

**For readers**

Home
Cover story
Q & A
Whispers
Publisher's Column
To subscribe
To pay online
Missed papers
Corrections
Letters
Unsolicited material
Past issues
Search archives

**To Advertise**

About El Paso Inc.
Mission
Ad rates
Print specifications
Deadlines
Classifieds
For non-profits
FTP site
Readership information

**Upcoming**

The List
Features
Calendar

**Other pubs**

What's Up
Southwest Senior
Book of Lists
Parade of Homes

**Affiliates**

PDX Printing
Ditto's

**About Us**

About El Paso Inc.
Mission
Contact us
Facilities

# El Paso Inc.

EL PASO-OWNED AND PROUD

AUG. 5 - AUG. 11

[return to search results](#)

## DirectBuy to open on El Paso's Westside By Ryan Poulos



DirectBuy, a members-only showroom and home design center that offers merchandise at manufacturer-direct prices, will open an El Paso location on Aug. 17.

"We offer the top home furnishing and improvement brands at discounted prices that consumers will not find anywhere else," said Bart Fesperman, vice president of sales and marketing for DirectBuy in a statement. "We're confident that El Paso families will quickly benefit from this exciting concept."

The store will be located in an 11,600-square foot space at 803 Sunland Park, Suite E, directly across the street from the Sunland Park Mall.

DirectBuy offers thousands of home furnishing items, including kitchen cabinets, flat-screen televisions and major appliances from more than 700 manufacturers and authorized suppliers.

DirectBuy members will also have access to licensed interior designers and product specialists specifically trained in one of five merchandise areas including home furnishings, home improvement, flooring, accessories and entertainment/outdoor.

DirectBuy keeps membership fees confidential, and specifics are available only to customers who attend open houses at the store. The company says the open houses are designed to educate families about how DirectBuy members can avoid traditional retail markup when purchasing brand-name merchandise.

According to some Internet forums, initial membership fees can be more than \$1,000 - making DirectBuy a better store for frequent purchasers or those involved in major renovations, rather than one-time shoppers.

"DirectBuy has offered its members unmatched savings, selection and service for the past 35 years, and we are excited to bring that tradition to El Paso," said Fesperman.

The El Paso DirectBuy will be owned and operated by local entrepreneurs Kyle Lichlyter and Jared Wilson.

In a press release, Wilson said DirectBuy sets itself apart from traditional retailers by providing consumers with a low-cost, 'one-stop shopping' destination.

"They can furnish, build or renovate their home," said Wilson in a statement. "Members will enjoy personalized service as they navigate through our extensive selection of brand-name, top-of-the-line merchandise."

DirectBuy members in El Paso will also have access to custom creations by the nationally known home designer Christopher Lowell. Lowell designed 12 room settings with products from DirectBuy using his "Seven Layers of Design" method. The method is designed to keep homeowners on budget and prevent them from feeling overwhelmed by their projects.

Indiana-based DirectBuy has 140 showrooms across North America. To learn more about the store, visit [www.directbuycares.com](http://www.directbuycares.com).

Comments about this story? E-mail us at [news@elpasoinc.com](mailto:news@elpasoinc.com).

