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PREMIER ONE STOP SHOPPING FOR YOUR HOME

Incredible Savings, Unmatched Selection, Exceptional Service

Quality, selection, service, and value are the motivating factors in any purchasing decision, and DirectBuy of Chattanooga delivers. A private, members-only showroom and design center where consumers can purchase merchandise at manufacturer-direct prices, DirectBuy of Chattanooga is one of over 150 locations across the United States and Canada which provides members with access to more than 700 brand-name manufacturers and their authorized suppliers.

“We give individual families an opportunity to buy directly from the manufacturer, cutting out the middleman and the markup on the merchandise,” explained DirectBuy of Chattanooga Owner Libby Hunter, whose sons Jonathan and Josh are also active in the company as Marketing and Sales Managers, respectively. “We use the same catalogs and price lists that purchasing agents use when they buy for their retail stores, and in most instances our selection includes the entire line from the manufacturer rather than only those items a retail store purchasing agent may have selected.”

Offering a variety of merchandise, from furniture to jewelry, home accessories, clothing, and outdoor items, DirectBuy of Chattanooga provides a unique venue in which consumers shop and save consistently. “I like to say that if you are putting up the walls of your home, we don’t have the dry-wall or wood, but we do have virtually everything else,” smiled Libby, “including siding and fencing.”

“We have a 10,000-square foot showroom at 3757 Powers Court

near the corner of Bonny Oaks Drive and Highway 153. We would also like to invite everyone to an Open House to see the DirectBuy concept and decide if it is right for them.”

Ranking number one in the Entrepreneur 2006 Franchise 500 miscellaneous services category, DirectBuy has proven popular for those building or remodeling their homes, searching for that special gift or accent, and seeking to maximize their purchasing power. A shopping destination, DirectBuy of Chattanooga provides a spacious, well-organized design center where shoppers browse and select merchandise in a comfortable, hassle-free environment, along with professional delivery and installation of a variety of products following the purchase.

“People will be able to find the quality and selection of merchandise that you can’t easily find anywhere else,” related Josh. “We are the one-stop location for nearly anything in your home or for yourself. Since shoppers are buying directly from the manufacturers, they receive great service and honest opinions from our team, which consists of designers and product specialists.”

DirectBuy members find that no dream is too elaborate. From the smallest detail to the project of a lifetime, service is the hallmark of the experience. For Libby, the decision to become a DirectBuy franchisee was an obvious choice. “I had dreamed of owning a furniture store, but this is so much more. It is truly the best of all worlds in one package,” she reasoned. “We are advocates of selection, service, and convenience for our members.”

For more than 36 years, DirectBuy has shown thousands of consumers unparalleled ways to save as they shop for virtually everything for in and around their homes. “I think our current members realize the impact we are having on their lives,” noted Jonathan, “by saving them time and money and eliminating the extra costs of whatever they are doing to improve their surroundings. We have an extremely high satisfaction rating, and our designers and service team are incredible. We often have members come into the showroom and spend days or weeks redecorating rooms in their homes or finding the best value in whatever project they have going on.”



DirectBuy of Chattanooga offers unlimited possibilities. Exploring the advantages of membership is easy. Simply call (800) 310-9076 or visit www.chattanoogadirectbuy.com to obtain a free “Insider’s Guide to Buying Direct” and a Visitor’s Pass. Discover what others already know: DirectBuy of Chattanooga is the premier one-stop shopping location, enhancing lifestyles every day.