

comfort zone



# QUALITY AND COMFORT

PHOTOGRAPHY BY BONNIE FOX

**THE PLACE:** Shawn Reid, President of **LA-Z-BOY Furniture Galleries**, Barrie, greets customers with a smile. Reid and his wife Sharon, Service Manager for the local franchise, have created a family feeling for customers. Reid is the youngest franchisor with the international firm. He arrived in Barrie from Thunder Bay with a strong background in furniture sales. Reid and his experienced team have catered to the furniture needs of local customers for the past eight years at their Bryne Drive location. He relishes the look of surprise on the faces of newcomers when they realize his expanded store offers much more than easy chairs. Along with a wide range of quality products from Kincaid Furniture Company and Howard Miller, the massive showroom includes well-designed vignettes for living rooms, bedrooms and dining rooms. A hands-on fabric sample selection of more than one thousand styles gives customers plenty of choice. "We appeal to discerning customers, who want to put value into their homes," says Reid.

**THE STYLE:** Reid restates the company's slogan: "Comfort. It's what we do," then goes on. "While the accent is on comfort, we strive to appeal to as many people as possible," he says. "We're not extreme in our product selections, but we provide a variety of pieces to give people lots of choice. We also provide customers with an in-home design service. Our designer goes into the home to help coordinate colour selection, style and floor plans that complement the functionality of specific rooms."

**WHAT'S HOT:** When asked about the current trend in home furnishings, Reid has an immediate response. "Colours are hot! Browns and tans are safe and will always sell, but each of our consultative staff has a background in design," he says. "They encourage people to be brave in how they decorate. Our staff focuses on the specific customer's room. Some people know what they're looking for while some are looking for answers. Once we

know the requirements, together, we can easily make decisions."

**SEASONAL:** Reid suggests that business for him is year-round, but, in fall, due to the cooler weather, customers start noticing changes they want to make to the inside of their homes. When that happens, Reid and his staff are ready to assist.

**FAVOURITES:** After acknowledging that the trusted La-Z-Boy recliner is a customer favourite, Reid continues: "People are surprised by the breadth of the selection we have in our large showroom. We have curios, wall units, window coverings, lamps, bar sets, armchairs, sofas, as well as dining room and bedroom sets. The space makes for an easier shopping experience. We have a great product mix to appeal to different tastes and our items are warranty-protected."

**WHERE:** 491 Bryne Dr., Barrie  
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