Websites













Sales tools that work for you

- Product guides w/ pictures
- Bed configuration packages
- Product training flip books
- The Sales Process
- Thank you letter
- Consumer insight articles
- Success articles & newsletters
- Motivation & Inspiration
 - ✓ Ashley Direct
 - ✓ Ashley HomeStores.com
 - ✓ Ashley Sleep.com
 - ✓ Jeff Moehling.com

Romance Word

- Rich
- Warm
- Beautiful
- Sophisticated
- Elegant
- Classic
- Timeless
- Fantastic
- Spectacular
- Love
- Wonderful
- Inviting
- Graceful
- Interesting
- Awesome

Text/email ... anytime!

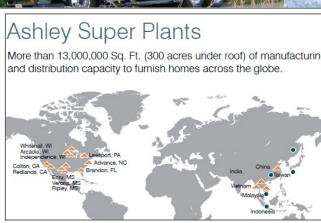
Jeff Moehling Sr. Marketing Specialist 804/921-5813 cell <u>jemoehling@sales.ashleyfurniture.com</u>

www.jeffmoehling.com

Reasons to buy: Love/Quality/Value







om World's #1 Furniture Brand

Wood Storv



Beautiful & Durable

Multi-Step Finish

- Layers of color bathe the wood to create a beautiful, durable finish
- Glazing and protective sealers added for long life
- Brings out the beautiful grain patterns of the wood (Cathedrals & Character lines of the wood.
- Sunblock, anti-fade built-in to finish
- Durability is built into the finish
- Easy to clean with just soap & water.
- Polyurethane top coat adds long lasting durability.

Durable Finishes

Ashlev Storv

Welcome to **Ashley Furniture HomeStore**. We're the #1 furniture retailer, #1 selling furniture brand and the largest furniture manufacturer in the United States/North America.

Ashley designs, quality tests, builds, delivers and backs our own furniture ensuring it meets Ashley's own rigorous standards. We have the *largest selection & inventory* coupled with the best shipping fleet in the industry – ensuring fast dependable delivery to 95% of North America weekly.

Ashley is backed by 60 years of growth and excellence in the United States. They are environmentally friendly, charitable & dedicated to the US economy - investing more dollars in recent years in the US than all other furniture companies combined. With over 12 million square feet of manufacturing & distribution capacity worldwide ... that's 250 acres!

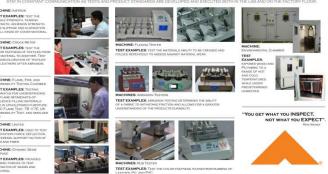
With over **7,000** *sku's and delivering* **35**+ *million pieces annually* and over **6,000** truckloads per week, Ashley has the largest shipping fleet in the US. With Worldwide offices and manufacturing facilities, best in class suppliers and a global supply chain **Ashley** is able to offer industry leading marketing solutions and the best consistent quality story of any furniture company in the world.

Brand, Retailer, Manufacturer, Shipper

Ashley Story

Quality Story

WE PUT QUALITY TO THE TEST CONTINUOUS PRODUCT QUALITY IMPROVEMENT





World Class Furniture Manufacturer

- Finish Testing (abrasion & chemical testing)
- **Environmental Simulation Testing**
- Electromechanical (strength) testing
- **Chair Back Strength testing**
- Transport Simulator & drop testing
- **Product Audit Inspection testing**
- Motion Mechanism testing
- Testing to failure to ensure durability

When you make it for yourself, you make it (We Make Our Furniture)