

The Home Furnishings Association has been dedicated to serving furniture retailers for over 100 years. Our mission is to support your interests and the success of our industry.

	Furniture Retailer	Manufacturer	Industry Partner
<b>RETAILER BENEFITS</b>			
<b>HFA Buying Source</b> with volume discounts and rebates for over 50 suppliers	✓		
<b>HFA Member Directory</b> with contact information for fellow members and retailers	✓		
<b>HFA Regional Events</b> with opportunities to connect in person	✓		
<b>HFA Retailer-2-Retailer Facebook Group</b> with conversations to advance your business	✓		
<b>HFA Retailer-2-Retailer Solution Rooms</b> offer virtual peer-to-peer business discussions	✓		
<b>Top 100 Exclusive - HFA CEO Summit</b> with leader roundtables and presentations	✓		
<b>Top 100 Exclusive - HFA CxO Immersion</b> with sessions to innovative industry players	✓		
<b>BUSINESS RESOURCES</b>			
<b>Consumer Financing</b> from the industry's leading primary, secondary, and tertiary lenders	✓		
<b>HFA Concierge</b> is your personal connection to solving your business issues	✓	✓	✓
<b>HFA Healthcare Solutions</b> with low-cost employee health insurance options	✓	✓	✓
<b>HFA Human Resources Portal</b> with essential forms, posters, templates, and more	✓	✓	✓
<b>HFA Products Program</b> with member pricing on showroom and warehouse supplies	✓	✓	✓
<b>HFA Sales Academy</b> with discounted furniture sales training programs	✓	✓	✓
<b>HFA Solution Partners</b> with discounted technology and operations services	✓	✓	✓
<b>EDUCATIONAL RESOURCES</b>			
<b>HFA Blogs and Press Releases</b> provide the latest information to grow your business	✓	✓	✓
<b>HFA Monthly Email Newsletter</b> with the trending industry and association news	✓	✓	✓
<b>HFA On-Demand Seminars</b> recorded at Las Vegas and High Point Furniture Markets	✓	✓	✓
<b>HFA Quick Click Solutions</b> with fast instructional on-demand videos	✓	✓	✓
<b>HFA Webinar Live and On-Demand Library</b> with a full archive of industry topic discussions	✓	✓	✓
<b>HIGH POINT &amp; LAS VEGAS FURNITURE MARKETS</b>			
<b>HFA Resource Center</b> with in-person access to industry vendors and "Market-Only" specials	✓	✓	✓
<b>HFA Market Seminars</b> presented daily by industry experts on trending topics	✓	✓	✓
<b>Networking</b> with other retailers and industry experts while enjoying coffee and snacks	✓	✓	✓
<b>INDUSTRY ADVOCACY</b>			
<b>HFA Government Relations Action Team</b> provides industry lobbying, alerts, and updates	✓	✓	✓
<b>HFA Washington DC Fly-In</b> to promote the industry's interests to legislators ( <i>invitation-only</i> )	✓	✓	✓

## INDUSTRY INITIATIVES

Your membership dues help support these efforts:

- ▶ State and national industry advocacy efforts
- ▶ Home furnishings association educational blogs, videos, and events
- ▶ Home furnishings webinars/seminars of trending industry topics



Community



Advocacy



Resources



Education