



Who is Home Furnishings Solutions?

HFM, LLC (dba Home Furnishings Marketing) was formed in 2001 to market and sell home furnishings (furniture, lighting, rugs, pictures, plants, accessories) to consumers. We have **two divisions** of the business: **1) Internet E-Commerce** and web-related sales (estimated 10% of sales) to individuals who inquire, and **2) Contract sales** of complete furnishings for residential and commercial (Estimated 90% of sales).

Initially, our **Contract sales** in the **residential market** were primarily focused on new home purchasers through our relationships with developers, investors, builders and other real estate professionals with the goal to provide furnishings for entire homes for customers who do not have the time, energy or expertise to do it on their own. Over the past several years, we have built relationships with several high end developers and investors who believe in this proven approach as a way to present their properties for a higher profit and instant buyer gratification to enjoy their home immediately and a clientele that has a clear appreciation for our services and the means to pay for it. This has changed our concentration to high end furnishings for high end resort/retirement type communities in NC and SC initially. We are also continuing to build our business in coastal vacation homes from the Outer Banks to Sea Island, GA as well as furnishings packages direct to large builders who sell their properties furnished.

On the **commercial** side, our focus has been in the Senior Living segment primarily in seating, dining and common areas. We have several key accounts in which we serve all their facilities throughout the southeast. As our customers present other opportunities, we review each on a case by case basis. For example, we are currently working on a high end country club clubhouse on the Outer Banks.

To better communicate who we are, we changed our name to **Home Furnishings Solutions (HFM, LLC)** in 1/2005. Our offices and main warehouse are located in Claremont, NC just outside of Hickory and we pickup from many of our main suppliers located locally from Lenoir to High Point which saves freight and leadtimes. We do not have a showroom which lowers overhead cost and keeps pricing very competitive. We have established dependable subcontractor partnerships and buyer relationships with **over 140 suppliers** in the furniture and home furnishings industry from low cost/medium quality imports to high cost/high quality national brands. HFM has interior designers on staff or partnerships that work with the builders/investors to make all building selections as well as all furnishings with as much input or as little input from them as they desire. We have completed 5 homes that are model status to illustrate our abilities in strategic locations from the mountains to the coast. Our business model has continued to evolve with market opportunities in the high-end homes and communities due to our exposure and building satisfied customer relationships.

We will continue to add Interior Designer partnerships in strategic locations based on market opportunities.

In 2004, **HFM partners have formed a sister company, David James Premier Builders** to invest, build and furnish high end custom homes for speculative sales. Both partners had been involved in family businesses to develop residential homes over the past 5 years. We have just built and sold our 1st home in November 2005 for this business and have purchased building lots in higher communities in North Myrtle Beach and near Hendersonville where we are planning to start construction on homes in 2009. Based on the results of our developers/investor customers for Home Furnishings Solutions, we believe a new resort home would be an easier sale if you could buy a custom built home already furnished with minimum hassle. Most of these properties are being purchased by wealthy customers from out of the area. The opportunity for HFM and David James is to combine the synergies of both companies to duplicate what many of our investors are doing to make more profits with both companies while continuing to build investor/customer relationships to grow our business in the future.