CELEBRATING 100 YEARS
OF DEDICATION TO FURNITURE RETAILERS

Founded by furniture retailers in 1920, our mission is the same today: Build a powerful community of retailers through education, resources and government advocacy to improve, adapt and grow your business.

100 YEARS. COUNTLESS STORIES.

During our centennial we’re paying tribute to retailers like you by sharing the stories that matter most, yours.

Watch the stories. Share yours!
#HFA100 | myhfa.org/100

100 YEARS OF DELIVERING EXTRAORDINARY VALUE FOR RETAILERS

THE BENEFITS OF MEMBERSHIP
COMMUNITY
A network of 1,400 retailers here for you every step of the way.

“My first HFA event I got to sit down and talk with (El Dorado Furniture VP) Jesús Capó. He gave me all the time in the world and offered great advice. HFA is like family. You can’t beat the connections and learning that come with membership.”

JOAQUIN RODRIGUEZ, HACIENDA FURNITURE
HFA MEMBER SINCE 2016

WE’RE A COMMUNITY OF RETAILERS WORKING TOGETHER TO EMPOWER AND GROW YOUR BUSINESS AND OUR INDUSTRY.

EVENTS
Connect and learn from the most successful retailers and experts while immersing in an engaging networking experience.
HFA EVENTS ➤

LEADERSHIP
Build your C-suite skills by joining HFA’s Board of Directors or our Government Relations Action Team.
GOV REL ACTION TEAM ➤

NETWORK
Connect, collaborate and learn with other HFA members in our private Retailer to Retailer Facebook Group.
JOIN OUR FB GROUP ➤

RESOURCE CENTER
Access to solutions for your daily operations and customer service needs in one convenient location during High Point and Las Vegas markets.
HFA RESOURCE CENTER INFO ➤
ADVOCACY
Making your voice heard locally and in Washington to empower our industry.

“If it weren’t for HFA, I don’t know how I would have managed to get through this year. From when COVID went wild to trying to understand all the government programs, HFA made an enormous difference to me and a lot of other retailers.”

DAVID GUNN, KNIGHT FURNITURE
HFA MEMBER SINCE 1983

HFA PUSHERS FOR POLICIES AT THE LOCAL, STATE AND FEDERAL LEVELS THAT ADVANCE YOUR BUSINESS INTERESTS.

POLICY PLATFORM
HFA’s dedicated lobbyist ensures that you are on top of current issues and policies that impact your business. POLICY MATTERS »

LEGISLATION
Advocate with other members in Washington for what matters to you: fair taxes, free trade, responsible regulation, economic growth and more.

ALLIANCES
Join forces with the American Home Furnishings Alliance, the National Retail Federation, International Home Furnishings Representatives Association and others over common concerns. JOIN FORCES »

FEDERAL IMPACT
Speak with one strong voice to Washington policymakers on matters important to our industry.
EDUCATION
Providing you the latest insights and strategies to give you the competitive edge.

“The Home Furnishings Association is doing a great job representing the furniture industry, especially retailers, across America. HFA’s consistency, content, and interesting webinars … everything has been done thoughtfully and has helped many retailers rethink their strategy in light of COVID-19.”

KURT DARROW, LA-Z-BOY
HFA MEMBER SINCE 2019

HFA DELIVERS INFORMATION AND INSIGHTS SO YOU CAN KEEP UP WITH TODAY’S RAPIDLY CHANGING RETAIL LANDSCAPE.

WEBINARS & PODCASTS
The latest trends and topics available through podcasts and live or on-demand webinars. Hear experts and fellow retailers offer real-time solutions to strengthen your business.

SEMINARS
Learn from the smartest minds in retail at our Resource Centers during Las Vegas and High Point markets.

HFA BLOG
Be informed and inspired by member stories and industry news that relate to you and your business through our weekly posts.

WHITE PAPERS
Find innovative tips and best practices through up-to-date white papers from industry partners.
RESOURCES

Exclusive partnership programs, products and services tailored to your business.

OUR EXCLUSIVE PARTNERSHIP PROGRAMS, PRODUCTS AND SERVICES WILL SAVE YOU TIME AND MONEY.

CONCIERGE
Save time letting HFA’s free concierge service do the leg work in finding the right solution to your business challenge.

HFA SERVICES »

PARTNERSHIPS
Enjoy special pricing from our Solution Partners for the products, services & strategies you need to drive revenue growth.

SOLUTION PARTNERS »

EXCLUSIVE OFFERS
Receive special pricing for all the tools and supplies you need to successfully run your business through the HFA Products Program.

PRODUCT CATALOG »

REBATES
Save big through our exclusive Buying Source and Synchrony programs that put money back in your pocket.

BUYING SOURCE » SYNCHRONY PROGRAM »

“When the credit card processing company I’d been using raised its fees, I went shopping for a new partner. HFA turned me on to Trekstone. I’m saving more than $800 a month these days. That’s a pretty good return on my membership.”

JIM NICHOLSON, GLADHILL FURNITURE
HFA MEMBER SINCE 2008
PRODUCTS PROGRAM

HFA buys the warehouse supplies you need at cost and in bulk.

“The HFA is like an extra hand on deck. Whenever we’ve got a question or problem, I know I’m only a phone call away from getting that problem solved. It’s nice to know you’ve got someone looking out for your business that way.”

BILL GLENN, GLENN’S FURNITURE
HFA MEMBER SINCE 1987

RETAILERS JUST LIKE YOU HAVE RELIED ON HFA TO KEEP THEIR BUSINESS RUNNING SMOOTHLY AND EFFICIENTLY.

TOP SELLERS
Retailers find the best value to save time and money with popular items such as stretch wrap, furniture dollies, hand trucks, forearm forklift, touch up pen sets and more.

PPE SOLUTIONS
Protect your staff & customers with sanitizer products, masks, and free downloadable social distancing signage.

CLEARANCE ITEMS
Take advantage of discounted clearance items and member-only special offers.

HELPFUL VIDEOS
HFA’s YouTube channel has product information and helpful how-to videos specifically for furniture retailers.
SOLUTION PARTNERS

When companies work together to provide better solutions, everyone wins. That’s why we’ve developed the HFA Solution Partner Network, a group of leading technology and services companies providing the solutions, applications and strategies members need to boost their businesses to the next level of success.

CLICK FOR PARTNER DETAILS ▶

FINANCIAL SOLUTIONS

• American First Finance
• CrossCheck
• Fortiva Retail Credit
• Genesis Credit
• Mariner Finance
• Okinus Credit Solution
• Preferred Lease
• Snap Finance
• Synchrony
• Trekstone Financial
• Vector Payments
• Versatile Credit
• West Creek Financial

MARKETING/SALES

• AVB Marketing
• Conquest Digital Solutions
• DoorCounts
• Furniture Branding
• Incubeta
• Greenboard
• Phelps Digital
• Podium
• RewardsLP.com
• Tokio Marine

BUSINESS SOLUTIONS

• ACG Consulting Services
• Aramark
• Arthur J. Gallagher
• Coohom
• Gulfstream Shippers Association
• HFA Buying Source
• JB Hunt
• JRM Sales & Management
• Montage Furniture Services
• Office Depot
• PartnerShip
• PMP Sales & Consulting
• Profit Chain
• Profitability Consulting Group
• Risk Assurance Partners
• Sherwin-Williams
• uShip

TECHNOLOGY/E-COMMERCE

• DOVR MEDIA
• Furniture Wizard Software
• Perq
• Shoptelligence
• Storis
• Swan FRS

EXCLUSIVE HFA OFFERS FROM OUR SOLUTION PARTNERS!

HFA members receive a special deal from each of our Solution Partners. Call your membership representative at 800.422.3778 #1 to learn more!
A BIG THANKS TO OUR 2020 ASSOCIATION SPONSORS

Partnerships with these companies make it possible to create the networking opportunities that you, as retailers, are asking for.