

Today's quality bedding at yesterday's prices

Sweet Dreams Mattress Outlet helps customers get a better night's sleep.

BY SANDY JOHN

THE AVERAGE AMERICAN spends approximately one-third of their life on a mattress. "You use your mattress more than anything else you own," says Tom Foor, owner of Sweet Dreams Mattress Outlet in Roanoke and Vinton. "If you're lucky, you spend seven or eight hours sleeping, and that's why it's important to select the right mattress."

At Sweet Dreams, helping customers find the mattress that fits their needs is top priority. Employees are not paid on commission, so there's no incentive to push a more expensive item. Instead, Foor trains his employees to listen to customers' needs and ask questions that will determine which mattress best suits the customer.

According to Foor, buying a mattress doesn't have to be confusing. Many people think a firm bed must be hard, but firm simply means the mattress supports your body weight, keeping your spine aligned. "We try to educate our customers. We treat them like a neighbor or family member, not like a sale."

"Sweet Dreams has wonderful customer service," says Cindy Reburn, a Roanoke resident who has purchased mattresses for all four bedrooms in her home from Sweet Dreams. She has also referred her parents and friends to Sweet Dreams. "Mr. Foor let us try all different types of mattresses, and he really knows his product."

Having been in retail for 20 years,



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Sweet Dreams offers customers a friendly, helpful atmosphere along with delivery, setup and disposal of old mattresses.

Foor brings expertise and experience to Sweet Dreams. Before starting Sweet Dreams in Roanoke in 1996, and then expanding to Vinton three years later, Foor worked for several furniture retailers. Foor decided to specialize in the mattress industry because he believes customers are tired of wandering through megastores looking for what they need and not being able to find a particular product, or working with a sales associate who does not understand the product.

Sweet Dreams carries Spring Air mattresses, a brand that *Consumers Digest* rated a "2003 Best Buy," and Restonic mattresses, another *Consumers Digest* award winner. Both manufacturers are family owned and haven't sacrificed quality and value for profit, Foor says. The store also stocks pillows, headboards and bed frames.

Foor is able to offer customers lower prices by locating his stores in

small strip centers rather than expensive malls and by keeping shorter hours. Customers reap the benefits of lower operating costs that result in savings of up to \$300 less than at competing stores, Foor says. Customers pay less and sleep better.

Sweet Dreams also offers delivery, setup and disposal of old mattresses. Sweet Dreams provides useable discarded mattresses to the Refugee and Immigration Services of the Catholic Diocese, which provides them to needy families that have relocated to Roanoke.

That's just one example of Foor's commitment to the community. He's also a supporter of youth athletics, high school marching bands and other local groups. "I know some people may drive 20 miles away looking for a better price, but they can buy the same products here at the same or a lower price while supporting the local community at the same time," Foor says. ♦

Store Information:



Hours:

M-Friday: 10a-6p
Saturday: 10a-4p

Address/Phone:

1313 E. Washington Ave. Vinton, 24179
(540) 981-2800

Online:

www.sweetdreamsmattresses.com

Come visit us in Vinton!