







Home Concepts...







# ...A Powerful Relationship



### Product

- Heirloom Quality
   Hand-Sanded Details
   24-Step WellGuard Hand-Rubbed Finish System
- Broad Selection of Products
   Over 30,000 Door Style and Finish Combinations
   For All Rooms of the Home Kitchens, Baths,
   Entertainment, Offices, Closets, Mudrooms...
- Good, Better, Best Products For All Budgets
- Distinctive Storage Solutions Program
- Estate Custom Collection Program
- Elegant Bath Collection Program
- Home Concepts









#### Flexible Product Line

- 3 Price Levels to Match any Client's Budget
- Over 30,000 Door Styles, Species and Finish Combinations for All Rooms of the Home
- Semi-Custom Options for More Design Choices and Flexibility
- Traditional, Transitional and Contemporary Door Styles
- Select and Premier Series





#### Fashion Forward & Innovative Product Line

- Over 30,000 Door Styles, Species and Finish Combinations
- You Drawlt Offers the Opportunity to Let Your Imagination Become a Reality
- Designed to Satisfy Your Most Distinguished Clientele
- Premier Cabinet Construction



## ELEGANT BATH COLLECTION

#### Furniture Bath Cabinetry

- Furniture Vanities in Designer Suites
- Basic Vanity Collection
- Wall Mount Suite
- Corner Vanity and Curved Vanity Suites
- Door Style and Finish Collection
- Decorative Mirrors, Medicine Cabinets, Lighting and More
- Full Overlay and Inset door styling







### Priced to Match All Budgets

- 4 Types of Doors to Choose From: Thermofoil, MDF, Laminate and Solid Wood
- 2 Types of Panels to Choose From: Melamine and Wood Veneer
- A Variety of Accessories and Options to Maximize the Space and Budget

#### Flexible and Innovative Products

- CAD Design Program Makes Designing Easy
- Blends With Wellborn Cabinet, Inc. Cabinetry and Accessories For Expanded Offerings
- Over 550 Door Style, Species, and Finish Combinations
- Covers All Areas of the Home: Garage, Closets, Pantry, Office, Craft Room, Laundry, Entertainment Center, Mud Room, Guest Bedroom & More

#### One Room at a Time

- Smaller Pack Quantities Equals Less Waste Per Job and More Profits
- Delivered on Wellborn Trucks at Regularly Scheduled Intervals With Your Wellborn Order
- Generate Additional Sales by Capturing Secondary Areas



### Home Concepts...

### Competitive Pricing

- The **BEST** Quality at Two Price Points
- Positioned to Help Target Builders, Entry Level Remodelers and Multi-Project Markets
- Higher Standard of Construction Helps Win the Sale

#### Flexible Product Line

- Over 75 Door Styles, Species and Finish Combinations
- Semi-Custom Options for More Design Choices
- Accessible Cabinet Offerings Allow You to Service a Broader Market
- Order One Room at a Time
- Delivered on Wellborn Trucks



### Industry Partnership and Support













### **ERVICES**

Company Transportation Fleet On Time Every Time Excellent Shipping Accuracy Rate 21/2 Week Delivery



Rush Orders Available To Ship In 5 Business Days

- Marketing Studio Professional Publications
- Web Studio Professional Website Google Analytics



- Inspiration Center Touch Screen In-house Selling Tool
- Wellborn Selling Solution
- **Project Central**
- Design Contest



### ROGRAMS GREEN CHOICE

Green Choice

Environmental Stewardship Program Wellborn's Natural Gas Savings = Heating 5,124 Homes Yearly FSI and SFC certification in Estate Brand

- **Authorized Contractor Program**
- Associate Dealer Program
- The Premier Kitchen and Bath
- Dealer is Wellborn's Distribution Channel
- Builder Programs







### JUPPORT

- Family Owned & Operated Since 1961
- Nationally Recognized Brand **HGTV** Creates Consumer Demand

Retail and Trade Leads Website Drives Leads

2% Co-op Advertising Program

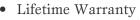
Social Media increases awareness 🌠 🐧 🕡 🕔 📑 You 📠 🏏 🕇 in 👵











W Stand Behind Our Products

100% E-Business Support Wellborn&You) www.wellbornandyou.com Increases Efficiency and Accuracy C AProgram Simplifies Ordering AutoCAD Program

**Industry Leading Education Training Programs** Product, Sales, Installation, Design & Business Management











Dedicated Support Team Customer Service In-Field Sales Representatives

Marketing Potential and Remodeling MSA reports

- Corporate Display Programs
- Trade Websites for the Pros
- Mobile Apps
- Literature available on iPad®
- Dream Kitchen Makeover
- Guild Quality—Customer Satisfaction Ratings
- Beautiful Literature and Sales Aids



### Let's Begin Our Relationship Today!

