

Omaha World-Herald

Powered by omaha.com



Home News Money Sports Living Entertainment Obituaries Marketplace My Account Contact Us

Login | Signup

weather

Oct 27, 2008 2:09 am
35° F Forecast

SEARCH HELP
7 DAY ARCHIVE

spotlight

- Win Husker Tickets!
- Treat Street
- Kickoff Kid Contest!
- Husker Football
- Donate today to Goodfellows
- Travel Snaps Photo

marketplace

- Autos**
- Auto Dealers Locator
- Auto Parts & Services
- Homes**
- Open House
- Jobs**
- Jobs News
- Job Alerts
- Classifieds**
- Call the Experts
- Garage Sales
- Legal Notices
- Place Classified Ad
- Metro Guide Online**
- ShopOmaha®**

special features

- Today's Health Tips**
- Alegent Health Encyclopedia
- Healthwise
- Featured Local Sites**
- Games & Gadgets Page
- Wedding Essentials
- House to Home
- Street of Dreams
- Other Area Newspapers

TD AMERITRADE

The support you need.

[Printable Page](#) [E-mail Page](#) [Digg](#) [Newsvine](#) [del.icio.us](#) [Facebook](#)

Published Wednesday July 30, 2008

DirectBuy will open Nebraska showroom

BY CHRISTINE LAUE
WORLD-HERALD STAFF WRITER

DirectBuy, a membership club that sells products directly from manufacturers to consumers, will open its first Nebraska showroom in December or early January near 108th Street and Giles Road, a company executive said Tuesday.

The privately held, 38-year-old company, which has 165 franchises nationwide, sells memberships that allow consumers to buy hundreds of products direct from more than 700 manufacturers at discounted prices, said Steve Herlinger, real estate site acquisition manager for the Merrillville, Ind., company.

The products range from jewelry and golf equipment to appliances and hardwood floors.

Customers can view catalogs at showrooms and then order products, which are shipped to their house or to the showroom, depending on the item and the manufacturer, Herlinger said.

"I'd compare it to sitting down at a living room table or a dining room table with your family and looking through manufacturer catalogs," Herlinger said. "It's not like Sam's or Wal-Mart or anything like that. It's a really unique concept."

DirectBuy has signed a long-term lease for 17,456 square feet in a 33,715-square-foot building in the Portal Plaza Business Park at 10695 Portal Road, Herlinger said.

The under-construction building is about five minutes east of the Interstate 80 and Giles Road interchange, according to Investors Realty marketing materials. It sits south of Portal Road, which in that area previously was called Cornhusker Road, and is within Papillion's zoning jurisdiction but not its city limits.

Herlinger said he and the franchise owner, Wisconsin resident Darrin Worthington, traveled to the Omaha metro area four times in the past two years.

Herlinger said he didn't know how many people the business will employ.

Worthington, who could not be reached Tuesday, plans to move with his family to the Omaha area, Herlinger said.

DirectBuy is opening about 16 stores a year, but no others are planned for Nebraska, Herlinger said.

He and Worthington decided on the Papillion site for several reasons.

"We were both thoroughly impressed, and we met a lot of really nice people," he said. "We didn't just show up in Nebraska and say, 'Oh, this is it.' We try to put (showrooms) in the path of progress. And a lot of retailers don't do that — they figure if you build it, they will come."

The company, which has no stores in Iowa, plans to open some there, said Herlinger. He declined to disclose the locations.

Herlinger also declined to give the membership cost, saying it varies by store.

DirectBuy has franchises in other Midwestern cities, including St. Louis, Chicago, Minneapolis and Lenexa, Kan.

• **Contact the writer:** 444-1183, christine.laue@owh.com

Contact the Omaha World-Herald [newsroom](#)

Copyright ©2008 Omaha World-Herald®. All rights reserved. This material may not be published, broadcast, rewritten, displayed or redistributed for any purpose without permission from the Omaha World-Herald.

[↑ Top](#) [Printable Page](#) [E-mail Page](#) [Digg](#) [Newsvine](#) [del.icio.us](#) [Facebook](#)


money

- »Money Home
- Inside Business
- AP Money & Markets
- My Stocks & Funds
- Submit an Announcement





©2008 Omaha World-Herald. All rights reserved. [Copyright](#) | [Terms of Use](#) | [Privacy Policy](#) | [Site Map](#)

 [RSS Feeds](#) | [Write a Letter to the Editor](#) | [Submit a Calendar Event](#) | [Order Photos or Reprints](#)

Questions? Comments? Suggestions? webmaster@omaha.com

This site best viewed at 1024x768 in [Mozilla Firefox™](#). 