



Smarter

Pillars *for* Success

The owl is a special part of our brand. Owls symbolize many of the same traits we strive to uphold in our work, customer relationships, and overall lives. Together, these traits have become key pillars for success that continue to benefit our customers and team.



Wisdom

Customization & Expertise

Owls are known for being wise and seeing everything in their surroundings. With 30 years of proven experience, we're also able to foresee what our customers will need in the future and deliver it—no matter what. From existing collections to custom orders, we see the need for it all. This expertise and vision is what enables us to say, "rest easy... we've got you covered."

Reliability

Built to Last Quality

Owls have one of the longest lifespans of all birds. Similarly, our products are built to last and have some of the longest shelf lives on the market. Owls also take up residence in many different types of habitats—similar to how our supply chain operates. Over the years, we've established a mature, international supply chain to ensure customers always receive the best products at the most reasonable prices, no matter where they're ordering from. Together, our long-lasting products and extensive supply chain make us a reliable partner in the industry.

Focus

Customer Service

Owls hear everything. Their hearing is so sharp, they can even determine which direction a sound is coming from in a matter of seconds. This sharp focus and meticulous attention to detail is symbolic of our all-in approach to customer service. At Smarter Furnishings, we don't just hear our customers' needs, we listen attentively and focus on where those needs are coming from. This attentive focus on service ensures every customer gets what they need, every time. Whatever it takes.



Our Company Values

Humble Spirit

We've seen our customer and team relationships grow stronger when we serve with a humble heart. We never forget the role each person has played in getting us to where we are today.

Personal Accountability

We understand our customers want quality furniture and stress-free service. That requires every member of our team to take ownership from initial quote to final delivery. With our proven processes and "customer first" mentality, we simplify the entire furniture buying experience for those who depend on us.

Pride in Performance

We believe accountability comes from within. All our team members work hard and take pride in their individual performance—not because it's our job, but because it's our passion.

Habitual Learning

We're students for life. We arrive at work with a plan to learn from our customers and each other every day. To us, that's the smarter way.

Our Mission

To provide a seamless furniture buying experience by making smarter decisions for our customers and their customers.

Our Vision

To establish a lasting legacy as a best-in-class partner of choice for contract furniture customers in multiple industries.

