



CLAREMONT CLIENT SHOWCASE

deAurora Showroom, Inc.

Claremont
MANAGEMENT

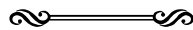
MAKE CLAREMONT PART OF YOUR SUCCESS STORY.

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An interview with deAurora COO, Mark Blumenthal (left), pictured with Claudia Bedoya (center) and Peter Joyce (right).

FEATURED CLAREMONT CLIENT



deAurora Showroom, Inc.

Tell us about your business.

Since 1980, the goal of the de Aurora Showroom has been to inspire the professional design trade. Over 30+ years we have built an enviable reputation based upon timeless design, enduring quality, and unsurpassed customer service.

We specialize in representing small to mid-size manufacturers here in the United States. We believe that the best design comes from manufacturing that listens to the needs of its clients.

Represented here is the finest handcrafted furniture in the world. Our factories, forges, and workrooms expertly craft each piece one at a time with the

perfect balance of old world artisanship and modern technology. We are able to customize and custom design casedgoods, upholstery, iron, and lighting that will truly make your design unique.

What differentiates your company from your competition?

deAurora tells a different story than its competitors. We specialize in small to mid-size manufacturers who are focused on high end furnishings. Although we try to hone in on regional vendors we have lines from Canada and Mexico which tell the same custom capable story. This way we can stay away from brands that are found in the retail market.

Please describe your typical client.

We sell to architects, and interior designers whose projects encompass full turn key homes to single items.

What do you love most about your business?

The 12 hour days for almost no money.....really? Working here amongst some of the beautifully crafted furniture and décor is plenty...

What do you like least about your business?

The 12 hour days for almost no money.....really? Working here amongst some of the beautifully crafted furniture and décor is plenty...

How does Claremont Management support your business needs and goals?

Anyone can be your accountant, but where do they fit with how my business works, that is what is important. Claremont has provided a level of professionalism at a variety of levels for us. Whether we were transitioning our accounting practices or dealing with the cash management struggles of the downturn, Claremont was there to support our needs. As a \$2M sales firm we know we can count on Claremont for focused insightful advice that keeps us on track.

Do you have a particular example of how Claremont Management helped your business?

As a company where everyone wears multiple hats, Maria Bura, stepped in to help us streamline how we accounted for credit expense. You might say that is a simple item, but the fact is by understanding that and reducing our angst over that one issue; it changed how we felt about other accounting aspects and lightened our entire load.

Why do you recommend Claremont Management's services to others?

Some times you hear a commercial about how a bank wants to work with you to secure your money; they use words like trust or partnership. I often think its easy for them to gain your trust, they have your money in their bank! I don't bank at Claremont but they secure my assets. They are my partners in making sure I have a need for a banker. That is trust.

How long have you been in business?

deAurora has been a part of the design community since the mid 70's and under one family's control for the past 35 years.

What is your geographic marketing area?

Although we sell to designers and architects around the world, we consider ourselves Chicago-centric. This is our home and our style and design sense reflects the heart of Chicago. We are fans of its beauty and its brawn, from Highland Park to the Steel Mills on the southeast side, from the lake to the new runways at O'hare.

For more information:

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