After seeing one success story after another, it felt only natural to bring PMP on as one of our preferred service providers."

"Both companies, PMP Sales and Furniture First, have one common goal: To help independent furniture retailers grow their profitability."

"Furniture First is dedicated to our members' success by expanding the range of resources available to them at preferred pricing. *This partnership will benefit everyone.*"

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THE BUSINESS NEWSPAPER OF THE FURNITURE INDUSTRY | www.furnituretoday.com

SPECIAL MEMBER RATES

7% on all Gross Sales

during promotion period

Strictly commission based. **Manager fee included.** Fees don't begin until after the first week of the promotion ends.

- All appropriate forms, manuals, and web-based reporting system that shows real time profit & loss in the areas of merchandise, advertising and overhead
- Advertising copy and content, with customized professional graphic design at no additional charge

PMP offers full-service retail promotions designed to **accelerate revenue** and strengthen a retailers business model.

SERVICES INCLUDE:

- One Project Manager (compensation included in fee)
- As many Sales Consultants as needed, paid 5% on their own sales (housing costs included in fee)
- Initial consultation on theme, merchandise, atmosphere, selling techniques, modes of advertising
- Continued consultation via phone and personal visits for the duration of the event



"Kick off was today! Amazing, exceeded my expectations! I wish you could see my store, it has never looked better. Customers were lined up at the door. Joey and I are very pleased."

- **Dianne Ray, Garden City Furniture in Garden City, SC**



"During my Grand Re-Opening event we made record sales never seen before in my company."

- **Michael Fiacco, Bennington Furniture in Bennington, VT**



Promotions Mean Profits

CLIENT QUOTES



"I trusted you because I had a good sense about your integrity. Amazingly, we made record-breaking sales two consecutive weeks during the promotion, and this entire year has been a milestone in China Towne's history due to PMP's involvement."

- **Jay Yennock, China Towne Furniture in Solvay, NY**



"Margin was up over 53%, advertising stayed within budget and our volume was around 20% higher than expected. PMP delivers more than they promise!"

- **Sarah Bumps, Bumps' Davis Furniture in Wenatchee, WA**



"By the end of our 8-week Renovation Sale, not only had we met our projected profit, we had raised more than enough cash to cover our entire renovation costs."

- **Larry Mark, FWDG in Beaufort, SC**

SAMPLE PROFIT PROJECTION

PMP requires **no money upfront**, our services extend beyond other promotion companies, and we are paid **strictly on commission** of the sales made during the promotion.

The illustration to the right is an example of what our process accomplishes for a Furniture 1st retailer in terms of **financial gain**.

More than half our sales are designed to **strengthen a retailer's business**, setting them up for continued success. As part of our process, we strongly recommend to our prospective clients that they join a buying group such as Furniture 1st.



Cynthia Heathcoe

VP of Business Development
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This example of an 8-week event is based on our experience and may or may not hold true for your specific operation.

TOTAL SALES \$1,000,000

COST OF MERCH 55% \$550,000

GROSS PROFIT 45% \$450,000

ADVERTISING 8% \$80,000

SALESPEOPLE 5% \$50,000

PMP SALES & MGR 7% \$70,000

STORE OVERHEAD 10% \$100,000

CREDIT CARD FEES 2% \$20,000

TOTAL EXPENSES \$320,000

RETAILER NET PROFIT \$130,000

Additionally, PMP provides a **5% QUARTERLY REBATE** to Furniture 1st on paid commissions.

Contact us now to schedule your free no-obligation consultation.