

Jenner's was a 35 year old, second generation four store chain. Over the

last 5 years the family eliminated 2 stores. The remaining stores were a full line design center and an outlet center located in Fort Mohave, Arizona. The family determined that after 36 years it was in their best interest to recover their investment and close

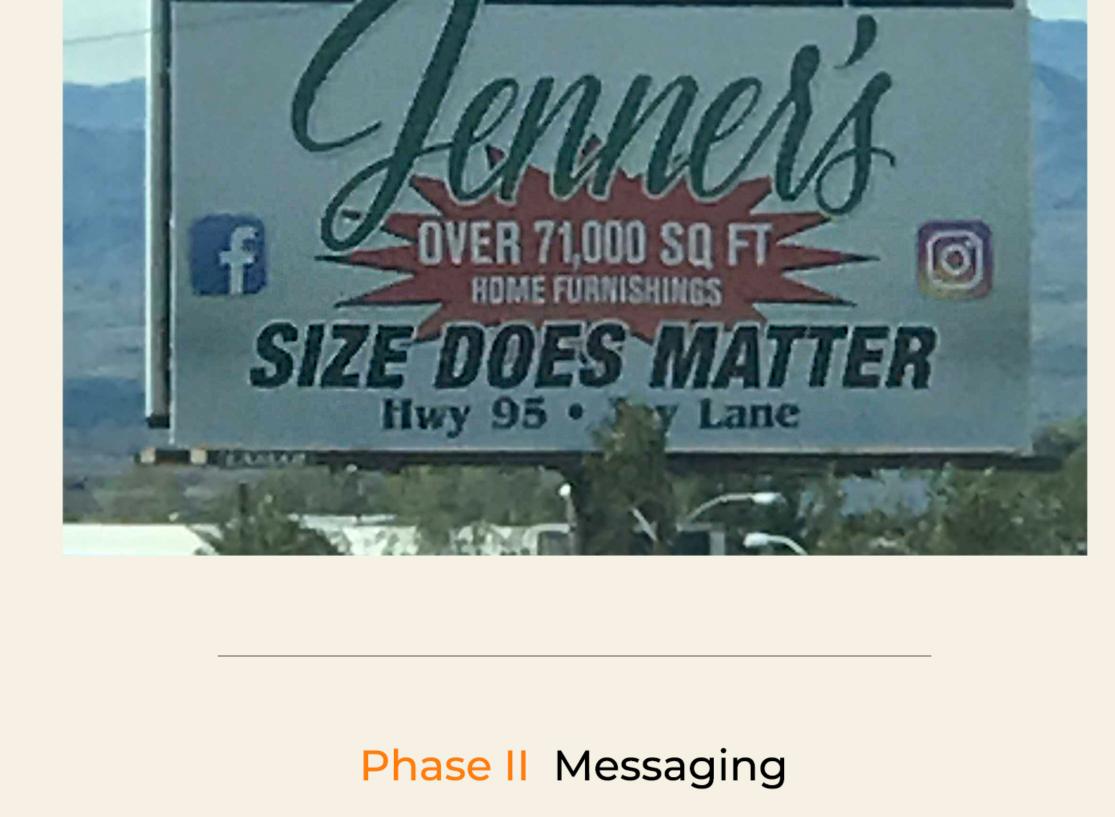
Phase I The Event Theme

After consulting with the family, HIFSales determined that it was in their

best interest to conduct a "retirement" event that would be switched

over to a "going out of business" event, a sale within a sale. The mother

would be retried from retail and her son and daughter would relocate their family out of the area.



Retirement Party

HIFSales realized that it would be extremely important to tell a positive

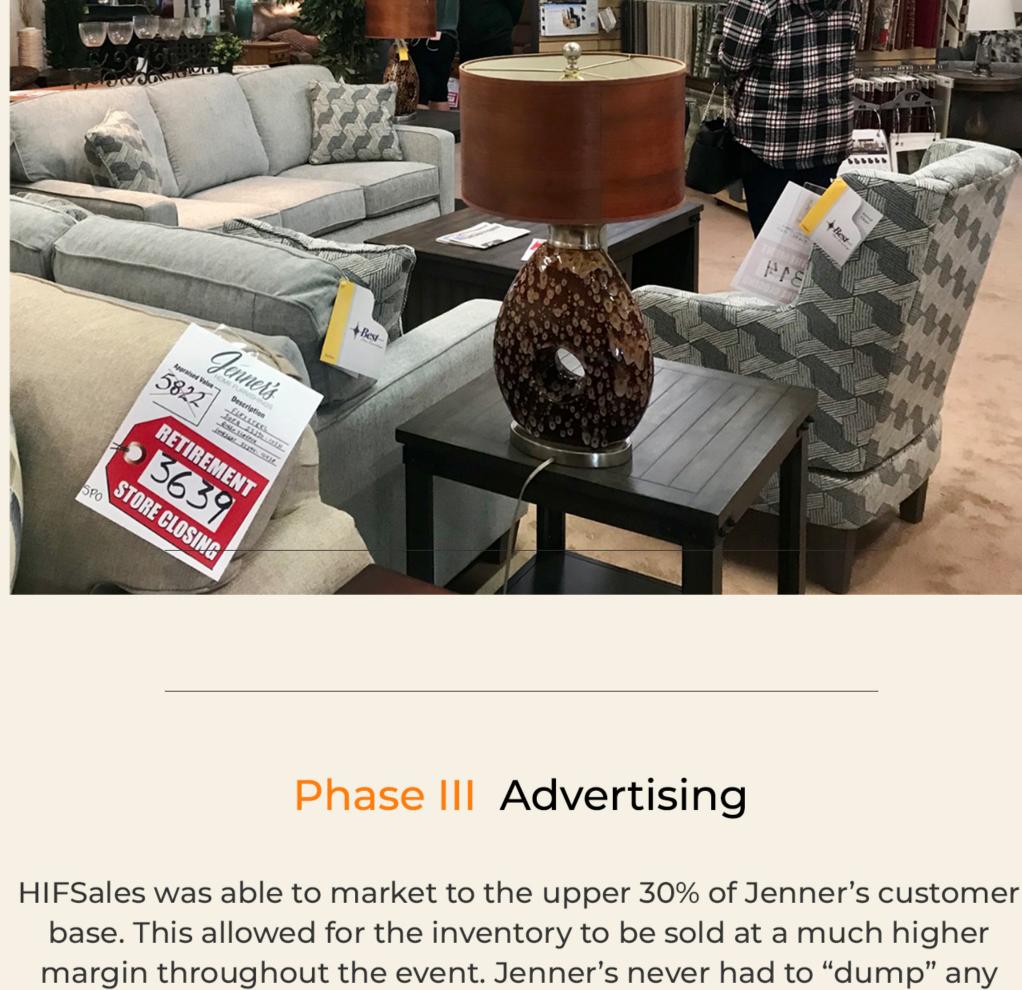
story and maintain respectful relationships within the community.

As a result of the messaging, HIFSales used a "retirement party" concept to make a special announcement to the preferred customer base

the first weekend of the event. This helped energize the community

and customer base and create a positive message.

FLEXSTEEL



HIFSales created images for their website to enhance the message's reach. HIFSales also leveraged Jenner's Facebook following with

posts to their customer base. HIFSales conducted an email cam-

paign the first week. During the first weekend of the event, 40% of

Digital

product at any time. HIFSales never used "pennies on the dollar"

phrases as so typical in liquidation or GOB events.

the foot traffic was determined to come through the digital advertising.

We're Closing our Doors Forever

Jenner's Home Furnishings - Jenner's Outlet Center

Beach Dr

Tule Dr Pinta Dr

Monarch Dr

Polaris R

95

1595 Joy Lane Fort Mohave

5618 Hwy 95 Mohave Valley



Phase V Advertising

Radio

HIFSales experienced tremendous success with its radio campaign.

They scripted and helped produce radio spots that had never been

heard in their market place.

They used the owner to answer question that were "asked" in the

market. Trevor told the true story in his own voice with great suc-

HIFSales conducted a count down through radio, Facebook live,

Facebook posts, email and signage on a daily basis. The purpose of

this was to bring in bigger tickets at a higher margin.

HOME FURNISHINGS

After 30 years I'm finally **RETIRING and CLOSING OUR STORES!** After working together with my late husband and son in Mohave Valley and the surrounding area, we've decided to close **Jenner's Home** Furnishings and Jenner's Outlet Clearance Center FOREVER. Each store must LIQUIDATE ALL

INVENTORY IMMEDIATELY! All upholstery, recliners, dining tables and chairs, bedroom suits, art, and accessories will be disposed of directly to the public. However, with this letter I'm giving you the first

, you are invited to attend our **PRIVATE STORE CLOSING EVENT**

opportunity to invest in our inventory at true liquidation prices.

Phase VI 14 Day Countdown

Results



great marketing as well. Tim Dial has been a huge part Of the success. He and his team have been amazing our customers. We have used other companies in the past for impact sales, and nothing compares to our experience We started off the wee With astounding numbers and put a lot of money in the bank. It has been fun bills, instead of crossing our fingers hoping that we

This letter is intended for the recommendation of High Impact Furniture Sales. Since the start of our event, it has nothing but a fantastic experience. Mike has been very thorough from the beginning and has been very hands-on with bringing ideas, and lots of

have the money in there. Another plus is that we haven't broken the bank on advertis-

THE LETTERS WORK! The sales team have been doing their diligence, we have had less

ing. We have maintained approximately 4% since the beginning of the event.

than a 1% return on purchases.

480-272-5495

The bottom line is that everyone has made this an enjoyable process. Their team members haveblended seamlessly with our team, and we have all been making a lot of money in the process. NO bigattitudes, and everyone is willing to chip in wherever they can. I cannot thank Mike and his team enough. They are HIGHLY recommended. Trevor Mcallister President, Jenner's Furnitures

From Retailer Now

https://retailernowmag.com/jenner-home-furnishings-new-beginning/

340903.html

From Mohave Daily News http://www.mohavedailynews.com/news/end-of-an-era-jenner-s-furniture-ending-long-run/article_711a57e0-206d-11e9-b122-b3105d