



## MIAMI NICE!

*Decorators Plumbing wins customers with their service and knowledge*

Jeff Guanche of Decorators Plumbing in Miami said they chose Luxury Products Group because of their “boutique group” feel and the bridge LPG provides to the vendors they want to work with.

Jeff’s parents Mike and Mayra Guanche opened the first Decorators Plumbing location in 1993, and Jeff and his brother Michael started working in the business full time in 2006.

“Our parents and other colleagues who have spent many years in this business have always been a fountain of information,” Michael said. “They’ve provided us with experience-based advice as we sought to make some changes that would help further grow the business. We’re so grateful to our parents for being there every step of the way.”

Nearly a decade ago, Decorators opened a new showroom at the entrance of the Miami Design District. It’s a free-standing 3,000-square-foot building and is staff by 10 employees, including five salespeople. Some of their employees have been with the showroom for more than 20 years, and the Guanches believes their knowledge sets the showroom apart.

“We designed the showroom to be clean and make it easy for customers to see product throughout the showroom,” Jeff described. “All of our displays are on the perimeter walls, so the center is free from clutter. We have a very



Reprinted courtesy of The Luxury Report, a luxury magazine for LPG vendors and members.

# SHOWROOM



"Miami" contemporary clean look. And to stay up to date on products, codes and finishes, we try to meet regularly with manufacturers' reps to stay updated on the ever-changing styles, codes and finishes."

Approximately 70% of Decorators' clients are in the trade. They have a primary focus on ultra-high-end residential projects in Miami Dade, Broward and Palm Beach

counties. One of the most effective ways they've found to market to new customers is through their presence on social media as well as local print publications.

"We cater to a very educated consumer; they typically know what they want when we meet with them," Michael explained. "Our team takes clients' ideas, assists them with selections and

offer ideas on similar design/value options. Balancing the new digital shopping world with building customer relationships can be a challenge and it continues to be a work in progress. We enjoy getting to know the clients and their personal styles. And we do our best to show clients the value that a committed and passionate showroom salesperson can add to their project." 🌐

“LPG IS CONSTANTLY TRYING TO BRING IN HIGH-END VENDORS THAT WOULD NOT TYPICALLY BE INTERESTED IN BEING PART OF A BUYING GROUP,” HE SAID. “THEY’VE BEEN A GREAT PARTNER FOR US ON ALL OF OUR SHOWROOM BUSINESS NEEDS. THERE IS TREMENDOUS INTERACTION AMONG MEMBERS OF THE GROUP, AND THE STAFF IS ALWAYS AVAILABLE WHEN WE REACH OUT FOR ASSISTANCE ON ANYTHING.”

