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Office Furniture USA continues record-setting pace for franchises

Birmingham, Ala. – In 2008, Office Furniture set a company record with 36 new dealer partners added. In the first quarter of 2009, the company set a new record – for new showrooms opened.

A total of 15 showrooms were opened in the first quarter of 2009, an average of more than one showroom per week. Dealer showrooms were opened in Augusta, Ga.; Baltimore, Md.; Charlotte, N.C.; Cleveland, Ohio; Columbus, Ga.; Columbus, Miss.; Jacksonville, Fla.; Lake Oconee, Ga.; Las Vegas, Nev.; Louisville, Ky.; Miami, Fla.; Muncie, Ind.; Newport News, Va.; Phoenix, Ariz.; and Raleigh, N.C.

“A showroom is a key factor in our business model,” said Dennis Arnold, president of Office Furniture USA. “It provides a way for potential clients to see products from the different manufacturers in our program. It’s also a physical touch-point for the sales rep, providing them with a differentiator in their selling process vs. other dealers in their area.”

In addition to the record-setting showroom pace, the company continues to add new dealer partners across the country. Three dealers were added since the beginning of the year, in Mansfield, Ohio; Findlay, Ohio; and Los Angeles, Calif. Since January 2007, Office Furniture USA has added 63 new dealer partners to its network.

“We continue to identify the best, most successful dealerships in the U.S. as potential partners,” Arnold said. “While we want to expand our base of dealer partners, we also want to focus on professional, high-quality dealers who will bring a lot to the table. With these new dealer partners, we’ve been very successful in attracting the type of dealerships we want in our program.”

Office Furniture USA contracts with dealers and manufacturers to provide quality furniture at affordable prices to consumers. The company serves its customers through e-commerce, catalogs and 187 dealer-owned franchises in 40 states, Mexico, and Guam.

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