

Out On *Display*

Written By Jaime-Lynn Dyck - Photos Submitted

A showroom adds a physical dimension to a business. While creating a personalized and immersive environment for customers, knowledgeable staff can guide you through the products and offer tailored recommendations, building trust and credibility.

On top of their Rolling Showrooms, which bring the products right to your home, Budget Blinds has created a warm and inviting space that customers can come to. It is the perfect space to explore specialty products and take in the full experience of motorization. Upon entering the showroom at 381 Park Ave East in Brandon, your gaze will take you to a feature wall showcasing 15 different styles of window coverings allowing customers to try them out and make informed choices. Have one of their experienced staff demonstrate motorized blinds using the voice control of a smart device or check out their custom pillow wall or draperies. Owners of Budget Blinds of Southern and Western Manitoba, Sue and Gord Swarbrick's business model is in-home consultations, but they believe having a well-designed showroom offers another experience when shopping for window coverings.

To further expand their reach, Sue and Gord have opened a satellite office at 19 Mountain Street South in Morden, Manitoba. This space serves their customers



in Southeast Manitoba, on top of offering their rolling showrooms right to customers' homes. This location also features a shared space with Deasil Custom Sewing, the company Budget Blinds collaborates with for their custom pillows and drapery. This collaboration strengthens

their offerings and ensures a seamless experience for customers. Here, you will get the same experience as the Brandon showroom; testing out window coverings on their feature wall and experiencing motorization first-hand with the help of knowledgeable staff. Having a physical space where customers can come and interact with products and have their questions answered is important for Sue and Gord. As they continue to operate their showroom, satellite office, and rolling showrooms, they are hoping to expand with another satellite office just south of Winnipeg in the near future.

Budget Blinds' showroom concept highlights the significance of offering customers a personalized and immersive environment, fostering trust, and creating lasting relationships with their clientele. Whether visiting their showrooms or booking in-home consultations, customers can expect a premium shopping experience with Budget Blinds.



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CONTACT US:

204 727 4766 **Southwest**

204 822 5002 **Southeast**

204 388 4004 **Southeast**

swarbrick@budgetblinds.com

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