

ProSource of Shreveport finds success & support

By Kacey Perinelli

[Shreveport, La.] Andrea Mason, owner of ProSource of Shreveport, located here, is no stranger to the world of business. A former partner of Avant Garden, a flower shop in Dallas, Mason has always enjoyed the world of customer service. She sold her portion of the flower shop after starting a family and has since taken over ownership of her family's flooring business, which was started by her grandfather some 50 years ago. And to help ensure her store's continued success, Mason looked to ProSource to provide the tools and support necessary.

Of her partnership with ProSource so far, Mason noted, "It's been very successful for our family and the way we can grow toward the future." She shared that her business benefits from the support a franchise can give, such as help with inventory, pricing and running reports. And, even as a ProSource store, Mason's shop was able to keep its identity. "We could run our business the way we wanted; there weren't a lot of requirements in order to be part of ProSource," she said.

The decision to become a ProSource location was made partly due to the type of business Mason's store, B&J Flooring, was attracting — mostly commercial installations. Mason wasn't sure the store's showroom was worth keeping open for the small residential sales it was receiving, which only accounted for about 10 percent of business at the time. The shop Mason's grandfather started, B&J Flooring, still resides upstairs in the same building as her ProSource store. B&J focuses on the commercial work, while ProSource of Shreveport handles residential installations.

Mason noted that today her business is mostly focused on residential remodels than new construction, though that may be due to the market. ProSource, she said, is a members-only business operation, which means that if someone who is not a member comes into the store, the store employees con-

nect them with an existing member.

"We never say, 'we're members only, you can't come in,'" Mason explained. "We try to link them to a member we already have," saying that providing this business to members is an additional perk on top of other member benefits such as discounted pricing.

And not only does ProSource of Shreveport sell floors, it has a stake in kitchen and bath as well as sundries. This helps the customer by creating a one-stop-shop experience, Mason noted. Overall, Mason shared, she is very happy with the support she and her team — who are like family to her — have been receiving from ProSource. "We're excited about ProSource. I think it's a very neat model with just the right amount of support," Mason asserted.

PROSOURCE WHOLESALE AT A GLANCE

- ProSource Wholesale is a division of CCA Global and works as a franchise system, as opposed to other CCA Global members such as Carpet One and Flooring America which are co-ops. Members who visit showrooms are builders, remodelers, installers and designers who work with clients on residential and light commercial projects.
- ProSource Wholesale boasts 147 franchised showrooms in North America. Each of these is independently owned except ProSource's three showrooms in St. Louis, Mo., which comprise the company's headquarters.
- According to vice president franchise development for ProSource, Bruce Burnett, ProSource Wholesale's goal is to "offer the widest array of flooring, kitchen and bath products at everyday low wholesale prices to home improvement trade professionals and their clients."
- ProSource's strategy, Burnett noted, is to grow a franchise network throughout North America (the U.S. and Canada), and to provide support to franchise owners through tools such as marketing, merchandising and operational program and technological support. "ProSource franchise owners are in business for themselves but not by themselves," asserted Burnett.



Andrew Shulklipper (COO of ProSource) with ProSource of Shreveport's Andrea Mason, Scott Mason and Ryan O'Toole