

HomeShow Daily
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FOR IMMEDIATE RELEASE

No Salespeople Allowed at Free Year-Round Home and Garden Show

(HomeShowDaily.com) Salt Lake City, UT—February 8. Homeowners looking for home improvement, remodeling and new construction ideas won't find any selling going on at the newest HomeShow Daily home design and remodeling show.

Every one of the over 150 home and garden exhibition booths in a massive 30,000 sq. ft. exhibition hall run by HomeShow Daily will be unmanned, and on permanent display Monday through Saturday from 9am to 6pm. Admission will always be free.

“HomeShow Daily is where homeowners can come to get ideas for remodeling their home or for new construction—and not be pressured to buy,” says, Jim Sparling, HomeShow Daily's CEO and President.

What HomeShow Daily has done, in effect, is take the selling out of selling and replace it with friendly, valuable and accessible information. Providing design and remodeling ideas to the consumer and allowing them to make design choices free from sales pressure is the overriding concept. The model seems to be working. HomeShow Daily already has a successful showroom exhibit in Boise, Idaho and has plans to open even more showrooms all over the country.

“At a home and garden show, nothing turns off a homeowner more than some pushy, gabby salesman tugging your ear, trying to get you to sign up or buy something right there on the spot.” says Mr. Sparling. “We're certainly not going to have any of that here.”

Instead of salespeople, all vendors, from kitchen remodelers, landscapers, home theater installers, to pool and patio suppliers, and every home and garden supplier in between, will place in their mini-showrooms an extensive array of printed materials, and in many cases, interactive audio-visual consoles, to help explain and educate the visitor about the vendor's product or service.

“We want visitors to stroll from one booth to another at their own pace, and fully explore and sample the features and benefits each vendor has to offer in a relaxed, comfortable and inviting atmosphere,” says Mr. Sparling. “That way they can concentrate on viewing the products and services offered—and not on avoiding the salesman.”

Sales help though is always a phone call away. If, after viewing, reading and handling a vendor's wares, a homeowner still has questions, or would like to make an immediate appointment or place an order, each exhibition booth has a phone with a direct line to the vendor's off-site store.

HomeShow Daily's grand opening week-long celebration begins March 1st. Free food, drinks and entertainment will be available. The exhibition hall is located at 21st South and I15, between Costco and Home Depot.

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