



Real Deals posts record sales figures

April 12, 2012 Andrea Glover, *Elko Daily Free Press*

ELKO — A downed cash register couldn't stop home decor store Real Deals from posting record-breaking sales last week.

During their two-day grand opening celebration, Elko's location had the biggest grand opening in franchise history — posting a 23.8 percent increase in sales over the second highest performing store.

“(Corporate) couldn't believe that we could have the sales we did,” said store owner Stacy Rogers, adding “that just never happens” in a store of this size.

Rogers and Rikki Boyle operate the 1,500-square-foot store off Industrial Way, which celebrated its grand opening April 5 and 7. The store is open Thursdays and Saturdays.

What started in 2003 in Twin Falls, Idaho, has now spread across the United States and into Canada — with 72 locations scattered across 19 states. Elko is the second Nevada location — with the first and only other store located in Reno — and is one of the smaller stores in the franchise.

While Elko's location doesn't currently offer furniture for sale, many other stores in the franchise do. “(The) huge pieces sell for \$400 or \$500, (which) can increase your sales a lot,” Rogers said.

Not only did the pair face a steady stream of customers — Rogers estimated 500 people attended — they only had one working register for the opening, due to a weekend computer crash.

In two days, the store sold 35 percent of its available merchandise, completely selling out of some items, such as candles. They also added 370 new fan club members, “which is huge,” Rogers said.

“I was excited about how excited the people were,” said Boyle. “(We're) thankful to Elko for supporting us.”