



# THE **Flash** REPORT

MAY

How WPF Members are Growing Sales and Profits with the Industry's Most Progressive Dealer Group



## Milwaukee Dealer Draws New Profits from Old Masters

At Building Service Inc. in Milwaukee, Roger Daniels may not know much about art, but he certainly knows what he likes: Happy clients who appreciate BSI's turnkey approach to projects, no matter how large or complex; partners who are easy to deal with and responsive to his dealership's specific needs; and—especially appealing—a product line that comes filled with opportunities to grow margin in even the most competitive situations.

For the past eighteen months, Roger and his team have found all that and more working with WPF vendor partner Great American Art. Great American

has been particularly valuable for BSI on their work with a major healthcare furnishings account, owners of a nationwide chain of assisted living facilities.

Last year, Roger reports, the dealership outfitted over 50 different locations throughout the country, with WPF vendors Global and Bretford figuring prominently in the mix of products specified. Also playing a key role was Great American, who developed a series of prototype art selections as part of the master schemes used in the facilities.

“Great American has been very easy to work with and willing to tweak their own processes and procedures to meet our needs,” says Roger. “They’ve helped us give our client a standard program for their artwork they can use company-wide to support their own branding efforts, while our margins on the art itself are easily double what we might expect from the furniture side of the contract.”

And, he adds, the best is very much to come. “We’re still waiting for our client to release details on their facilities for this year, but Great American Art will certainly be part of the program. They and our other accessory providers represent the finishing touch on projects like these and give us as a dealership one more opportunity to add value.”

To find out more about how WPF vendor partner Great American Art can help grow sales and profits for your dealership, check out the “Supplier Information” section of the [www.wpfdealer.com](http://www.wpfdealer.com) web site.



**Solar Ice II**  
artist: Marta Castells  
media: Paper  
image: 23.8" x 23.8"

**Leonardo's Wall**  
artist: Jamali  
media: Paper  
image: 43.9" x 30.2"

**Harmony in Red and Ochre**  
artist: Laurie Maitland  
media: Paper  
image: 35.4" x 30.5"