

Hudson's Furniture: Reinventing the Furniture Store

By: David Preschel

With the Labor Day holiday approaching many might be thinking about furniture shopping. Traditionally, Labor Day weekend sales are the busiest weekends for furniture stores. Some people wait all year for these sales, and furniture retailers do not want to disappoint them so, at Hudson's Furniture in Lakeland we're having a 50% off storewide sale. "It's amazing, the bargains at this sale can really help folks furnish their home with quality furniture at bargain basement prices. Our customers love it!" says Josh Hudson, president of Hudson's Furniture.

Hudson's Furniture has been through some major changes in the past year. "We have totally rebuilt our business from square one," continues Mr. Hudson. They started by taking a look at the entire furniture industry through the customer's eyes and at how people viewed furniture retailers in general, and in particular, Hudson's Furniture stores.



Here's what they found:

First, most people view buying furniture as a major purchase. In fact, besides buying a home, which buying furniture is linked to, it is most likely the biggest purchase behind automobiles. As such, for most folks it's a very important decision. For some, research said, it can be confusing. A lot of stores that sell products that are selling store brands and off brands making it hard for the customer to compare prices and make it difficult to perceive what is and is not a true value.



Then there are the different policies that some furniture stores have that just make the process much more difficult than it needs to be from the customer's viewpoint. So at Hudson's Furniture, they took a look at all of this research and built a new business model around eliminating every challenge that the consumer faces in the furniture buying process. And because they had been in the furniture business for 30 years they kept the things customers said they appreciate. "As we see it, most people are spending good money, putting pieces in your home, that are designed to last for generations and yet, in these economic times, they still want value", says Mr. Hudson.



"That's why we came up with what we like to call Hudson's Furniture value plus...it's free and every one of our customers gets to take advantage of it!", he continues.

Here's how it works:

Customers want a hassle free exchange policy...people don't want to make a mistake. Some customers would like to special order a piece of furniture in a unique fabric or leather but because special orders at most stores are non-cancellable and sometimes come with high restocking fees. Well, "we've eliminated that at Hudson's" says Mr. Hudson. "We are so confident in our designers and their ability to work with you and select a fabric that you will fall in love with once it is in your home, that if for any reason, you are not happy when it arrives, we will gladly allow you to come in and reselect a replacement within 30 days! We call it our hassle free 30 day exchange policy, and it applies to everything in the store".

Customers want brand names! So many furniture stores are making their own product right now as way to cut costs and advertise lower prices, but they sacrificing quality too. For customers, without looking at name brands, it's difficult to determine if what you are buying is a quality product. So Hudson's Furniture only carries America's best name brands like Broyhill, Lane, Tommy Bahama, Albany, Sealy, Simmons and hundreds of others. Solid reputable name brands that have been around for years, so you know you are getting quality furniture when you purchase at Hudson's.



Carrying only name brands let's Hudson's Furniture guarantee quality and they do so by offering a free 2 year protection plan on absolutely every piece of furniture in the store. When you buy furniture at Hudson's they cover manufacturer issues, and they cover you for accidental damage, and best of all it's free.

Customers want free delivery! Nobody wants to pay a delivery charge and at Hudson's Furniture, they won't have to. Customers feel that after they committed to a furniture purchase they don't want any charges added to that purchase. "Even though it costs us extra to provide our "white glove" delivery service, we do it for free," adds Mr. Hudson.

Customers want low prices! Hudson's Furniture what many view as the best low price guarantee in the furniture business, because it's valid for 30 days after delivery. If you find the same furniture anywhere for less within 30 days after you buy it from Hudson's Furniture they will refund the difference. In fact, just to make sure Hudson's store



managers shop the other stores regularly to sure they have the lowest prices on brand name furniture so, customers can relax and buy with confidence.

This Labor Day weekend, starting Wednesday September 1st and going right through Labor Day Monday the 6th at 6pm Hudson's Furniture is discounting everything in the store 50%! And you still get the free value plus package, the hassle free 30 day exchange policy, the free "white glove" delivery, the free 2 year protection plan and the low price guarantee!

The Lakeland store is located at 4955 South Florida Avenue and can be reached via phone by calling 863-327-8970. "There are 12 stores, plus our huge warehouse" Mr. Hudson continues, "so you know we have the buying power to bring our customers great values". You can find out more about all the great furniture at Hudson's, get directions to the store and see special offers at the website, www.HudsonsFurniture.com.

"Right now, we're allowing everyone that visits the website a chance to win a \$5,000 room makeover! One lucky winner will get \$5,000 worth of furniture of their choice just for stopping by the website and entering!"

