

ROOTNOTES

News, Commentary, Insight from

Mike & Jay Root

FSMA Celebrates 60 Years As the Foremost Authority On Innovative Marketing For The Home Furnishings Industry

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Award Winning Salesmen, Marketer & Entrepreneur

Mike's Moment: Why We Are Excited About the Upcoming Market

Here's an end of summer edition of Rootnotes. For the last 15 years we have published this newsletter for dealers and friends. This month's edition is a little different from normal content. For regular readers you know that our newsletter seeks out articles that we believe would be of interest to our readers and generally go light on particular product suggestions unless there is something new we want to highlight. Bear with us on this newsletter because we will be heavy on product endorsements, so let me explain.

As most of you know business has been very challenging of recent for many in the home furnishings sector. We kicked off the summer with Klaussner suddenly closing the doors after Action Lane closed earlier in the year. Then this past week, Mitchell Gold + Bob Williams abruptly shut down leaving a void in the luxury segment of the business. My takeaway from these abrupt shutdowns is I would not want to be dependent on companies that are owned by private equity guys. They don't have a very good track record.

But disappointing results are being reported by Best Buy, Big Lots, and Target while Dollar Tree and Walmart are seeing upticks. Many people are trading down in purchase categories. Credit card usage is getting maxed out, interest rates are continuing to climb, and as if that was not enough, student loan payments are scheduled to begin again in September after a 3 year break.

Very few dealers I have talked with or factory personnel feels good about business. There have been a couple of very innovative factory promotions like Hi-Rock offering substantial floor model discounts at market for new gallery dealers. Armen Living has been giving away barstools to gallery dealers for the floor placement. Both factory indicate success and interest in FREE! I also hear good things about multi-year finance promotions making a comeback.

Let me be so bold as to suggest one additional item I believe is being overlooked. That's your merchandise mix. On savvy retailer I spoke to recently indicated they thought their floor was getting a little stale but the sales in comparison to other categories were not that far off. How do you drop an item if numbers are still OK, even if you have had it in the line forever. The challenge of course is presenting new looks to your customer on the multiple trips she may make to your store.

With that thought in mind as you prepare for market, I have assembled a ton of product offerings from various factories that are newer looks from these factories with initial sales successes. I understand that many buyers have been so busy massaging their current assortments, that they just don't have time to really look at new offerings. When business is slow, buyers want to manage their existing lineups. I would suggest, since business is slow, this may be the perfect time to look at some of the newer offerings, especially if they are not owned by Private Equity money, or is not product found on everyone's floor. Let's face it, a customer can go into most markets and see the same or similar Ashley sofa on most retailers floors. This hurts a retailer's margins because it will then come down to price matches. The only one that wins is Ashley factory.

Take a look at the following pages for a variety of products that will be at market. If interested reach out to me or Jay and we can pre-market the various products so your time at market will be efficient. We are very excited about the aggressiveness these factories are exuding going into market. In many cases projects have been developed to hit lower retails, existing merchandise has been repriced, and most importantly lead times have been improved either through quick ship warehouses or better production cycles. We look forward to working with you next month.

Don't wait for Market, get Market pricing today! Give us a call.



HFI HUGHES FURNITURE
A Family Tradition of Quality Since 1963

Sofas from \$399 and up



Twin (cuddle), Full & Queen Sleepers



Atrium Bldg.
400 S Main #102

Contact Mike or Jay Root 402-391-2166

Awesome Selection of Accent Chairs



Sectionals for any Space



Atrium Bldg.
400 S Main #102

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Swivel Gliders have 5 power options, zero gravity options and matching lift chairs. All designs available in different sizes (seat height, depth, width & back) for perfect fit. Adjustable head and neck support, dynamic lumbar support, frictionless glide with lock. Chair and ottoman in multiple sizes, lay flat patented recline & dynamic lumbar support.



New This Fall: US Warehouse Quick Ship

Look at all the Options that can ship together!



Mega
Manual
Std

King
Power
Std / Lrg

Queen
PowerPlus
Std / Lrg

Sirius
PowerExtra
Std / Lrg

Sigma
PowerLux
Std / Lrg

Power

PowerPlus

PowerExtra

PowerLux

Manual

- Power operated
Glider recliner with
- Swivel
 - Extended Footrest
 - Adjustable headrest
 - Dynamic lumbar
 - Glider
 - Glider locker
 - Smart storage
 - Battery option

- Power operated
Glider recliner with
- Swivel
 - Extended Footrest
 - Power adjustable headrest
 - Dynamic lumbar
 - Glider
 - Glider locker
 - Smart storage
 - Battery option

- Power operated
Glider recliner with
- Swivel
 - Extended Footrest
 - Power adjustable headrest
 - Power (air) adjustable dynamic lumbar
 - Comfort Heating
 - Glider
 - Glider Lock

- Power operated
Glider recliner with
- Swivel
 - Extended Footrest
 - Soft air massage
 - 4 different massage modes
 - Comfort Heating
 - Power adjustable headrest
 - Power (air) adjustable dynamic lumbar
 - Glider
 - Glider Lock



Wellness



Monarch
ZeroGravity
PowerLux

H-2 offers additional Health and Wellness chairs to ship together with their Best in Class Gliders and the Below Chair and Ottoman sets.

Any chair can come with a Zero Gravity Chair mechanism instead of a Glider. Zero Gravity decompresses the spine by positioning your feet above your heart resulting in better circulation, muscle relaxation, and back relief.

H2 also offers a variety of lift chairs that will match the swivel gliders. When Power Plus or Power Lux features are added, the lift chair can have options like power lumbar, power headrest or even massage.

Lift & Multi Lift



MEGA

LIFT Chair – single motor
Back reclines once footrest is fully extended.
With a touch of a button the chair can gently lift you.

OSLO

MULTI LIFT Chair – dual motor
Back and footrest independently coupled with a full lift function.
This chair provides an almost lay-flat recline position.

Scandinavian Recliners

Contact Mike or Jay 402-391-2166



Bravo
Mid size



Magic
Std / Mid / Lrg



Paris
Mid size



Riga
Mid size

Full reclining—Adjustable head & neck support—Swivel—3 different sizes - lumbar support



hi-rock home



IHFC Main M208 & M231

~ Recliners, recliners, recliners! ~



Truly the Leather Motion Experts

hi-rock home is a specialist in leather motion furniture. Born out of a love for furniture, a deep knowledge of leather, strong strategic partnerships and an outstanding sales team, hi-rock home offers superior product at disruptive pricing !

Contact Mike or Jay Root 402-391-2166





hi-rock home



Comfort, Style, Quality. So many styles and fabrics to choose from . There's a sofa here for everyone., no matter what your style.. Give Mike or Jay a call today at 402-391-2166!

~ IHFC Main M208 & M231 ~

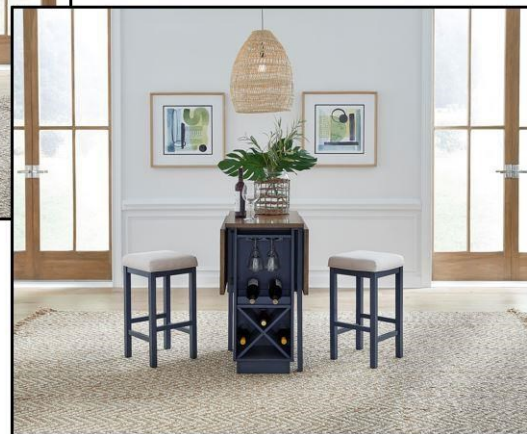


Contact Mike or Jay Root for more information—call today! 402-391—2166



Progressive[®] furniture

In Stock Now for Quick Shipping



**220
Elm
Space
#218**



Contact Mike or Jay Root @ 402-391-2166



Progressive[®] furniture

All Wood Bedroom and Entertainment.
Mix on Same Quick Ship truck



220 Elm Space #218

Contact Mike or Jay Root @ 402-391-2166



Plaza Suites



LUX LIGHTING

A LINEAGE COLLECTIONS COMPANY

Floor 1 #517



***** Contact Mike or Jay Root for more information - 402-391-2166 *****

Best Jokes this Month From the Internet

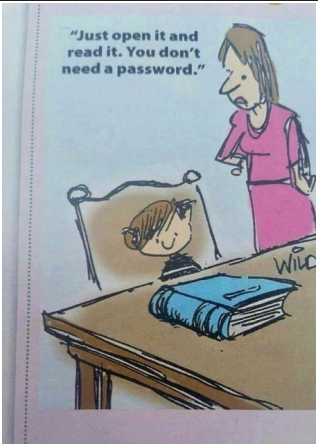


AS YOU GET OLDER YOU'VE GOT TO STAY POSITIVE. FOR EXAMPLE, THE OTHER DAY I FELL DOWN THE STAIRS... INSTEAD OF GETTING UPSET I JUST THOUGHT, "WOW, THAT'S THE FASTEST I'VE MOVED IN YEARS"

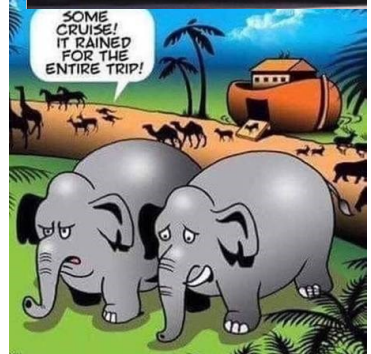


Wife: Can you stop yawning when I'm talking to you? Husband: I'm not yawning, I'm trying to say something! 🤔

HOW DID YOU HEAR ABOUT THE YMCA	
(Please check one)	
Television	<input type="checkbox"/> Online
Radio	<input type="checkbox"/> Drove By
Ad in paper	<input type="checkbox"/> Family/Friend
Postcard	<input type="checkbox"/> Other <i>Δ.v.i.l.l.a.g.e</i>
Return Member	<input type="checkbox"/> Insurance
Email	<input type="checkbox"/> Billboard <i>People</i>



A moment of tension in Vatican. If the bishop moves forward the queen can take him.





KARAVAN HOME

**CHECK OUT THE
LIQUID METAL
COFFEE TABLES**

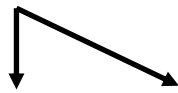


Coffee table with liquid metal top with different textures (to pick from) and black steel side



Brass finish metal top with black copper base

Brass gold top with curving apron



If you want to find out more about these unique, and stylish, liquid metal tables give Mike or Jay Root a call at 402-391-2166

Let's talk about Wellness! Stop by and check us out.
Contact Mike or Jay Root @ 402-301-9715

*Innovation,
Technology,
Service.*



Ask about Market specials—before Market!

COZZIA

Furniture Plaza #515 & #517

COZZIA

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Phone: 402-391-2166



Throw back
Thursday.
Back when he was
sweet and innocent

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