

MEMBERSHIP UNLOCKS TOOLS AND RESOURCES TO HELP YOU THRIVE

RETAILER BENEFITS

	Furniture Retail Members	Manufacturer Members	Associate/Industry Members
HFA Buying Source with volume discounts and rebates for over 50 suppliers	✓		
HFA Member Directory with contact information for fellow members	✓		
HFA Retailer-2-Retailer Facebook Group with conversations to advance your business	✓		
HFA Retailer-2-Retailer Solution Rooms offer virtual peer-to-peer business discussions	✓		
HFA Top 100 Summit with presentations to innovative top industry players (invitation-only)	✓		
Consumer Financing from the industry's leading primary, secondary, and tertiary lenders	✓		

BUSINESS RESOURCES

	Furniture Retail Members	Manufacturer Members	Associate/Industry Members
HFA Concierge is your personal connection to solving your business issues	✓	✓	✓
HFA Healthcare Solutions with low-cost employee health insurance options	✓	✓	✓
HFA Human Resources Portal with essential forms, posters, templates, and more	✓	✓	✓
HFA Products Program with member pricing on showroom and warehouse supplies	✓	✓	✓
HFA Sales Academy with discounted furniture sales training programs	✓	✓	✓
HFA Solution Partners with discounted technology and operations services	✓	✓	✓

EDUCATIONAL RESOURCES

	Furniture Retail Members	Manufacturer Members	Associate/Industry Members
HFA Blogs and Industry Updates provide the latest information to grow your business	✓	✓	✓
HFA Weekly Email Digest with association events, resources, and information	✓	✓	✓
HFA On-Demand Seminars recorded at Las Vegas and High Point Furniture Markets	✓	✓	✓
HFA Quick Click Solutions with fast instructional on-demand videos	✓	✓	✓
HFA Webinar Live and On-Demand Library with a full archive of industry topic discussions	✓	✓	✓

HIGH POINT & LAS VEGAS FURNITURE MARKETS

	Furniture Retail Members	Manufacturer Members	Associate/Industry Members
HFA Resource Center with in-person access to industry vendors and "Market-Only" specials	✓	✓	✓
HFA Market Seminars presented daily by industry experts on trending topics	✓	✓	✓
Networking with other retailers and industry experts while enjoying coffee and snacks	✓	✓	✓

INDUSTRY ADVOCACY

	Furniture Retail Members	Manufacturer Members	Associate/Industry Members
HFA Government Relations Action Team provides industry lobbying, alerts, and updates	✓	✓	✓
HFA Washington DC Fly-In to promote the industry's interests to legislators (invitation-only)	✓	✓	

INDUSTRY **INITIATIVES**

Your membership dues help support these efforts:

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



Scan for Complete
Benefits Guide



Community



Advocacy



Resources



Education