

Direct Buy Blinds and Shades

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The Consumers' Choice Award is the latest distinction earned by DirectBuy of Ottawa. Franchisees Frank Andrée and Chantal Lapalme say that the Consumers' Choice Award holds special significance because it reflects not only the positive standing of their showroom in the Ottawa area, but also the satisfaction of their members.

DirectBuy, founded in 1971 and with 130 locations in North America, enables its members to buy products directly from more than 500 manufacturers at insider prices.

Often, customers save up to 50 per cent of the price they'd pay at

retail store. Recently DirectBuy's Ottawa location was named a recipient of the Consumers' Choice Award for Business Excellence in the category of "Blinds and Shades."

DirectBuy offers draperies, appliances, kitchen cabinets, electronics, jewelry, toys, sporting equipment, furniture, flooring, windows, doors, paint, plumbing, heating and air conditioning, to name a few.

"We're eliminating all the hidden middleman costs, and mark ups in the stores," says Mr. Andrée. Members pay DirectBuy an annual membership fee for the service.

So how does one get more information about DirectBuy? The first visit is always by appointment only. "That's where we take a couple of hours with you to go through how DirectBuy works, cover off things like warranty and installation.

What we do when you come in is we break it all down. We show you the types of things people will buy," says Mr. Andrée. "If it looks like you're going to save money, you become a member. If you're not, then you don't. There's no catch. It is what it is."

DirectBuy is located at 1392 Cyrville Rd. and is open six days a week. For a personal consultation with a DirectBuy staff member, please call 1-800-939-0109.

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