



DirectBuy Members Trade Membership Card for Franchise

Former members open Columbia home improvement design showroom.

Columbia, FL, July 15, 2008 --(PR.com)-- Bryan and Barbara Keller loved being [DirectBuy](#) members. They loved DirectBuy so much, that they decided to trade in their membership card for an entire DirectBuy franchise.

“As members, we experienced tremendous savings and were very excited about the DirectBuy concept,” said Barbara. “We could tell that DirectBuy was a great business, from both the membership side and the ownership side. Since opening our doors five months ago, we have been able to help so many families just like us.”

Once the Kellers decided to become franchisees, their next big decision was to decide where to open their showroom. Originally from Montgomery County, Pennsylvania, the Kellers fell in love with Columbia, South Carolina. They selected a site, completed their build-out, and opened their doors for business in late 2007.

To celebrate the opening of their showroom, the Kellers hosted a grand opening event in their 13,000 sq. foot design showroom. [DirectBuy of Columbia](#) is located at 533 Clemson Road, Columbia, South Carolina.

DirectBuy enables consumers to purchase brand-name merchandise -- including kitchen cabinets, appliances, flooring, home furnishings, and much, much more -- at members-only, manufacturer-direct prices. By providing merchandise without traditional retail markup, DirectBuy dramatically increases the purchasing power of its members, enabling them to enjoy the home of their dreams.

“DirectBuy has offered its members unmatched savings, selection and service for the past 35 years, and we are excited to bring that tradition to residents living in the communities in and around Columbia,” said Bart Fesperman, vice president of sales and marketing for DirectBuy. “We offer the top home furnishings and home improvement brands at discounted prices that consumers will not find anywhere else. We're confident that area families will quickly benefit from this exciting concept.”

To assist members with their home renovation projects, DirectBuy employs interior designers and product specialists who are specially trained in one of five areas of merchandise: Home Furnishing, Home Improvement, Flooring, Accessories, and Entertainment/Outdoor.

DirectBuy members also have access to renowned designer Christopher Lowell. Lowell has designed twelve room settings - created exclusively with products available through DirectBuy - using his Seven Layers of Design. An innovative approach to home décor, The Seven Layers of Design concept keeps homeowners on budget and from feeling overwhelmed by their project.

“DirectBuy of Columbia sets itself apart from traditional retailers by providing consumers with a



low-cost, 'one-stop shopping' destination where they can furnish, build or renovate their home,” said Bryan. “Members will enjoy personalized service as they navigate through our extensive selection of brand-name, top-of-the-line merchandise.”

About DirectBuy

For 35 years, DirectBuy has been showing thousands of consumers unparalleled ways to save as they shop for virtually everything for in and around their homes - from furniture, carpet and flooring, and custom window treatments, to [kitchen cabinets](#), [bath cabinets](#), fixtures, [appliances](#) and much, much more. DirectBuy enables members to purchase products from several hundred manufacturers at more than 150 showrooms across North America. To learn more about DirectBuy, visit www.directbuy.com or www.directbuycare.com.

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