

## **Brad Joseph brings Ashley Furniture back to Peoria**

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Ashley Furniture is coming back to Peoria ...with a bigger selection and a new convenient location at Northpoint Shopping Center.

Brad Joseph, Joseph & Camper Commercial, brokered the lease of the former Festival Foods building located on Knoxville Ave. to the Ashley Furniture HomeStore. The storefront facade will be extensively remodeled to reflect a new image for both the HomeStore and Northpoint Shopping Center.

Franchisee, Mike Bruegge, stated that his attraction to Peoria began with customers in his Champaign store asking if there would again be an Ashley Furniture store in Peoria. After talking with Brad Joseph and researching the market area, Bruegge was impressed with the economic stability of the community, the large retail draw from the surrounding communities, the diversity Bradley University brings to the city, along with the huge medical center and the natural beauty of the Illinois River.

The Ashley HomeStore will employ 50 to 60 full and part time employees. The store will offer a vast selection in the latest styles, along with tremendous values, all displayed in fully accessorized room setting. "Our slogan 'great style doesn't have to be expensive,' pretty well sums up our store!" says Bruegge.

Brad Joseph states that the Ashley HomeStore is exactly the type of retailer he had been targeting to fill the NorthPoint big box location – one large national recognized retailer to lease the entire 50,000 square foot store.

Ashley Furniture is based in Arcadia, Wisconsin and is the largest manufacturer of furniture in America and Ashley Furniture Homestore is the largest retailer of furniture in America. There are more than 400 Ashley Furniture Homestores throughout North America, Canada & Mexico, which are independently owned and affiliated with Ashley Furniture Industries. The new store will sell exclusively Ashley Furniture Ind. Brand – a simplicity which reduces freight costs and shipping time for retailers which translates to lower prices and faster delivery service to the Peoria area and surrounding communities.

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