

You'll Find All The Comforts Of Home At Home Spaces Furniture & Decor

By Pamela Holechek



Imagine the size of a former Circuit City store, or about 30,000 square feet. Now picture this area filled with finely crafted furniture and home-décor accessories, from more than 90 vendors. Wall to wall, its volume amazes. At first glance, though, don't suppose Home Spaces in Goodyear is of the same business tradition as most furniture retailers.

"We have reasonable rent," says owner James Rebellino, "we do very little advertising, and the same person who picked out furniture at a tradeshow, is receiving it at our warehouse early in the morning, is selling it to a customer in our store, and then finally delivering it to the customer's home in the afternoon. Everyone of our team members wears many hats and does the work that three employees do at our competitors."

Whereas the group today comprises nine staff, the store grew from the determined leadership of only James, his wife Victoria and Mike

DeHorney, working in a store about a tenth the size of the current showroom.

"We invested heavily in our business," James says. "Nearly every item that we displayed, we had in stock, and we purchased as aggressively as we could. Therefore, an entertainment wall unit that a big box store had for \$4,000, we could sell for \$2,600."

In early years, as businesses in a West Valley retail center closed around them, the threesome acquired extra floor space. Soon a delivery crew was hired, relieving James and Mike of that responsibility to again help Victoria in the store. A large, off-site warehouse also was rented. The risky practice of bulk buying and low-overhead selling—with no financing of inventory—paid off.

The business has grown tenfold since 2005, says the owner, never straying from the original mission "to provide the best furniture at the best

prices, doing so in a manner that anyone who chooses to do business with Home Spaces will be so delighted they will share their experience with others."

While customers' selections still may come from present stock and be delivered for a flat rate of \$69, one may also choose from a variety of fabrics and leathers for many of the furniture pieces. "We can order anything from all of our vendors," assures James. "If we don't carry something our customer is looking for, most times we can get it for them, and save them time and money."

It's likely to see the name or to recognize the

merchandise when away from the store, as Home Spaces donates to such causes as the City of Hope cancer research; Goodyear K9 Annual Luncheon; Kare Bears and the Pet Companion Club of PebbleCreek Communities; local churches; and the Ronald McDonald House.

See the tremendous possibilities in the Home Spaces furniture gallery at 15433 W. McDowell Road in Goodyear, Monday through Saturday, 11 a.m. to 7 p.m., and from noon to 5 p.m., on Sunday. Further information may be obtained by contacting the team at 623-932-9599 or through an email to info@homespacesaz.com.

