

# MEMBERSHIP MAILING

**DirectBuy**  
The #1 way to buy direct for your home.  
— Southlake  
101 West 84th Drive, Suite B  
Merrillville, IN 46410

Sample A. Sample  
123 Any Street  
Apartment 000  
Anytown, US 12345-6789

A special opportunity to get everything you need for your home...



without paying traditional retail markup.



Get designer store style without the designer store markup.

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123 Any Street  
Apartment 000  
Anytown, US 12345-6789

Dear Sample,

Any retail store — designer gallery, "big box" superstore, even warehouse club — adds a markup to the manufacturer's cost they pay. Otherwise, they'd be out of business. But you're invited to discover the way to buy direct from the manufacturer... with no traditional retail markup... which could save you thousands, even tens of thousands of dollars. Please join us for a free, revealing look at the insider's way to build, furnish, and remodel your home at an upcoming DirectBuy showroom Open House:

**DirectBuy of Southlake**  
8450 Broadway, Merrillville, IN 46410  
219-755-6211  
Saturday, 8/11/12: 10:30 a.m., 3:00 p.m. & 7:30 p.m.

DirectBuy is your connection to hundreds of well-known manufacturers and thousands of brand name items for your home. You can save up to 50% off typical retail prices on home furnishings, flooring, cabinetry, home entertainment, outdoor living and so much more.

What's more, you'll see firsthand complete room settings designed by famed TV host and author Christopher Lowell. At our free Open House, you'll discover dozens of design ideas for your kitchen, living area, bedroom and patio — and all can be yours without paying the expensive retail markup.

**Become a member today... start saving tomorrow!**

You'll welcome the opportunity to learn just how much you've unnecessarily been paying when you buy at retail — and how much you can save when you have access to manufacturers' invoice prices. DirectBuy members can also take advantage of our professional design services, exclusive Christopher Lowell design resources, plus delivery and installation services. So please confirm your Open House attendance today by calling the number above. We're looking forward to meeting you!

Sincerely,

Joe Smith,  
DirectBuy of Southlake  
P.S. As a member...

Emmy® award-winning TV host Christopher Lowell has partnered with DirectBuy to bring our members his proof-of-concept approach to interior design. You'll be inspired by Christopher's coordinated dream rooms created solely with merchandise available through DirectBuy.

Skip paying retail markup on virtually everything you want for every room in your home...

See how much you can save on just one room.

Whether you're getting ready to redecorate or remodel, or building a new home, DirectBuy is certain to simplify your life without emptying your bank account. Our exclusive pricing structure assures it!

Instead of paying retail prices, you'll have access to the actual manufacturer's price for thousands of the same name-brand products you'll find in high-end department, furniture and home improvement stores. The difference is that the retail markup stays in your family's pockets.

Since 1971, hundreds of thousands of smart consumers like you have collectively saved hundreds of millions of dollars as DirectBuy members. With over 140 showrooms across North America, you benefit from real buying power!



DirectBuy: It's the insider way to buy that retailers don't want you to know!

Why pay expensive retail markup when you have a choice?

Someone has to pay for a retailer's overhead, advertising, salespeople and profit — but why should it be you? DirectBuy members can purchase the same products, with the same quality and same manufacturer's warranty, for as much as 50% less!

The first step to buying as an "insider" is to attend a DirectBuy Open House. We look forward to welcoming you to your local showroom.

You'll find out how easy and affordable it is to create the home of your dreams.

Build.



Furnish.



Remodel.



Brand name products from over 700 top manufacturers and their authorized suppliers. Prices up to 50% less than retail.



Home Furnishings

Home Improvement

Visit our complimentary Open House and see for yourself — contact us today!

Learn how to easy it is to save hundreds, even thousands on every single item for your home...

During your visit, you'll find that DirectBuy carries name brands that you simply won't see discounted at retail stores. Our agreement with manufacturers is that we will not allow consumers to use our showrooms as places to research invoice prices before shopping traditional retailers. For this reason, please understand that becoming a DirectBuy member requires your choice at the Open House you attend.

We promise your visit will be informative and enjoyable, and we'll gladly answer all your questions. So call the number on your Open House Invitation and R.S.V.P. now!

Entertainment & Outdoor



Flooring

Accessories