



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

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## PROSOURCE WHOLESAL SIGN DEVELOPMENT AGREEMENT FOR FORT LAUDERDALE, FL SHOWROOM AND IS FEATURED FRANCHISE OPPORTUNITY AT THE MIAMI FRANCHISE EXPO, JUNE 4-5

St. Louis, MO. – ProSource Wholesale, America’s largest wholesale home improvement franchise celebrating its 25<sup>th</sup> year, is pleased to announce the completion of a development agreement for the opening of a new ProSource showroom in Fort Lauderdale FL. This development agreement provides a third location in the South Florida region. ProSource Wholesale continues its momentum as a featured franchise opportunity at The Miami Franchise Expo, June 4-5 at the Miami Airport Convention Center. ProSource Wholesale has current franchise opportunities in the Miami area. Contact 314-506-0078 for complimentary entrance pass and visit [www.FranchiseProSourceWholesale.com](http://www.FranchiseProSourceWholesale.com) to learn more about ProSource Wholesale franchise opportunities.

“We are pleased to announce the completion of the development agreement for our new location in the Fort Lauderdale, FL area,” shared Josh Carr, ProSource Wholesale Franchisee. “My family has been ProSource franchisees since 1994 with the opening of ProSource of Orlando, ProSource of Pinellas County in 2000 and ProSource of Jacksonville in 2010. We are proud of our Orlando location as the largest single volume ProSource showroom in the country in 2015.”

“Prospective franchisees looking for a franchise company that continuously finds ways to grow their operations should look no further than ProSource Wholesale,” added Carr. “ProSource Wholesale is member focused, rather than retail, which the DIY consumer market has been showing signs of decline. Our franchise model increases at a better rate than retail because it focuses on members from the construction and design trade industries. Trade Pro Members buy ten times more than a retail customer and ProSource Wholesale continues to evolve their product categories to meet the needs of our members. For example, expanding from flooring products to now offering kitchen and bath.”

ProSource of Fort Lauderdale, joins over 140 ProSource Wholesale showrooms that sell exclusively through a qualified network of more than 320,000 trade professionals who have become members since 1991.

Consumers can only access ProSource Wholesale through their builder, remodeler, interior designer, general contractor, real estate professional, installer, and other trade professionals.

ProSource of Fort Lauderdale will feature over 40,000 flooring choices via in-showroom and online, including private label and name brand carpet, hardwood, ceramic, vinyl, laminate and more. In addition to floorcoverings, ProSource of Fort Lauderdale will offer products for kitchen and bath, including cabinets and countertops.

“Our unique business model continues to be recognized by franchisees, such as Josh Carr and his family, as a way to tap into the growing home improvement industry,” shared Eric Bernstein, President of ProSource Wholesale. “We applaud our franchisees on their commitment to helping our ProSource members achieve their professional goals with exceptional member service, valuable business-building tips on project management, product knowledge, and networking opportunities to generate project leads.”

ProSource opened its first showroom in St. Louis, MO in 1991, and continues to play a significant role in their trade professionals’ success by connecting people, products and projects. The company’s unique business model innovated 25 years ago continues to be recognized by franchisees as a catalyst for creating relationships and building success for not only the trade professional, but also the franchisee, and strengthening the local home improvement community by embracing this business philosophy. The ProSource Wholesale successful franchise business provides franchisees with many benefits.

- Low overhead and operating costs
- Strong cash flow
- No accounts receivable
- Limited inventory
- No retail hours
- No installation services
- Exceptional franchisee support
- Extensive private brand program
- Group purchasing as part of parent company, CCA Global Partners, Inc.
- Low wholesale prices offered everyday

To learn more about ProSource franchise opportunities visit [www.FranchiseProSourceWholesale.com](http://www.FranchiseProSourceWholesale.com) or visit ProSource at the Miami Franchise Expo June 4-5 at the Miami Airport Convention Center; call (314) 506-0078 for a free entrance pass to the Miami Franchise Expo.

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