



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

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## It's All in the Family — Pancner's Become ProSource Multi-Unit Franchisee

St. Louis, MO. – ProSource Wholesale, America's largest wholesale home improvement franchise, celebrating its 25<sup>th</sup> year, is pleased to share the Pancner's franchise success story as part of the company's 25<sup>th</sup> Anniversary Franchise Profiles. The Pancner's Pensacola and Birmingham showrooms are part of the more than 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.

George and Melissa Pancner make it look easy as newcomers to the flooring industry. After successfully launching several cable service companies over the past 20 years, the Pancner's began designing the blue-print for their family-owned and operated ProSource franchise.

In the early 2000's Melissa discovered ProSource while envying her friend's floor tile. One could say that her family's next business opportunity was literally at her feet. She and her husband began to research several home improvement franchise opportunities and selected ProSource. "We saw the business model as a very unique way to sell to customers via a members-only trade relationship," said Melissa Pancner.

The Pancner's opened their first showroom in Pensacola in 2006 and their showroom sales are well above the national average. In the next month they are becoming a multi-unit franchisee with the opening of a second location in Birmingham and have their sights on a third showroom soon thereafter.

"The incredible corporate ProSource team has been supportive, helpful and hands-on with our Pensacola showroom and our new Birmingham location," added Pancner. "No entrepreneur looking to enter an industry can access the resources that ProSource provides on their own. The corporate ProSource team has gone above and beyond to make sure we have the tools we need to succeed."

The Pancner's ProSource franchise is a labor of love that involves their entire family. With George and Melissa overseeing operations, their son Andrew is the sales manager and their daughter Katharine oversees human resources and manages the showroom. As a family, they cater to custom home builders by estimating project budgets even before the home is built. They take great care of their members' clients by providing a special "dream home" experience no matter the budget.

The Pancner's enjoy the close relationships they build with their trade pro members – a unique advantage of the ProSource model which bring the members back time and time again. They understand that trade pros earn the most profit when they are in the field. The ProSource team supports their trade pros by taking care of their clients by helping them select their flooring, or kitchen and bath options.

### **About ProSource Wholesale Franchise Opportunity**

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 call (314) 506-0078.

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