



Jonesboro, AR

## Rebranding Research

- **73%** of consumers are looking for the store that offers the best value in home improvement
- **64%** of consumers place value in the shopping experience
- **50%** of consumers expect expert advice & service in a home improvement store



Conway, AR



## Pilot Schedule

<i>Location</i>	<i>Transition Date</i>	<i>Original open date</i>
Conway, AR	July 8, 2019	New store location
Jonesboro, AR	July 22, 2019	August 1980
Erie, PA	August 15, 2019	December 2010
Warren, OH	August 15, 2019	July 2008
Olive Branch, MS	August 15, 2019	December 2004
Memphis, TN	August 15, 2019	June 2007
Pine Bluff, AR	August 15, 2019	January 1994
Benton, AR	To open late 2019	New store location



## Pilot Elements

- New store format featuring 20+ inspiring room scenes
- Expanded design centers
- Addition of in-stock flooring sections, cabinet lines and vanities,
- Additional displays & flooring product offerings available through the special-order program
- Exterior signage
- Interior signage, designed to improve wayfinding & product education