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Simple Success: Home-Mart Wins Retailer of the Year...Again

Tulsa based manufactured housing retailer Home-Mart, Inc. has been named retailer of the year for the ninth time. The Manufactured Housing Institute (MHI), who awards the honor, cited Home-Mart's advanced technology, customer service and "open doors and posted prices" policy in their decision.

"Our secret to success is simple," Home-Mart owner (president) Doug Gorman said. "We treat our customers like we want to be treated. I leave the doors open and post the prices because I know that's what I'd want."

Gorman speaks from experience. He and his wife Millie bought a manufactured home from a retailer when they were in college. When Gorman went to work for the industry, he relied heavily on the perspective he'd gained as a customer. That perspective is still present in every business decision Gorman makes.

Gorman's philosophy may be different for the manufactured housing industry, but don't expect him to change it anytime soon.

"Until a customer says they want me to lock the doors and hide the prices, we won't be changing."

About Home-Mart, Inc.

Home-Mart Inc. is Oklahoma's only national award winning retailer of manufactured and modular homes. Founded in 1988, Home-Mart's long history of open doors and posted prices has firmly established the company with the reputation of being the leading "customer friendly" place to shop. For more information, please visit www.homemart.us.