

The Casegood Gal

HPMKT

HIGH POINT MARKET

October 13th-October 17th

We hope to see you there!



HAPPY FALL Y'ALL!

What's the best way to advertise to Millennials?

As reported in Furniture Today, we are not reaching the next generation of consumers effectively. There is a massive wave of shoppers setting up their first households, and they simply do not know about local furniture stores where they can get great values on terrific product, because they do not read the Sunday paper, do not watch a lot of network and cable TV and just don't come across their local furniture stores advertising. This generations lives on their phones! You have to advertise on Social Media, or Streaming Television. Food for thought, The Winner for Outstanding Drama at this years Emmy's, The Handmaid's Tale, only streams on Hulu. This generation is starting to buy, and you want to be on their radar! Please contact Gay today for Social Media Marketing ideas!!

HERE'S WHAT MILLENNIALS ARE REALLY LIKE...

THINK YOU KNOW THESE YOUNG ADULTS?

In our TODAY/Greatist survey, 18-34 year olds reveal their true selves.

87% work out MORE THAN once a week

50% of millennials cook 4+ TIMES A WEEK

They spend 1/3 of their money on groceries

70% value a purposeful career over salary

75% check multiple social media sites, MULTIPLE TIMES A DAY

TINDER GENERATION? Nearly 60% find love through friends or shared interests

42% said that getting married was extremely important to them

FORGET GHOSTING: 90% said the most effective way to end a relationship is in person

80% don't think they should be expected to RESPOND TO EMAILS on the weekend or at night

*Results based on survey findings from 2954 responses, aged 18-34.

GREATIST.com TODAY



Please take the time to walk thru your showrooms and take a good look at your dining room vignettes. People are out shopping for dining rooms this time of the year. If you are not showing any formal dining room, lets get one picked out and on your floor. Contact Gay today for more information on our best sellers!

D648



D397



D338



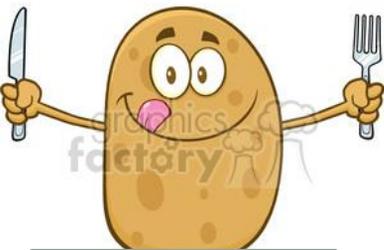
D335



D578



Make sure your sales team take the time to show their clients the all wood construction of our dining chairs! Have them flip the chairs over and show customers! Also if the table has a leaf.. Make sure they are opening the table up to show the customers how big the table can be! Let them envision their Thanksgiving Table!



Ashley has great styles shipping NOW

Time to Dine





Signature
DESIGN
BY ASHLEY

Shipping NOW
B221



Shipping NOW
B218



Shipping NOW
B273



Shipping NOW
B529



It is time for a Summer Floor Sample Clearance Sale! All of these new styles and MORE are shipping NOW!

Shipping NOW
B719





EMPLOYEE APPRECIATION

A survey by World at Work reported that 88% of organizations have a staff recognition program in place. This can range anywhere from Employee of the Month, Quarterly Functions, gift cards, etc. Here are a few suggestions for you!

1. Family Bowling Night. Invite Employees and their families to your local bowling alley. Have prizes for Highest Score as a family or team!

2. Meet at your local park for a good old fashioned Pot Luck! Burgers and Dogs, Frisbee and potato sack races! Get a chance to know your employees and their families they are providing for!

3. End of the Year Holiday Party. Give out awards for Top Salesperson, Most organized, Highest Closing Ratio, Highest average sale, Team Clown, Best Dressed ,ETC.

4. Recognize your employees in a public setting. Take to your companies Facebook or Twitter! Highlight who they are, and why they are such a super employee!

5. Have a Wall of Fame in your store! Display pictures of employees and some of their accomplishments. Maybe it is a gorgeous room they have put together for a customer, a wedding, engagement, new baby. Everyone loves to feel the love!

THE MOST BEAUTIFUL SATISFACTION IN THE WORLD
IS WHEN SOMEONE APPRECIATES YOUR *WORK.*

**YOU DON'T BUILD A BUSINESS
YOU BUILD PEOPLE AND THEN
PEOPLE BUILD THE BUSINESS**

Arcadia, Wis. - Ashley Furniture Industries, Inc. (Ashley), one of the world's largest manufacturers of home furnishings, is assisting with relief efforts for the catastrophic Hurricane Harvey in Texas and Hurricane Irma in Florida. Ashley is committed to helping the victims who have incurred damage to their homes and belongings due to these hurricanes and is contributing products and subsidizing discounts with a combined retail value of over \$1 million, in each state.

"Like the rest of America, we were shaken by the images coming from Texas and Florida during and after the two storms," said Todd Wanek, President and CEO, Ashley Furniture Industries, Inc. "Our hearts, thoughts, and prayers are with the victims during this difficult time."

Residents that have been impacted by the storms should contact their closest Ashley HomeStore for additional information on this contribution. Ashley Furniture is currently working with local relief organizations and Ashley HomeStores in the following locations: in Texas, the Houston metro, Corpus Christi, Victoria, Beaumont and Nederland, and in Florida, Tampa/St. Petersburg, Orlando, Jacksonville, Naples/Ft. Lauderdale, Ft. Myers and Miami. Additionally, Ashley employees across the nation, corporate offices and manufacturing and distribution facilities, along with our national sales force, are holding a flood drive to gather food and personal hygiene items as well as monetary donations.

Ashley Furniture is a long-standing supporter of local emergency services, including police, fire and rescue departments. In addition to assisting victims of natural disasters across the globe, Ashley has provided hundreds of hours of in kind services and millions of dollars in furniture and funds to flood, tornado and hurricane victims across the United States and the world.



YOU ARE SIMPLY THE

BEST

We are PROUD to be a part of the Ashley Family!



Ideas and Stuff

WINNING TEAMS ...

Trust each other
 Respect each other
 Understand each other
 Enjoy each other

Promote being LOCAL!

- Our deliveries are made by LOCAL people
- Our products are serviced by LOCAL people!

Why not show the number of online reviews that have been posted on your price tags? People love to know what others think! Knowledge is POWER



2017 Halloween Costume Contest

Let your employees dress up, and invite your community to a costume contest at your store! Hand out candy to the kids, and giveaway a gift card to your store for best costume! Better yet, have a trunk or treat in your parking lot! Bring people in your doors! Send us pictures! We would love to spotlight you in our next newsletter!

Why not have a Great Makeover Event! Have your customers post pictures of their “Ugly bedrooms”, over the course of a month, and the you choose the winner! Person with the ugliest and outdated bedroom will win a gift card to your store to purchase a new set! You can have your winner chosen on Facebook by having your consumers vote! Great Exposure!

Your best new hires come from your current employees! Post your available jobs within your store!



HERE'S YOUR RED FLAG

It's Dining Season. Please make sure your table tops are **NOT** cluttered with accessories. Customers need to see the **beautiful wood grain** of our table tops. A simple floral arrangement in the center of the table is sufficient! Also, please make sure your price tags are clean and free of rips. You should be showing a price of table and chairs as a package. Also show individual prices in case your customers are shopping for individual items.



TEXAS



**ARE YOU
READY ?**

Its only weeks away! Make sure you are prepared with your promotion and giveaways! Please remember, Gay is your **MARKETING SPECIALIST**. Together with Ashley, She has great ideas to make your Black Friday weekend successful. Call her **TODAY** for personalized ideas! 2017 is the perfect year to have a **RECORD BLACK FRIDAY WEEKEND!** You must have a good plan. Now is the time to get your advertising in place, new products on order, and to make sure you have the best trained staff in your town! **BELIEVE IT AND IT WILL HAPPEN!**

**BEAT THE
CLOCK**



**FREE GIFT
WITH PURCHASE**

Always a successful promotion!
Open Early, and have discounts
that change every hour!

Don't forget that we have great
contacts for **HOOKS** to get your
customers in the door! A Free gift
with purchase will get people in
your doors!



If you are need of anything,
Please feel free to contact us!



WE ARE A TEAM!

*hustle
AND
heart
WILL SET YOU
apart*



**KEEP
CALM
AND
Rock the
4th Quarter!**

Your Ashley Casegoods Team!

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Please make it a habit to check our website often. It has the recently discontinued items posted, and lots of great information. If you have any suggestions for our website we would love to hear them!

Visit Our Website

<http://casegoodsgal.com>



"You think I want to be unhappy?
I'm carved this way!"