

# Warehouse Guys Add Windows and Fireplaces to Winning Formula

**W**ith summer turning to fall, homeowners start considering inside renovation projects. There's no better place to turn than The Warehouse Guys who are gearing up for the fall by expanding their inventory yet again.

The popular Hyde Park warehouse is home to great deals on kitchens, flooring, countertops, furniture, mattresses – and, of course, hot tubs.

More recently, partners Chris Metron and Peter Broadbent have added fireplaces and windows to the mix, giving homeowners even more opportunities to save on home improvement projects.

"We listen to our customers," says Metron. "They've been asking for windows and fireplaces, and we're happy to respond. Roughly 30 per cent of our business is repeat business from customers who come back looking for more deals. The more products we offer, the more money they can save."

Since introducing a line of kitchen cabinets and countertops – and opening a Kitchen Design showroom a two-minute walk from the warehouse – the business has sold hundreds of kitchens to contractors and home owners.

More recently, one of the biggest growth areas has been

flooring. The warehouse is stocked with a wide selection of hardwood and laminates, more variety than ever before. Homeowners can install it themselves or arrange installation with a contractor recommended by the Warehouse Guys.

The success of each category is due to the volume pricing approach, combined with a no-frills warehouse.

"It's nothing fancy," Metron says. "People walk in for the first time and say, 'Oh, it's really a warehouse.' Then they see the prices and understand why we're different."

It's the same approach with windows and fireplaces. The selection is large but not unlimited. Customers who find something they like will save a lot of money, just as they do with everything else the Warehouse Guys stock and sell.

"We're repeating what has worked so well in other areas with our windows and fireplaces," Metron says. "So far, people love it. They're happy to see we're expanding our inventory, adding more categories and still keeping the prices low."

When it began, the warehouse was 5,000 square feet. It has since grown to 18,000, making the Warehouse Guys the city's premiere discount retailer for home improvement projects of all kinds.

For several years, Metron and

Broadbent set up bright yellow tents around the city, selling hot tubs. That's how many Londoners got to know them. Now those shoppers come to the warehouse, many to maintain the hot tubs they bought years

earlier at a tent sale.

The Hot Tub Service includes computerized water testing, hot tub chemicals and accessories and gazebos to cover hot tubs, making them usable throughout the winter.

It's service well beyond what they could offer at their tent sales.

Whether it's hot tubs, kitchen cabinets, or most recently windows and fireplaces, the Warehouse Guys sell quality products at unbeatable prices because they buy in volume and sell directly from their warehouse.

It's a winning formula. Just ask hundreds of satisfied customers.



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