

HPMKT

HIGH POINT MARKET

The Casegood Gal

High Point Market is **RIGHT**
Around the Corner!!

October 22nd-24th 2016

We are now making appointments! Please contact Karen in my office to schedule your time to visit our showroom!

Do you know what a **HENRY** is??

They are doing 40% of ALL U.S. consumption spending!

High
Earners
Not
Rich
Yet

This group of consumers, which represents 18% of U.S. households have an income of \$100,000-\$240,000 and want to purchase different styles from their parents, and love to find "new" brands. Represent different styles in your showroom. Consumers have different tastes. Its best to have a selection of all styles of furniture! Contemporary,

Country, Traditional, Rustic...

Ashley Furniture has them ALL!

**ASHLEY**
FURNITURE INDUSTRIES, INC.

sierrasleep™

Signature
DESIGN
by ASHLEY

Dust is a protective coating for fine furniture.

- Mario Burata

@ashfinc1.com



Be on the lookout for a new updated Ashley Direct! Hoping to roll it out this month!

DID YOU KNOW?

Did you know on the Home page of Ashley Direct at the top, there is a communication report titled Limited Product Availability? This report updates every 2 weeks and should be used to plan your orders and events! Be Proactive!

sted:	10/03/2016	New AshleyDirect.com Coming Soon!	re...
sted:	09/29/2016	Communication Alert.....Limited Product Availability ...	
sted:	09/29/2016	Hot Buys	more...
sted:	09/29/2016	Removing items previously allowed to ship Direct to Cons	
sted:	09/21/2016	New & Improved Item Status/ATP Screen	more...
sted:	08/26/2016	Browser Version Warning	more...

Main topic: **YOUR WEBSITE and Store environment**



On your website do you have a FAQ that leads to a YouTube video that goes thru the 5 most frequently asked questions? People want to see people. Let's face it, Millennials HATE to read.

Looking to lower returns from online sales? Have better content, images, descriptions, room planners, and even product videos! Chart why things are coming back, and what items are returned the most. Find the pattern. Fix the pattern.

The only really good place to buy lumber is at a store where the lumber has already been cut and attached together in the form of furniture finished and put inside boxes.”
-Dave Barry

We are in the home stretch of 2016, which usually proves to be a big business quarter. It's time to take a good look at your showroom and make it customer ready. Here are a few suggestions to help get ready!

Assign each sales person on your floor a section. Make it their responsibility to check it daily. Have them walk thru every day and look for the following.

Price tags. Does each piece of furniture have a price tag? Is it in good shape? Replace your torn or tattered price tags.

Garbage. Is there any garbage in the section? Napkins, wrappers, etc?

Overall look of the vignette. Are the beds made nicely? Lamp shades straight? Pillows straight? Accessories in order?

Light Bulbs. Are their blown out lightbulbs? Replace immediately. The proper lighting can make a room!

You never get a 2nd changes to make a 1st impression. Have your showroom looking its best at all times.

Who does the environment of your store attract?

Does it tell the story of the growth of your business? Is there a customer wall of thanks? Do you have an employee wall that spotlights and employee of the month? Do you have a board that explains your commitment to quality and customer service? Are you a part of the community? Do you sponsor a local team, Donate to a local school? Do you have an app for customers while they are in the store? Do you ask for customer testimonials?

TRENDING

As reported in Furniture Today, Great rooms are remaining a priority. “The Kitchen island has become the social place in the home.” This is a quote from Interior Designer Heather McCune. Ashley Furniture is constantly studying trends, and expanding their line to meet the needs of the marketplace. Take a look at the kitchen islands Ashley has to offer! Let's put a few on your floor! Staying Current will help you STAY in business.

D663



D658



D639



“TRENDS, LIKE HORSES, ARE EASIER TO RIDE IN
THE DIRECTION THEY ARE GOING.”

JOHN NAISBITT

© Lifestack Books



In 2015 the average median household income went up, and the lower income families had the biggest percentage of increase. That is how we stayed out of a recession, strong consumer spending! Can it keep up?

Good NEWS.

Consumer confidence is at its highest since the recession. Consumer spending is up 2.9% in the first half of this year and average savings rate in August moved to 5.7% from 5.6 in July.

Get ready to promote! Select items are available for promotion in October, November and December at an extra 5% discount. Qualifying for the extra discount is easy!

Simply advertise the specified product of the month and provide a copy of your ad to your Marketing Specialist. You or your Marketing Specialist can place your order but if you place the order, be sure to send the order number to them so the discount can be applied.

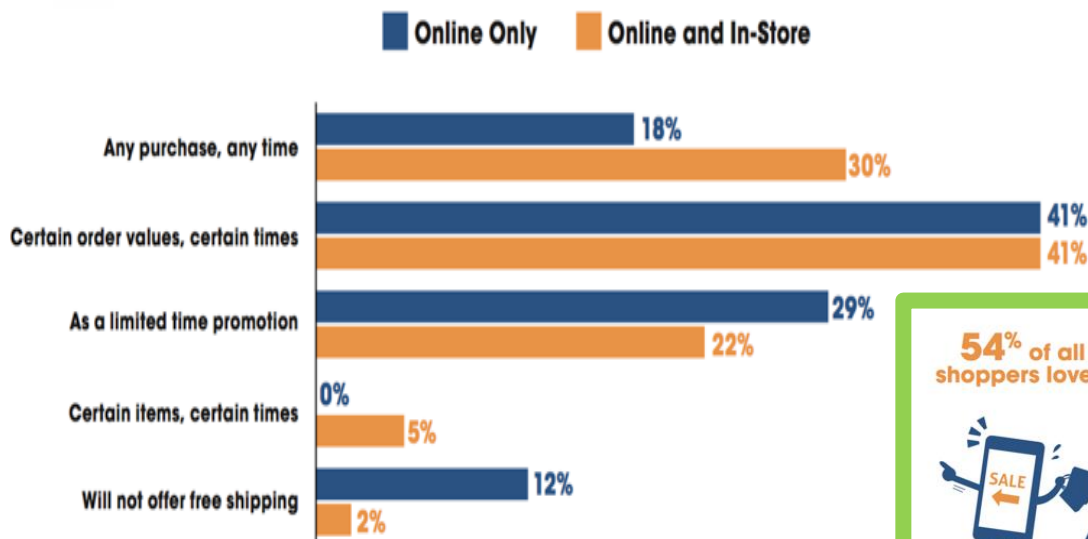
There are many ways to take advantage of the 5% promotion. Traditional advertising in newspapers, circulars or direct mail are one way. Or try an on-line approach with offers on your web site.

Ashley has some great advertising and promotional partners that have a wide variety of ways to promote. Fix a budget, plan what goods you'd like to run and take advantage of the 5% deal to sharpen your pricing. Ask Gay for more ideas today!



Just a Thought... What are your delivery and shipping charges? Are you in line with your competition?

Retailers Free Shipping Strategy



54% of all Millennial shoppers love flash sales.



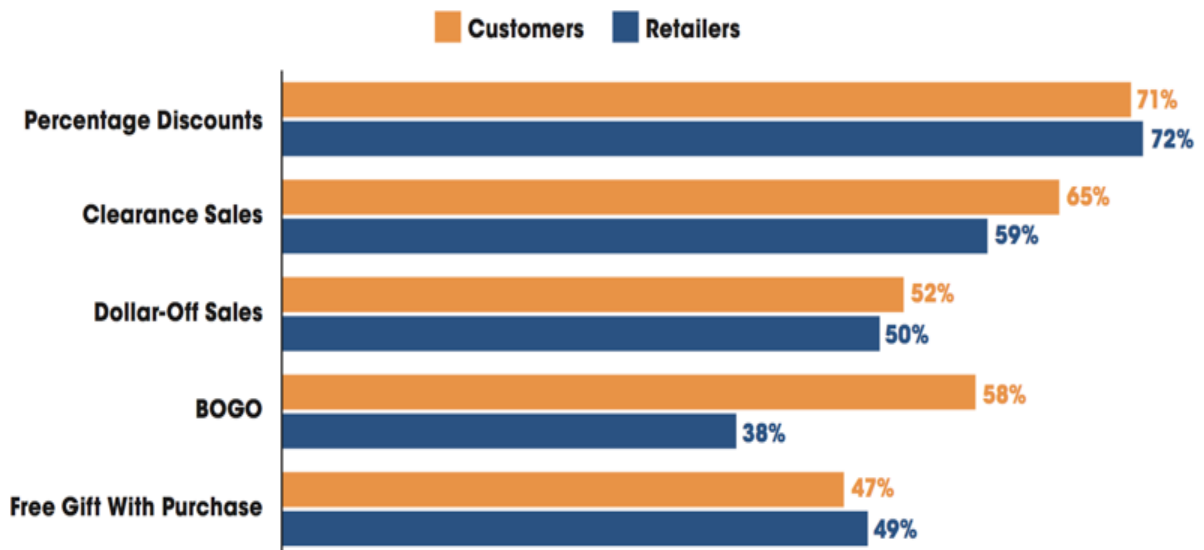
Are you ready for BLACK FRIDAY?

If not, better start thinking! Get your ads together. Order your door busters. Have your hook. Its weeks away! Please contact Gay for HOOK ideas! Ashley Furniture has partnered with several companies. We have dinnerware, Best Buy, Gift cards etc. Not sure what you want to do for a sale? Ask Gay! She is your Marketing Specialist for Casegoods! Please don't hesitate to contact us.

We want to help you be successful!

Black Friday
Cyber Monday
Scan special
coupon
ad
special
Thanksgiving
store

Holiday Promos That Make You Want To Buy & What Retailers Plan To Use





For your Business
and Support!!

We appreciate your support. If you are need
of anything, please feel free to contact us!

WE are a TEAM!

Your Ashley Casegoods Team!

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Visit Our Website

<http://casegoodsgal.com>

Signature
DESIGN
BY
ASHLEY

**SUPPORTING THE
FIGHTERS,
ADMIRING THE
SURVIVORS,
HONORING THE
Taken,
AND NEVER, EVER GIVING UP
HOPE.**



ASHLEY
FURNITURE INDUSTRIES, INC.