

In This Issue

Summer Classics Super SHOPS Dealer of the Year



L to R: Sam Neville, Barry Jones, Paula Jones, Mike Jennings. Sam Neville and Mike Jennings are the buyers for Summer Classics from The Summer House. They also work in the store, and create the Summer Classics displays in The Summer House.

Summer Classics Super SHOPS Dealer of the Year

MONTEVALLO, ALABAMA/HIGHLANDS, NORTH CAROLINA

The Summer House was chosen as the 2012 Super SHOPS Dealer of the year by Summer Classics, an indoor and outdoor furniture manufacturer and retailer.

The Annual Summer Classics Super SHOPS Dealer of the Year is awarded to the store that demonstrates excellence in the promotion and display of Summer Classics products, and sales growth throughout the year over all 20 retail stores involved with the program in the United States.

"The award was announced during the Summer Classics Annual Garden Party, a week of events that allows customers to view the company's six new collections, additions to existing collections and practically every SKU in the line in the 42,000 sq. ft. showroom in Pelham, Alabama.

The Summer House is located in Highlands, North Carolina, a town of just over 5,000 permanent residents and 25,000 summer home owners. The Summer House offers customers an excellent shopping experience, and goes above and beyond what is expected of a typical furniture store.

"We started out just trying to make local furniture in North Carolina," said Barry Jones, owner of The Summer House. "We found out that there wasn't a furniture-making tradition in the area, so we started to make our own. In the first 10 years or so we did work for several celebrities and we were making 90 percent of what we sold," Jones said.

The store's commitment to offering the best home furnishings to their customers lead to owners Paula and Barry Jones selecting Summer Classics five years ago as their only outdoor furniture manufacturer. The Summer House has over 3,500 sq. ft. featuring Summer Classics exclusively.

"We're successful with Summer Classics because of the way we present the product," Jones said. "Summer Classics and The Summer House have similar values and views on customer service, high quality products and delivering an exceptional experience every time someone comes into the store."

The Summer Classics Super SHOPS Program enters its 16th year, and is a program that gives the Dealer special discounts, advertising allowance and promotional materials if the Dealer will dedicate 1,500 sq. ft. of their store to Summer Classics Products.

"They are a fantastic account because they just get it, and they understand how to order and display the product," said Carmen Squadrito, Summer Classics sales representative for North Carolina.

The first Summer House shop evolved from a small storefront in Scaly Mountain, North Carolina, over 20 years ago, to its present expansive location in an old apple tree orchard just outside the town of Highlands. The Summer House and Tiger Mountain Woodworks, the custom woodworks division, is a complete home furnishing complex that includes a design showroom, The Kitchen Shop, and The Porch and Patio Store. The Summer House also features The "Idea Showhouse," which is a 3,500 sq. ft., three- bedroom home showcasing major manufacturers.

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