



The *largest* and  
*fastest-growing*  
Ashley Furniture HomeStore licensee  
in the *Carolinas* and *Georgia*.



# WELCOME!

At Broad River Furniture, our success is built on the strength of our employees. We strive to provide a workplace where you can learn and grow, while being challenged and rewarded fairly for your work, which will ultimately create a great sense of personal pride in being a part of our team. That's what makes us different from any other retail furniture companies – we are a close-knit group who come together for a common cause to work hard and provide for the team, and our own families.

We are excited to be recognized as one of the Top 100 Furniture Store Companies in the US, according to Furniture Today, the leading trade publication in the home furnishings industry. We are also one of the fastest growing companies in retail furniture, and our growth strategy reflects our stability as a company. We strive to be an Excellent Home Furnishings Company everyday!

Our company has 5 Core Values: Integrity, Personal Excellence, Customer Satisfaction, Collaboration and Innovation. We are guided by them daily as we make key decisions, set policies and carry out our responsibilities to our customers, our company and each other. If you can relate to these values, I would encourage you to strongly consider starting a new career with us by becoming part of our team.

Best regards,

**Jonathan Ishee**  
Chief Executive Officer  
President

**Charlie Malouf**  
Chief Operations Officer  
Managing Partner



# WHO WE ARE

Founded in 2003, Broad River Furniture (BRF) is a locally owned and operated home furnishings retailer. **Broad River Furniture is the largest and fastest-growing Ashley Furniture HomeStore licensee in the Carolinas and Georgia.** The first store opened in Pineville, NC, in May of 2003, and Broad River Furniture was on the fast track toward success. Sales have increased by double digits in the past three years, including a 20% increase in 2012 vs. 2011 to end the year at over \$80 million.

**The Company's growth in the recent tough economic climate is a testament to our associates who continue to pursue Excellence.** Located in the 4th largest population cluster or "Megapolitan" area in the U.S. with approximately 20 million residents or 6.6% of the U.S. population in the area between Raleigh, NC and Birmingham, AL. This region has historically grown at a compounded annual rate of 5%, and we're proud that our growth has outpaced that of the region. The Charlotte and Greenville metropolitan areas have a combined population of approximately 3 million.

Today, Broad River Furniture is headquartered in Charlotte, NC, and has 15 HomeStores in 3 states with over 300 full-time employees and contractors. **We take pride in our employees, as we believe that each person contributes directly to the growth and success of this company.**

## Awards & Accomplishments:

- Nationally recognized as a Top 100 Furniture Retailer, up to 78th in 2012 from 86th in 2011.
- According to Furniture Today, we are one of the fastest growing furniture retailers in America.
- Recognized as one of North Carolina's Top 100 Private Companies in 2012 by Grant Thornton LLP.
- Chairman's Award, given by Ashley Furniture Industries in recognition of BRF's growth and outstanding achievements in 2009.
- Recognized by Furniture Today in 2012 as one of four Retail Giants of Bedding in the U.S. based on achievements in the competitive mattress arena.
- Received the Sustainable Business Award from the Charlotte Business Journal in 2010 for the recycling of packing materials at our Distribution Center

**We are constantly seeking opportunistic growth and long-term stability within our organization.**



# WHAT WE BELIEVE

## Our Mission

To be an excellent home furnishings company.

## What are Our Core Values?

- **Integrity** – Guided by Christian principles, we are ethical, responsible, fair and truthful. We maintain the highest standards of personal and professional conduct.
- **Personal Excellence** – We maximize our own potential through continual-self improvement and accountability.
- **Customer Satisfaction** – We focus on our customers' needs and strive to exceed their expectations.
- **Collaboration** – We make better decisions when we make them together. With humility, we recognize each other's value and work together in a respectful manner.
- **Innovation** – We embrace change for the better. Through improved processes and technology, we seek efficiency.

## What are Our Customer Beliefs?

- Every Customer is vitally important to us.
- Every Customer deserves our passion, attention and extensive knowledge.
- We must be proud of each and every Customer engagement.
- Connecting with our Customers is the key to building lasting Customer relationships.



# EMPLOYER OF CHOICE

## At Broad River Furniture, one of our goals is to be an Employer of Choice, where the commitment exists to:

- Treat each employee as an **INDIVIDUAL** with dignity and respect.
- **COMPENSATE** employees fairly in relation to both internal policies and external factors.
- Provide a market-competitive **BENEFITS** program.
- Create an environment where employees can **LEARN** and **GROW**.
- **TEACH** employees so they are competent to do the work asked of them.
- **EVALUATE** and **RECOGNIZE** performance objectively, fairly and consistently based on the individual's contribution to the accomplishment of our Mission and adherence to our Values.

## Are you the person for the job?

Above all else, we are looking for people who are willing to internalize and act on our Customer Beliefs each day. Whether our employees work on one of our 15 sales floors or in our Distribution Center, this means putting the customer first, always! With that in mind, we firmly believe that our most successful and outstanding employees are the ones who think of serving our Customers first. Being full of energy and demonstrating a desire to continually learn and improve are keystone traits that applicants must possess. Lastly, we seek individuals who enjoy what they do and have fun while doing it. We are a team, and must constantly lean on one another to be successful.

Broad River Furniture provides more than just a job, we provide a career. Our goal is to always promote from within. With the growth we have experienced over the last ten years, we have many opportunities. Below is a list of our departments and opportunities within each one:

## Sales

- General Manager
- Sales Manager
- Sales Associate
- Sales Service Representative
- Regional Manager

## Warehouse

- Logistics Personnel
- Inventory Control Specialist
- Receiving Clerk
- Furniture Prep and Repair Technician
- Lift Operators

## Customer Service

- In-store Representative
- Call Center Specialist

## Merchandising

- Visual Showroom Merchandiser
- Merchandise Coordinator
- Showroom Mover

## Corporate

- Finance and Accounting
- Information Technology
- Human Resources
- Marketing



# TOTAL COMPENSATION

At Broad River Furniture, we strive to compensate our employees fairly, not only in terms of pay but in Total Compensation. Our idea of Total Compensation includes maintaining a balance between work and home. Our competitive and comprehensive benefits package is a leader among our retail peers. For all employees working 30 hours or more each week, we proudly offer:

- Medical Coverage
- Dental Coverage
- Vision Coverage
- Paid Time Off (PTO)
- 401K with matching contribution
- Short and Long-Term Disability
- Term Life Insurance
- Flexible Spending Account
- Employee Purchase Plan
- And much more...



# TESTIMONIALS

*"Broad River Furniture is a step above the rest because of their focus on the Customer. Working for a Company that has exceptional core values and prides itself on their Customer beliefs allows you not only to be set up for optimum success but also evokes a sense of pride in your work. I cannot speak for every store, but at Ashley Furniture HomeStore in Augusta, Georgia we do not just sell furniture, we provide the best Customer service of any business in town."*

**- Clare Reeves**  
**Assistant General Manager, Augusta**

*"The advice that I'd like to share with interested applicants is to be serious about the opportunity of engagement in any position attained, and be prepared to take a leap. There are hidden talents in all of us waiting to be tapped. The Company's moral integrity is founded on Christian principles and we strive to maintain the highest standards of personal and professional conduct. That, in and of itself, is an attention-getter for me. Talent is valued and is cultivated for placement in areas of expertise. Know who you are and what you want."*

**- Tippi Turner**  
**General Manager, Gastonia**

*"I have learned how to be a more successful sales person, emulating leaders as a team player in a fast-paced sales environment. The most challenging part is meeting my own personal sales goals and keeping my performance consistent month after month."*

*"Exciting, fun, fast-paced, challenging, results-driven. We are a team, and we support each other!"*

**- Kenny Fisher**  
**Sales Associate, Fayetteville**

*"A great Company that lives up to its mission statement. I think because of our beliefs, we all strive to do the right thing for each other and the Customers. The Company also recognizes a job well done and welcomes any ideas for growth and efficiency."*

**- Alicia Thompson**  
**Customer Care Supervisor**

*"At some point in my career here I have had the chance to meet most of the people that run the Company, from logistics to the owners. If you work hard, people will start to take notice and in this Company, a locally-owned growing Company, you get to be a part of that growth."*

*"We provide a quality product with great service. From greeting a guest as they walk in the door all the way to the point of delivery and beyond, we try to offer an experience that will not only leave them satisfied with their current purchase, but wanting to return for future furnishing needs. Many of the guests we have served have returned to say how good the experience was from either the sales person or the office, and even a few have come back to tell us what a great job the delivery team did. The ability to create a desire to shop with us, and then follow through with great service is what makes us excellent."*

**- Travis Barkley**  
**Lead Sales Service Representative, Columbia**

*"Broad River Furniture is a dynamic, fast paced and rapidly growing company. Here you are offered not just a job, but a long term career opportunity. If you are a motivated and results oriented person, the sky's the limit in terms of your personal and professional growth. Our constant pursuit of excellence creates an environment and a culture that is very exciting to be a part of everyday. This is a team you can be proud to be on!"*

**- Chris Dulski**  
**Vice President of Operations**



# BRF GIVES BACK

## Serving Our Communities

Broad River Furniture is committed to giving back to the communities where we live and work, with a special emphasis on organizations that provide necessities to children and families in need. We also focus on the power of awareness and education in topics such as foster care adoption, youth mentorship and healthy family environments. In keeping with Broad River Furniture's commitment to serve its local communities, a portion of the proceeds from every mattress sold are donated to Beds For Kids or A Hope to Dream to help local children in need.

Beds For Kids' mission is to provide a bed and other essential furniture to every child and family in need in Charlotte, NC. You may also follow them on Facebook and Twitter.



[www.bedsforkids.org](http://www.bedsforkids.org)  
[www.facebook.com/bedsforkids](https://www.facebook.com/bedsforkids)  
[www.twitter.com/bedsforkids](https://www.twitter.com/bedsforkids)

A Hope to Dream benefits the following communities: Greenville, Spartanburg, Anderson and Columbia, SC; Augusta, GA; Fayetteville and Raleigh, NC.

[www.ashleyfurniturehomestore.com/events/AHopeToDream](http://www.ashleyfurniturehomestore.com/events/AHopeToDream)



## Protecting our Environment

At Broad River Furniture, we continually strive to recycle, reuse and replenish everyday. In 2009, Ashley Furniture HomeStore took the initiative to reduce waste packaging materials, and through the partnership with Sonoco Products Co., our Distribution Center was able to recycle 261 tons of cardboard, 23 tons of plastic film and 20 tons of Styrofoam. And in 2010, Ashley Furniture HomeStore received a Sustainable Business Award from the Charlotte Business Journal for the recycling of packaging materials.



# STEPS TO APPLY

Thanks for taking time to read through this information to learn more about the career opportunities at Broad River Furniture. As soon as you finish reading this last section, jump on your computer and head to [www.broadriverfurniture.com/careers](http://www.broadriverfurniture.com/careers). Our career page serves as the main hub for all our open positions, and we update these postings on a weekly basis. Once you identify a position that you are interested in pursuing, please do not hesitate to submit your resume and application electronically to begin the process. If you appear to meet the necessary prerequisites for the position you are pursuing, we will conduct a phone interview with you before passing your information to the appropriate hiring manager to review. From there, you will have one to two face-to-face interviews with the hiring manager(s) before we begin to process your background check. Even if you are turned down for a role, we highly encourage you to return to our career page regularly to look for openings that may be a better fit with your skill set.

As we continue to grow, we will continually seek top talent to ensure we remain an excellent home furnishings company. Broad River Furniture really is a special place to work, and if we can provide any assistance in the application process, please let us know.



# LOCATIONS

## Ashley Furniture HomeStores

Pineville, NC • (704) 369-7800  
11320 Carolina Place Pkwy

Charlotte (University), NC • (704) 369-2200  
430 E McCullough Dr

Matthews, NC • (704) 815-0400  
11416 E Independence Blvd

Outlet – Charlotte, NC • (704) 594-2000  
5345 South Blvd

Gastonia, NC • (704) 824-7400  
3932 E Franklin Blvd

Concord, NC • (704) 720-7400  
6060 Bayfield Pkwy

Mooresville, NC • (704) 664-7440  
649 River Highway

Hickory, NC • (828) 485-4300  
2201 US 70 SE

Fayetteville, NC • (910) 252-5000  
5075 Morganton Rd

Raleigh, NC • (919) 322-4005  
8331 Glenwood Ave

Greenville, SC • (864) 331-2670  
1017 Woodruff Rd

Spartanburg, SC • (864) 327-3670  
300 W Blackstock Rd

Anderson, SC • (864) 328-2670  
3523 Clemson Blvd

Columbia, SC • (803) 451-8888  
108 Harbison Blvd

Augusta, GA • (706) 733-0300  
216 Robert C Daniel Pkwy

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