

LEATHER FURNITURE – WHAT TO KNOW BEFORE YOU GO.

“**S**hopping for leather furniture?” This is the phrase my wife Candy and I use at the opening of our TV commercials.

If you answered “Yes” to this question – here are some things you should know before you head out the door in search of that perfect leather sofa (or recliner or sectional or) for your home and family.

First, I would recommend visiting our website at www.choiceleatherfurniture.com and downloading a FREE copy of our leather furniture buying guide:

“7 Things You MUST Know Before Buying Leather Furniture”

Or pick up a printed copy at either of our stores.

“7 Things You MUST Know Before Buying Leather Furniture” is an easy to read booklet that covers everything you need to know to become a very informed leather furniture shopper.

You will learn the various processes used in making the raw leather hide into a beautiful, durable covering for upholstered furniture. Have you ever wondered why one leather is so much more expensive than another leather? It’s explained in easy to understand language.

Additionally it has a detailed explanation of all the different types of construction used in building upholstered furniture (meaning sofas, chairs, recliners, etc.) – this is arguably your most important concern for getting the best value when you make your purchase.

Next, consider this eye opening statement: There are only 2 things that make up the pricing, value and performance of any piece of upholstered furniture – they are:

What You See

What You Don’t See

Sounds pretty simple – doesn’t it?

Not so fast.

What You See is the covering – leather come in a wide range of qualities and prices. Can you tell the difference between top grain, full grain or split hides? Are you able to spot FAKE leather known as Bonded, Blended and Bicast Leather? If not, you are at the mercy of the salesperson (who may know less than you). There are many reasons why one leather costs so much more than another. Our guidebook explains this by showing you the “P.A.N.” formula for identifying the different types of leather used in furniture.

What You Don’t See is the internal construction – how any piece of furniture is put together will make a world of difference when you consider value, comfort, and longevity. Bench constructed 8 way hand tied, Drop in 8 way, Sinuous (or No Sag) springs, Webbing - All are explained in our illustrated leather buying guide.

Second, Now that you’ve read our guide, it’s time for you to visit stores that sell leather furniture. Shop for upholstered furniture (sofas, chairs, etc.) like you shop for shoes – you’ve got to try them on.

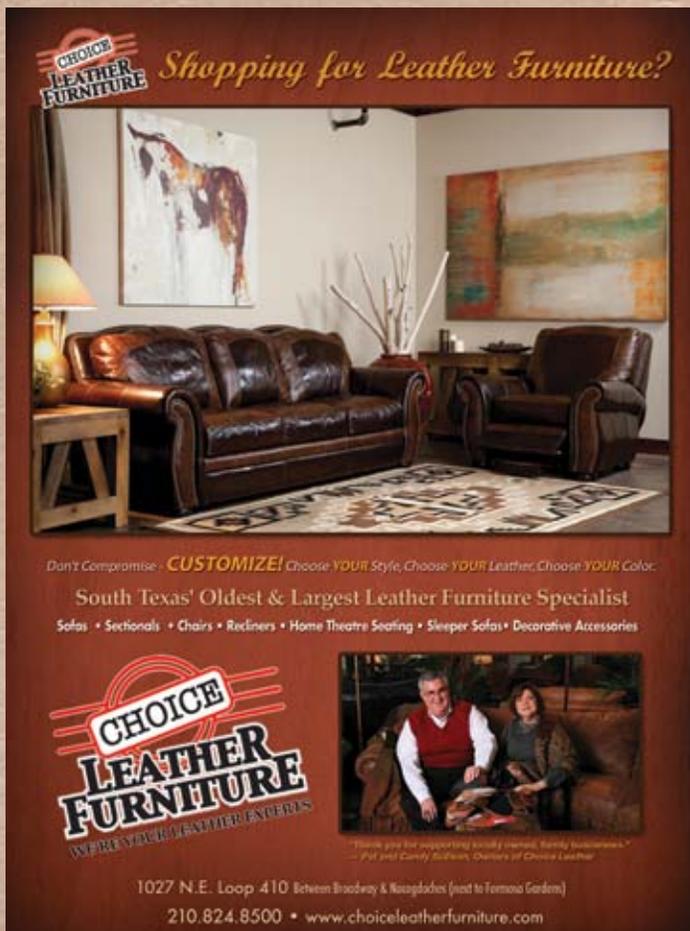
If it’s comfortable – stay on it awhile; unless it’s uncomfortable don’t be in a hurry to get up. If you are like most folks you sit on your furniture for long periods of time when you are at home. Don’t rush to try another sofa or chair until you’ve sit on this one long enough to know that it’s going to be comfortable for you.

Once you’ve narrowed down your choices – give them the “sit” test again. Be certain that you’d be comfortable watching “Gone With The Wind” in its entirety or the Super Bowl – including the pre-game show. Life’s too short to have uncomfortable furniture! **NOTE:** the internal construction will determine the comfort and longevity of any piece of upholstered furniture.

Keep in mind - Everything looks good in the showroom – it’s how it looks and sits 1 year, 5 years, 10 years from now when you’ll learn if you really received good value. Furniture that’s in a landfill or a dump after 3 years is not a good value, regardless of the price (plus – it’s uncomfortable almost from the start).

Here’s my promise to you – if you’ll do your homework before you shop, the odds of getting that perfect piece(s) for your home are now stacked in YOUR favor.

Until next time.....



CHOICE LEATHER FURNITURE Shopping for Leather Furniture?

Don't Compromise - **CUSTOMIZE!** Choose YOUR Style, Choose YOUR Leather, Choose YOUR Color.

South Texas' Oldest & Largest Leather Furniture Specialist

Sofas • Sectionals • Chairs • Recliners • Home Theatre Seating • Sleeper Sofas • Decorative Accessories

CHOICE LEATHER FURNITURE
WE'RE YOUR LEATHER EXPERTS

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Thank you for supporting local business. Family businesses.
— Pat and Candy Sullivan, Owners of Choice Leather