

4 Steps to Create a Compelling Showroom

• Open the door to success.

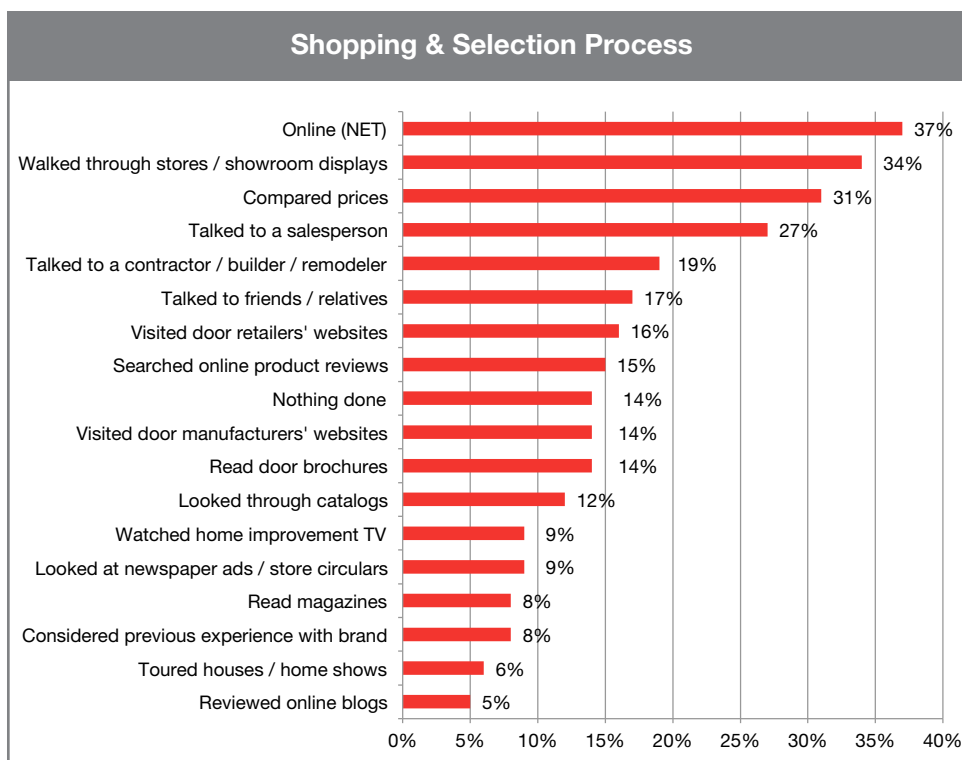
A showroom gives consumers the opportunity to interact with a product – which can have a big impact on their purchase decision. Many dealers have found they need a showroom to reach a specific segment of the market. Therma-Tru’s research into the consumer purchase process supports this concept, particularly when it comes to selling entry doors to homeowners in the new construction and replacement markets. Now, Therma-Tru is sharing this research along with four steps to creating a compelling showroom. In addition, we’ll share showroom strategies and success stories from eleven dealers around the country. These case studies provide you with real world applications that have driven sales growth for dealers. It’s our hope that you use these findings to your advantage as you prepare your showroom for selling seasons to come.

Consumer Purchase Process

Most consumers say they know exactly what they want in a door prior to entering the purchase process. However, they know very little about doors and what defines a high-quality door. That’s where a top-notch showroom and well-trained sales staff can make all the difference.

Therma-Tru regularly tracks the buying behavior of consumers who have recently purchased an entry door. Our research shows that some of the most frequent actions in the purchase process are:

- Researching online.
- Visiting a showroom.
- Talking to a salesperson.



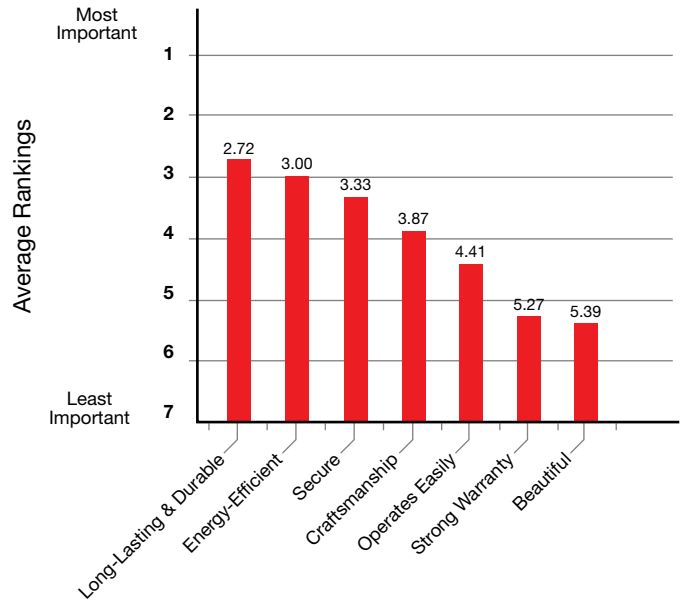
What did you do during the shopping and product selection process for your [DOOR TYPE]? (Check all that apply.)

A compelling showroom plays a major role in the purchase process by giving the consumer the opportunity to see products firsthand. This is key to consumers when it comes to evaluating quality, which, in their minds, means long-lasting and durable.

Likewise, a showroom staffed with knowledgeable sales associates is also important to the purchase process. Consumers go to them for information on the installation process and cost, among other things.

With these research findings in mind, now is the time to make updates to showrooms and staff training. At Therma-Tru, our goal is to support dealers to help ensure their success. We are there every step of the way as dealers refresh and enhance their showroom displays of Therma-Tru doors, and train their sales staff to maintain a high level of proficiency on how to sell the value of a fiberglass door from Therma-Tru.

What Characteristics Indicate Quality?



Note: Over 500 respondents answered this question by rating all possible definitions of "quality" on a scale from 1 to 7 (1 being the most important and 7 being the least).



The Path to Showroom Success

Step 1: Have a purpose in mind.

When planning the next steps for your showroom, ask yourself: “What is the purpose of our showroom?” and “What are we trying to accomplish?” Do you want to differentiate yourself and display the newest products available? Sell more high-end and high-margin products? Whatever your objective may be, make sure you define it early in order to stay focused on reaching a successful result.



Step 3: Develop a process to keep your showroom up-to-date, relevant and competitive.

Building or expanding your showroom is just the beginning. Several of our featured dealers commented on how they work continuously to update and upgrade their showrooms’ selection of products. “You’ve simply got to try new things to stay competitive,” says Tim Harris of American Cedar & Millwork. Another dealer goes through an annual three-month process to decide which products to add or remove from their showroom.

Suppliers and distributors also factor into successful showrooms. Dealers want to offer quality products to consumers, but don’t forget that service and overall experience play a role as well. “Consider which suppliers are the easiest to work with, have the most consistent lead time, and are the most service-friendly,” says Harris. Support from distributors that offer a big selection and training on products, among other things, can also make a difference.



Step 2: Plan your showroom around that purpose.

Depending on your objective and starting point, planning out your showroom may take as little as a few months or as long as several years. Even as you plan short-term improvements, keep an eye on opportunities for future expansions and changes to your showroom. As Scott Sommers of Hartville Hardware put it, “A showroom is never finished.”



Step 4: Prepare your sales staff.

Finally, you must put the same amount of effort into training your sales staff – inside and outside. “While the showroom and displays are great for capturing attention, nothing beats a knowledgeable, outgoing sales person,” says Hartville’s Sommers. “Train, train, train your sales staff to sell product features and benefits,” adds Troy Kough, president of Kight Home Center.

Showroom Strategies

In 2013, Therma-Tru partnered with *LBM Journal* to highlight several success stories from dealers around the country in a special section called “Showroom Strategies.” This diverse group ranges in sales from a few million dollars to hundreds of millions; from a primary focus on homeowners to almost exclusively trade professionals. In these interviews, dealers share their words of wisdom and the lessons learned as they adjusted their showrooms to better serve their customers and increase sales. Keep these ideas in mind as you put together a plan to enhance your Therma-Tru selling opportunities in 2014 and share your ideas with your Therma-Tru representative.

In Their Own Words

The quotes below are just a glimpse of the tips these successful dealers have shared. Their full interviews, as well as company background and sales information, are on the pages that follow.

“Plan ahead. You can save a great deal of money by thinking ahead.”

– Dan Sullivan, Kelly-Fradet Lumber

“Invest in the right space as far as location and dedicated size.”

– Bob Lane, Moehl Millwork

“A well-trained staff of professionals is equally important to your success.”

– Pete Meichtry, Ganahl Lumber

“Put your displays in walls and not on rollers – **it makes a big difference.**”

– Pete Vitola, Beeson Hardware and Lumber Company

“We needed the support of a solid distributor that could give us the product training, inventory, selection and quality of finished goods.”

– Troy Kough, Kight Home Center

Dealer Profiles

American Cedar & Millwork

Headquarters

Lewes, Delaware

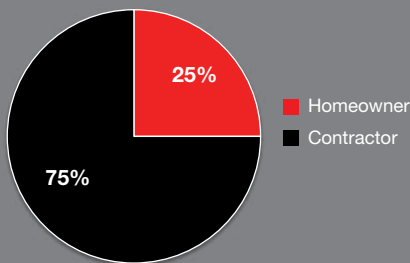
Locations

Raleigh, North Carolina
Greensboro, North Carolina
Millersville, Maryland
Lewes, Delaware
Dover, Delaware

Annual Sales

\$22 Million

Customer Focus



Company Background

Started as a family business in Delaware in 1984, American Cedar & Millwork now operates four locations, as well as a pre-staining operation. Over the years, the company has expanded its product line to include cedar, redwood, hardwoods, roofing materials, doors, windows, hardware, custom mouldings and other related millwork items, in addition to the services of the pre-staining operation.

Showroom

Three of the company's four locations have showrooms. Their newest project is relocating an existing showroom from a leased space across the street from their facility in Raleigh, North Carolina, to within the company's main operations so everything will be under one roof.

An Interview with Tim Harris, Showroom Sales Manager at American Cedar & Millwork:

Q: You recently decided to move your showroom from a separate leased space to within your main facility in Raleigh. How do you expect this to affect your sales?

A: With the new 3,000 sq. ft. showroom in the same facility as our lumberyard, we expect some of our customers that were previously buying specific items to now buy more (and different) products since they can see all of our product options at the same facility.

Q: How long did it take from the decision to update the showroom until it was completed?

A: Managing a showroom for us is always an ongoing process. However, from the start of relocating the showroom to its opening, it took about three months.

Q: What specific type of assistance did you get from manufacturers and suppliers when creating the new showroom?

A: Our suppliers have always been great at offering us displays for free or other low-cost alternatives. We're known in our marketplace for continually offering the newest products, so we took this opportunity to upgrade and expand our displays. This excites our customers and gives our suppliers the opportunity to showcase their newer products.

Q: What criteria do you use to decide which brands to feature in your showroom?

A: When displaying brands, you have to consider which supplier's products are your best selling, and at the same time, consider which suppliers are the easiest to work with, have the most consistent lead time, and are the most service-friendly.

Q: How do you encourage your builder and remodeler customers to use your showroom with their homeowner customers?

A: We have always encouraged our customers to treat our showroom as if it is an extension of their own offices. We have builders that plan meetings with their clients and designers in our conference room, which is great. They're welcome to use our facility whether it involves us or not.

Q: What tips do you have for other dealers who are thinking of redoing their showrooms?

A: Don't be afraid to bring in any product that you think may be a benefit to your customers. If the new product doesn't prove fruitful, then sell it to a customer for a deal and replace it with something else. You've simply got to try new things to stay competitive.



Beeson Hardware and Lumber Company

Headquarters

High Point, North Carolina

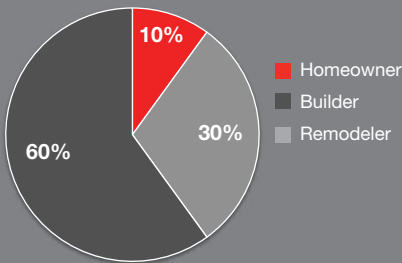
Locations

High Point, North Carolina
Asheboro, North Carolina

Annual Sales

Not Given

Customer Focus



Company Background

Privately owned Beeson Hardware and Lumber Company has been in business since 1883. The company carries more than 10,000 products and operates four divisions: Hardware and Lumber, Industrial Products, Contract Hardware, and Hardware and Plumbing.

Showroom

Beeson Hardware and Lumber regularly updates its showroom.

An Interview with Pete Vitola, Vice President at Beeson Hardware and Lumber Company:

- Q:** Your company has several divisions. Which division do doors, windows and moulding fall into?
- A:** I head up the Hardware and Lumber Division for Beeson Hardware. That's the area where these products are sold.
- Q:** Tell us about your latest showroom upgrade.
- A:** We update our showroom every two years based on customer needs and quality of products available to showcase. Every year, we evaluate new displays that are available to us and update those regularly.
- Q:** What kind of assistance, if any, do you receive from manufacturers and suppliers?
- A:** We rely on co-op assistance that allows us to do enhanced showroom features and local marketing. Beeson Hardware advertises on the radio, and we have a good line of communications with our builder customers.
- Q:** What are you personally most excited about regarding your showroom?
- A:** All of our displays are built into walls. This gives our customers a better idea of what the product will look like in a home. My biggest tip to other dealers is to imitate this idea. Put your displays in walls and not on rollers – it makes a big difference.
- Q:** Who are the top manufacturers / suppliers with the most visibility in your showroom?
- A:** Andersen, JELD-WEN, Therma-Tru. Doors, Ply Gem and Masonite.
- Q:** Are there any brands you added to your showroom during its most recent remodel?
- A:** Yes, we added in YKK AP windows and Wolf Custom cabinets.
- Q:** What are you looking for from a company that makes it a winner in your showroom?
- A:** First and foremost, we want quality products. Second, we need impressive displays that will sell the company's products. And third, we're looking for partners in the field. Those companies that offer co-op advertising opportunities are always a winner with us.
- Q:** What type of feedback have you received on your showroom?
- A:** We're told that we have the nicest showroom in our area. This continually helps increase our business.



Hartville Hardware

Headquarters

Hartville, Ohio

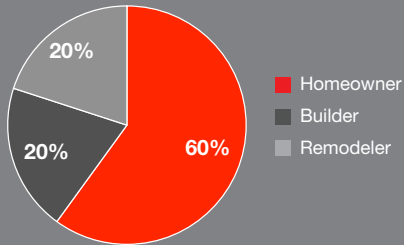
Locations

Hartville, Ohio

Annual Sales

Not Given

Customer Focus



Company Background

Hartville Hardware is a family-owned business and a member of Do It Best Corp. Started in 1972, the company prides itself on playing a vital role in the community where it was started 41 years ago.

Showroom

In April 2012, Hartville Hardware opened a new 300,000 sq. ft. facility a mile from its original location. Within the facility, there's a new 8,000 sq. ft. showroom for millwork, doors, windows and decks, along with an additional 20,000 sq. ft. showroom for kitchen and bath, flooring and appliances. The new state-of-the-art facility was created to position the company for growth in the future and to compete with area big-box locations.

An Interview with Scott Sommers, Lumber Division Manager at Hartville Hardware:

Q: Why did you decide to move your business location?

A: We looked ahead to the future and determined if we wanted to be in business for the next 40 years we needed to move forward with investing in a new facility that meets the changing needs of our customers.

Q: How long did it take from the decision to construct a new location until it was completed?

A: We invested five years in the plans, construction and opening of the new location.

Q: Did you add any new brands or eliminate any that were not working when you introduced the new millwork, doors, windows and decks showroom?

A: We did not change brands; however, we gave more space to some and took space away from others. Vendor partners who got excited about the project and stepped up were featured above those vendors who did not.

Q: What specific type of assistance did you get from manufacturers and suppliers when creating the new showroom?

A: Some vendors helped us with showroom layout and design, which was very beneficial. I believe the ones who made this commitment saw a payback with our increased sales of their products. Companies like Andersen, Therma-Tru, Doors and Timbertech are all important vendors for us and they're rewarded with strong visibility in our showroom.

Q: How has the showroom refresh affected your sales and margins?

A: Our sales at Hartville Hardware are up more than 35% for the main product lines we feature in our showroom over the first 12 months since the opening. We're also benefiting because the new location is selling more higher-end products.

Q: What are you personally most excited about regarding the new moulding, doors, windows and decks showroom?

A: I like having all our displays current. As any dealer knows, keeping displays up-to-date is difficult and it was great to have a fresh start on this as well as the space to do it correctly.

Q: What tips do you have for other dealers who are thinking of redoing their showroom?

A: While the showroom and displays are great for capturing attention, nothing beats a knowledgeable, outgoing salesperson. The one-on-one salesperson contact is still the key to success in a showroom. And remember that a showroom is never finished. We're a year in and we need to start making changes to keep our showroom updated.



Kelly-Fradet Lumber

Headquarters

Enfield, Connecticut

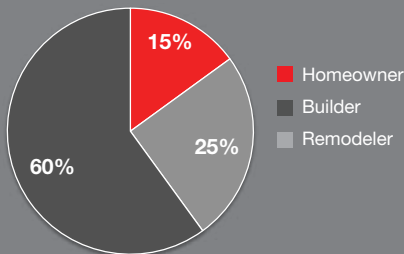
Locations

Enfield, Connecticut (2 Locations)
Ellington, Connecticut
East Longmeadow, Massachusetts

Annual Sales

Not Given

Customer Focus



Company Background

The privately and locally owned Kelly-Fradet Lumber company operates three locations in Connecticut and one in western Massachusetts. Started in 1951, the company prides itself in having more than 600 years of combined employee experience. Kelly-Fradet offers retail and online shopping, job site support for professionals and consumers, and computer estimating capabilities for windows, doors, engineered lumber and cabinetry.

Showroom

Annual updates are made to the company's 2,600 sq. ft. showroom in Enfield, Connecticut.

An Interview with Dan Sullivan, General Manager at Kelly-Fradet Lumber:

Q: Why did you decide to redo your showroom?

A: We actually update our showroom every winter to prepare for the busy spring, summer and fall selling seasons. It's important that we update yearly to feature new products so our customers can actually see the newest products available from us.

Q: How long did it take from the decision to update the showroom until it was completed?

A: We keep ourselves on a strict three-month time frame each winter for updating the showroom.

Q: Who are the key suppliers to your showroom?

A: Andersen Windows, Merillat, Therma-Tru, Velux, Azek, GAF, Medallion Kitchen and Bath Cabinetry, JELD-WEN, Silver Line, Schlage and Larson.

Q: Did you add any new brands or eliminate any that were not working when you introduced the new showroom?

A: During our last update, we added in Eagle windows by Andersen and Schlage door hardware. At the same time, we eliminated Marvin Windows and Doors. The decisions to make these changes were mostly customer-driven. We try to have the top brands available in the showroom that our customers want and use in our specific geographic area.

Q: What type of assistance did you get from manufacturers and suppliers when creating the new showroom?

A: Both helped us out with display design, signage and discounts to help offset the cost of the yearly update.

Q: How has the showroom refresh affected your sales and margins?

A: Almost every showroom improvement we make affects our sales in a positive way. Showcasing some of the higher-end products and different product options often leads us to increased sales.

Q: What are you personally most excited about regarding the updated showroom?

A: Any time we can help simplify the building process, it helps our customers. By offering more options and information to our customers, it gives us the opportunity to take care of them.

Q: What tips do you have for other dealers who are thinking of redoing their showroom?

A: Plan ahead. You can save a great deal of time and money by thinking ahead. Preparation helps everything go quicker and more smoothly.



Kight Home Center

Headquarters

Evansville, Indiana

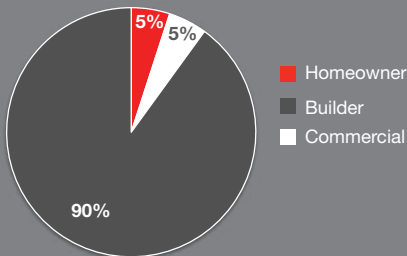
Locations

Evansville, Indiana
Rockport, Indiana
Owensboro, Kentucky

Annual Sales

\$30 Million

Customer Focus



Company Background

Kight Home Center is a wholly owned subsidiary of Carter Lumber Company with two operating locations in Indiana and one in Kentucky.

Started in 1957 as Kight Lumber Company by Robert Bernhardt, growth happened quickly for this family-run business. In the 1960s, Kight Kitchen Interiors was opened and property was purchased for company expansion and a rail drop-off point for lumber. Additional locations opened in the 1980s, and by 1998 Kight Custom Millwork & Laminate was established. Kight Home Center was acquired by the Carter Lumber Company in 2005.

Showroom

A newly updated 18,000 sq. ft. showroom was opened in late 2012 at the company's Evansville location. The showroom features departments dedicated to Kitchen and Bath, Installed Sales, Decks and Fencing, plus Windows and Doors, along with offering in-house drafting services and a multitude of other products.

An Interview with Troy Kough, President at Kight Home Center:

Q: Why did you decide to redo your showroom?

A: In 2012, we made the decision to close our door shop, which spurred the showroom renovation. We decided to align ourselves with a top-name door manufacturer and distributor that could give us the same quality product on a timely basis with competitive pricing.

Q: How long did it take from the decision to update the showroom until it was completed?

A: From the decision to renovate and add in door displays to the opening of the new showroom, it was about five to six months.

Q: What specific type of assistance did you get from manufacturers and suppliers when creating the new showroom?

A: The entry door manufacturer we selected to showcase and their distributor, Lumbermen's out of Shelbyville, Indiana, gave us new display credits as well as literature, training and support in selecting the products to display in the showroom.

Q: What criteria did you use for deciding which brands to add or eliminate?

A: We changed from another brand to Therma-Tru® Doors in order to give our customers quality products. We had confidence in the quality of Therma-Tru Doors' product to begin with, but we needed the support of a solid distributor like Lumbermen's that could give us the product training, inventory, selection and quality of finished goods in order to retain our position as the leader in exterior doors in our market.

Q: How has the showroom refresh affected your sales and margins?

A: We've maintained our margins and increased our sales by approximately 7%. With the new complete door unit displays, instead of the slab displays we had before, we're definitely seeing an increase in sales of our higher-end Classic-Craft. doors, which is a big win for us.

Q: How do you encourage your builder and remodeler customers to use your showroom?

A: We've maintained a millwork showroom for our contractor customers since the late 1980s and try to consistently offer the brands and products that our customer base demands. Most importantly, we keep up with trends and selections that are the latest and best available products in order to offer our customers what they need to build their sales.

Q: What tips do you have for other dealers who are thinking of redoing their showroom?

A: Always, always, always use the best products you can get and train, train, train your sales staff to sell product features and benefits. The best products will always be the "best value" for the customer when considering long-term investment and maintenance aspects.



Moehl Millwork, Inc.

Headquarters

Ankeny, Iowa

Locations

Ankeny, Iowa
Olathe, Kansas

Annual Sales

\$31 Million for the Iowa Operation

Customer Focus

Builders, Remodelers and
Homeowners

Company Overview

Started in the 1960s, Moehl Millwork, Inc. is a locally owned wholesale distributor of millwork products located just north of Des Moines, Iowa. The company serves lumber dealers throughout the state, along with metro area contractors and offers a wide variety of products including windows, doors, wood moulding, stair parts, hardwood, lumber, cabinets, countertops, and related hardware. Moehl Millwork specializes in full-service support for residential and commercial project customers and also operates in Olathe, Kansas, under the name Kansas City Millwork Co., supplying millwork products to contractors in the Kansas City area.

Showroom

The recently opened 3,000 sq. ft. showroom in Ankeny focuses on the newest products and trends for commercial, residential and multi-family new construction and remodeling projects. A 2,500 sq. ft. showroom also exists at the Kansas City location.

An Interview with Bob Lane, Vice President of Sales at Moehl Millwork:

Q: Why did you decide to redo your Iowa showroom recently?

A: Primarily, we wanted our customers to have a place where they could bring their customers to show them the most updated products in the industry. We're focused on enhancing our showrooms continually with the latest products.

Q: What makes this showroom different in the marketplace?

A: Variety. We can show the customer products that fit any price range of home. One of the changes we made to the new showroom was adding in products to fit less expensive homes that are being built in our market to open up more options to our customers. Once at the showroom, the customer can pick out everything from high-end cabinets to custom-made windows to entry door systems.

Q: How long did it take from the decision to update the showroom until it was completed?

A: About two years.

Q: What specific type of assistance did you get from manufacturers and suppliers when creating the new showroom?

A: Our suppliers worked with us to provide a deeper discount than normal on materials because they knew they'd be featured in this new showroom. Several of our suppliers, like Therma-Tru® Doors, have lots of displays in the showroom because they wanted to support our efforts to provide different product line options to showroom visitors.

Q: What's the biggest advantage of the new showroom for your business?

A: We can now offer people options of good, better, best to match their needs. This also allows us to upsell certain products and close the sale while they're in the showroom.

Q: How do you encourage your builder and remodeler customers to use your showroom for use with their homeowner customers?

A: We've thought ahead for the professional who is bringing in consumers. We offer complimentary refreshments, have toys for children to play with so the parents can focus on purchase decisions and provide a great deal of one-on-one attention so the consumer feels comfortable with their product choices.

Q: What tips do you have for other dealers who are thinking of redoing their showroom?

A: Invest in the right space as far as location and dedicated size. During the showroom's design stage, seek input from different people in your company because the sales people don't have all the ideas!



Scherer Bros. Lumber Co.

Headquarters

Brooklyn Park, Minnesota

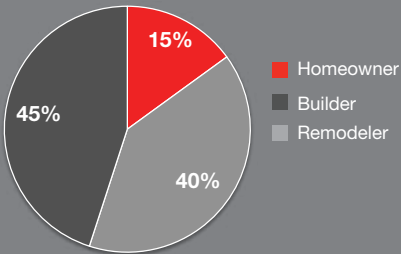
Retail Locations

Arden Hills, Minnesota
Hopkins, Minnesota
Shakopee, Minnesota

Annual Sales

Not Given

Customer Focus



Company Background

Scherer Bros. Lumber Co. is a privately owned company serving contractors and do-it-yourself customers throughout Minnesota and western Wisconsin. The company was started in 1930 by brothers Munn and Clarence Scherer, and has grown into an award-winning company with operations at six facilities.

Showroom

The 5,500 sq. ft. showroom at the company's Hopkins location was updated in 2007.

An Interview with Kurt Netzer, Retail Sales Manager at Scherer Bros. Lumber Co.:

Q: Why did you decide to redo your showroom?

A: We wanted to expand the selections of products we sold and supported. Our mission is to be an outstanding provider of building materials in our area and we feel that our displays deliver education, as well as support, for our contractors and their clients.

Q: How long did it take from the decision to update the showroom until it was completed?

A: For us, it took a full year to plan out and implement the showroom change.

Q: Did you add any new brands or eliminate any that were not working when you introduced the new showroom?

A: Our priority was on expanding the selections and options of the products that we presently were displaying by doubling the area we had dedicated for that purpose. Our goal was for our sales staff to be able to show actual full-size and working units to customers. Previously, we were limited in selection options with just corner samples or examples in pictures. There's nothing better than having a full operating unit in front of someone when trying to make the sale.

Q: What specific type of assistance did you get from manufacturers and suppliers when creating the new showroom?

A: The design assistance and co-op fund support we received from many suppliers helped us with the new showroom implementation. Marvin, Anderson, Therma-Tru and Simpson all have strong visibility in our showroom and each of those companies were supportive of the redesign efforts.

Q: How has the showroom refresh affected your sales and margins?

A: The most important aspect is that the showroom allows us to very easily upsell products because we have so many options to show our customers. We also found it was a great asset in 2010-11 when the focus was on the energy tax credit – people could see and touch energy-efficient products before making their buying decisions.

Q: How do you encourage your builder and remodeler customers to use your showroom?

A: We designed the showroom to have two meeting areas so that customers and contractors can sit down and review the selections available to them.

Q: What tips do you have for other dealers who are thinking of redoing their showroom?

A: Do not rush the process. There are many considerations when renovating a showroom. Creating a clean, open space while still showcasing as many product options as possible is important. And don't forget to consider space for future displays for newer products and the replacement process when units get older. Input from sales staff on options to consider is also very important, since remodeling and new home segments require two different thought processes.



Van's Lumber & Custom Builders, Inc.

Headquarters

Luxemburg, Wisconsin

Locations

Luxemburg, Wisconsin

Dyckesville, Wisconsin

Egg Harbor, Wisconsin

Annual Sales

Not Given

Customer Focus

Contractors, Homeowners
and Remodelers

Company Overview

Started in 1950, Van's Lumber & Custom Builders, Inc., is owned and operated by third generation members of the VandenHouten family – brothers Craig, Chris, Eric and Kurt. The company specializes in the construction of residential custom homes and light commercial construction. The company also has a retail lumberyard and hardware store offering a multitude of products for do-it-yourself home projects, plus a wide assortment of building materials for contractors. Van's Lumber & Custom Builders has a reputation of being a "one-stop shop" for windows, roofing, siding, doors, trim, stairways and storm doors.

Showroom

The company added 600 sq. ft. to its original, 3,500 sq. ft. showroom in Dyckesville in 2013.

An Interview with Mark Porath, Windows / Doors Specialist at Van's Lumber & Custom Builders, Inc.:

Q: Why did you decide to redo your showroom recently?

A: We wanted to expand our window and door area so that customers can see full displays rather than looking at a catalog. We're taking a 600 sq. ft. conference room and converting that space into more showroom area. We believe this investment will help support our installed sales programs for windows, doors, siding and roofing.

Q: How long will it take from the decision to update the showroom until it is completed?

A: About three months.

Q: What specific type of assistance did you get from manufacturers and suppliers when creating the new showroom?

A: Because this showroom expansion focuses primarily on windows and doors, we leaned on our Therma-Tru territory manager to help us select the appropriate doors and options we should be showing. Now we have more decorative glass selections, door skins and door styles in our showroom. For windows, we also added a wider display selection.

Q: How does your company and your showroom bring value to your customers?

A: We are a design / building company with our own draftsman on staff. People can come to our location and we can show them the actual products that are being drawn into their home plans. We're there every step of the way with our customers from creation of the plans to installation of windows, doors, siding and roofing. People like the fact that we take care of the job from start to finish.

Q: How do you encourage your builder and remodeler customers to use your showroom for use with their homeowner customers?

A: We always encourage builders and remodelers to send their homeowner customers to our showroom. When customers see firsthand the quality of the products we offer, our chances of completing the sale increase.

Q: What tips do you have for other dealers who are thinking of redoing their showroom?

A: Make a strategic choice to display product from reputable manufacturers who have proven products and great customer service.



Ganahl Lumber Company

Headquarters

Anaheim, California

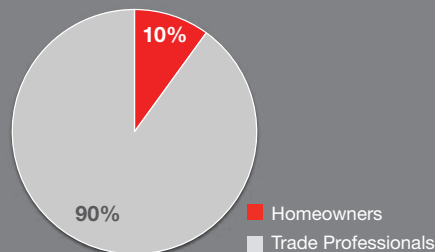
Locations

Pasadena, California
Anaheim, California
Buena Park, California
Capistrano Beach, California
Costa Mesa, California
Corona, California
Laguna Beach, California
Lake Forest, California
Los Alamitos, California

Annual Sales

\$249 Million

Customer Focus



Company Overview

Celebrating 130 years of business in 2014, Ganahl Lumber Company has nine (soon to be 10) locations in southern California. The family- and employee-owned business offers a wide selection of lumber, plywood, panels, moulding, doors, windows, paint and other building materials.

Showroom

The company opened a new 6,000 sq. ft. showroom in Pasadena in 2012.



An Interview with Pete Meichtry, Vice President of Merchandising, Purchasing and Advertising at Ganahl Lumber Company:

Q: In 2012, your company opened a new Pasadena showroom location with 6,000 sq. ft. of space. Why was this location selected and how successful has it been?

A: We wanted to expand into the Los Angeles County market, so Pasadena was ideal for us. We really believe we've created the premier window and door showroom in Los Angeles County. Vendors and manufacturers continually send their customers to this showroom because of how attractively it displays their products and the professionalism of our staff.

Q: How long did it take your company, from the decision to build to the facility completion?

A: This was a 24-month project for Ganahl Lumber.

Q: What is unique about the Pasadena showroom?

A: This showroom is open seven days a week to encourage professionals and homeowners to visit and get inspired for their projects.

Q: When you opened the Pasadena location, you chose not to add new brands or take away older brands. Why?

A: That's correct. We want to maintain a consistent companywide offering at all our locations, so we stick with the same valued vendors. These companies are our strategic partners in so many ways.

Q: Who are some of your key suppliers for the showroom?

A: We focus a lot on doors and windows at this location. We're fortunate to have major suppliers involved including Andersen, Marvin, JELD-WEN, Therma-Tru, LaCantina, Milgard and Western Window.

Q: This past July, you ran a special "Doors on Tour" at the showroom. How did that work out?

A: The "Doors on Tour" was a great idea that Therma-Tru worked on with us. There was a trailer of doors at the Pasadena location for 60 days and special discounts were offered. This gave a "limited time" feel to the promotion and really helped get our area excited about fiberglass doors. Once the "tour" was over, the trailer of doors moved on to our Anaheim location for a continuation of the promotion. Sales are up at both locations as a result of this unique special activity.

Q: What was one of the most important goals in opening this location for Ganahl Lumber?

A: While we provide high visibility to all our key vendors in our showroom through working product models in vignettes, we chose to lead with the manufacturers who offer the most architecturally relevant designs for the Pasadena area. By focusing on the very specific design styles and needs for Pasadena, we've been able to make a major impact in this marketplace.

Q: What has been the result of being in the Pasadena market?

A: Since this was a new market for Ganahl Lumber, it's taken about a year to become established in this location. After our first full fiscal year in Pasadena, door and window sales grew 60% year-over-year, which shows that we can have a major impact in this marketplace.

Q: What tips would you give another dealer thinking of adding or redoing their showroom?

A: First of all, a well-designed and aesthetically pleasing showroom design is important. However, hospitality and a well-trained staff of professionals is equally important to your success.

Your Building Centers

Headquarters

Altoona, Pennsylvania

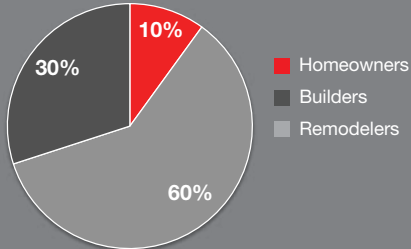
Location

Williamsport, Pennsylvania

Annual Company Sales

\$80 Million

Customer Focus



Company Background

Since starting in 1988, employee-owned Your Building Centers (YBC) has grown to 14 retail lumber and building materials locations, plus a 100,000 sq. ft. manufacturing operation for roof and floor trusses, wall panels, countertops and interior doors.

Showroom

After years of planning and construction, a new 10,000 sq. ft. showroom opened at the company's Williamsport, Pennsylvania, location in 2013.



An Interview with Dean Conrad, Vice President of Purchasing & Marketing at YBC:

Q: The big story for YBC is the 10,000 sq. ft. "YOUR Home Solutions Center" that opened in the autumn of 2013. What's the history behind this showroom?

A: We had extensive discussions with our builder and remodeler customers back in 2006 to determine what they needed in a showroom, then we started construction of our new Williamsport, Pennsylvania, showroom in the winter of 2007. When the recession hit in 2008, we backed off the project and only started working again on it during the winter of 2011. The showroom was finished and opened this past autumn.

Q: What is unique about the Williamsport showroom?

A: We listened to our partnered customers. They asked for a location that showcases major product lines 24 hours a day, 7 days a week, and we delivered.

Q: How do your customers maximize the use of the showroom?

A: Builders and remodelers can either bring their customers into the showroom (24/7 for our partnered builders and remodelers who meet certain purchasing criteria) to view products or they can bring their customers in during regular business hours and our team will do product presentations for them with the builder or remodeler present. There's also the option to send the customer to the showroom on their own and we'll make presentations and sell the project based on the guidelines and financial allowances provided by the builder or remodeler. Additionally, we offer after-hours appointments to fit the customer's schedule.

Q: What did your customers request for the new showroom that they'll find at the Williamsport YBC location?

A: There are dozens of key suppliers represented in this showroom. We expanded our kitchen and bath displays and flooring department to offer more updated product selections. And, we expanded the display area for some of the windows, doors, siding, trim, decking and railing companies that have proven their success with us over time.

Q: How did you decide which brands to display?

A: We focused on products that are (or are perceived to be) the top suppliers for their category. YBC is proud to offer top brand name products at competitive prices that contractors like to use and homeowners know and trust.

Q: Who are the top three suppliers with the most visibility in your showroom?

A: MasterBrand Cabinets has more than 50 kitchen and bath vignettes. We have one of the largest Anderson Window Galleries on the East Coast. And there are 36 Therma-Tru® doors on display in the showroom, plus the company's latest technology showing door glass offerings on a 40-inch flat screen television running in a continuous loop.

Q: You've been open just a few months now. How have sales been since then at this location?

A: Since the grand opening in September of 2013 our traffic count and sales are up substantially, and we expect to see continued growth of sales and margins in the coming years. Our new partner builder and remodeler program also continues to grow on a daily basis as these industry professionals see the value in accessing the showroom after hours with their key fob.

Q: What tip would you give another dealer thinking of adding or expanding their showroom?

A: Talk to your customer base. Ask them what they need to help them sell and close more jobs. This way you're honing in on products to display what will bring you more sales and meet the needs of your customers.

Q: What are you personally most excited about regarding your new showroom?

A: This showroom fills a need for our remodeler and builder customers. When the homeowner can make selections by seeing the product in person as it will appear in their home, it should make the selling process much easier for our customers. Since many people "buy what they see" in our showroom, this is a win-win solution for everyone.

Pro-Build of Wilmington

Headquarters

Denver, Colorado

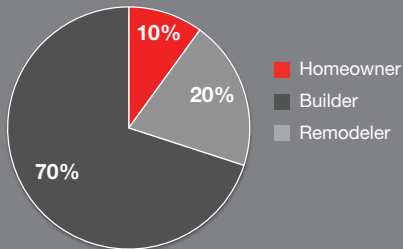
Location

Wilmington, North Carolina

Annual Sales

Not Given

Customer Focus



Company Background

For the past nine years, Pro-Build of Wilmington, North Carolina, has focused on meeting the needs of builders, contractors and do-it-yourselfers. The location is one of 450 Pro-Build stores across the country.

Showroom

The Wilmington location features a 10,000 sq. ft. showroom that helps the company defend its marketplace position.



An Interview with Steve Caudill, General Manager of Pro-Build Wilmington

Q: Your recent showroom project at Pro-Build Wilmington gives you 10,000 sq. ft. of space. Why did you undertake such a large project?

A: We wanted to provide a place where builders could come in to make product selections or just as easily send in their homeowner customers to make those choices. By having an expansive showroom we're able to showcase "good, better, best" product options by our select vendors to increase upsell opportunities to our customers.

Q: How has the new showroom helped you be competitive in your marketplace?

A: First of all, we moved quickly with the showroom project. It was done in just six months so we could start using it as soon as possible. Second, the space in the showroom allows us to position ourselves as a high-end millwork center. Most of our competitors simply can't show the same broad array of products as us due to their space limitations.

Q: What strategies did you use to decide on which products would be promoted in the new showroom?

A: We did our research and found that in certain product groups we were offering too many choices, which was confusing our customers. An example of this would be composite decking. Originally we offered six different brands of composite decking. For the new showroom, we partnered with just the one industry leader and now showcase their full line of decking and railing.

Q: What criteria did you use to decide on which brands to add or eliminate?

A: We looked at strength of the company, product selection, warranty and field representation. These were all critical issues that led to our strategic alliance with key suppliers.

Q: So, who are the key suppliers in your showroom?

A: Our top suppliers include Andersen, Therma-Tru, JELD-WEN and TimberTech.

Q: How has the new showroom affected your sales?

A: The new showroom allows us to offer more product selection and higher-end millwork products. For example, in the fiberglass door category, we can now show a customer anything from a 6-panel Smooth-Star® door to a Classic-Craft® Mahogany Collection™ door with different decorative glass options.

Q: Is there one key addition to the showroom that has really been an asset for Pro-Build Wilmington?

A: Absolutely. We put in a private conference room where builders can meet with their customers. This way builders get their clients into the showroom and meet with them here to make all their product selections at one time. I'd say our foot traffic in the new showroom has increased by 25%, which is positively impacting our sales.

Q: What tips would you have for other dealers who are thinking of redoing their showrooms?

A: Keep your showroom clean and uncluttered. You don't have to have a massive amount of space to have a strong showroom. Utilize the space you have and keep the product offering updated. And add an exterior sign that says "Showroom Open to the Public" to increase walk-in business.