





OUR MISSION

TO MAKE EVERY CUSTOMER RIGHT AT HOME.

SINCE 1937 WE'VE BEEN STRIVING TO MAKE CUSTOMERS FEEL RIGHT AT HOME. MRS. B BELIEVED A BUSINESS SHOULD DO TWO THINGS, **SELL CHEAP AND TELL THE TRUTH.** HER THEORY WAS SIMPLE, OPERATE ON A SMALL PROFIT MARGIN. OFFER CUSTOMERS GREAT FURNITURE AT AFFORDABLE PRICES. AND, BY TELLING THE TRUTH, GUARANTEE THAT CUSTOMERS FEEL RIGHTLY TREATED. THAT'S WHERE IT STARTED, AND THAT'S WHAT WE BELIEVE TODAY. BECAUSE WE DON'T SELL COUCHES, RANGES, AND HDTVS. WE SELL THINGS THAT **SET THE STAGE** FOR THE LIVES OUR CUSTOMERS WANT TO LIVE. THOSE THINGS THAT BECOME MEMORIES. OR **HEIRLOOMS.**

THOSE PIECES THAT HELP OUR CUSTOMERS DO WHAT THEY LOVE WITH THE PEOPLE THEY LOVE. **BECAUSE THAT'S WHAT WE LOVE.** **TO INSPIRE** WITH THE LARGEST COLLECTION OF HOME GOODS AVAILABLE ANYWHERE. **TO HELP** CUSTOMERS FIND EXACTLY WHAT THEY NEED. TO OFFER THE LOWEST POSSIBLE PRICES. **TO GUARANTEE CUSTOMERS ALWAYS FEEL WELCOME AND COMFORTABLE IN OUR STORES.** **THAT'S WHY WE'RE HERE.** **TO MAKE EVERY CUSTOMER RIGHT AT HOME.**

WE ARE NFM.





OUR STORY



HUMBLE BEGINNINGS

In 1937, Russian immigrant Rose Blumkin founded NFM in the basement of her husband's pawn shop.

A MODEL FOR THE FUTURE

Our first store was located at 1312 Farnam Street in downtown Omaha. This was the beginning of our all-in-one-store model for home furnishings.



SELL CHEAP AND TELL THE TRUTH

- 🏠 Mrs. B's motto. And she stood by it.
- 🏠 In the early days, competitors took Mrs. B to court claiming fair trade violations. But the judge looked over her books and quickly dismissed the case. He purchased carpet from her the next day.
- 🏠 Mrs. B was a master negotiator, but she never negotiated the truth.

A SIMPLE HANDSHAKE

In 1983, we joined the Berkshire Hathaway fold with a simple handshake between Mrs. B and Warren Buffett.



LEGACY



In 1997, Mrs. B retired at the age of 103. She left the business in the capable hands of her son, Louie, and her grandsons, Irv and Ron Blumkin.

STORE EXPANSION, DM

In 2000, we purchased Homemakers in Des Moines, IA. Then opened a store nearby selling flooring, appliances and electronics.



STORE EXPANSION, KC

The growth continued in 2003 to Kansas City, KS. The store features more than a million square feet of retail and distribution space.



STORE EXPANSION, TX

Our fourth store opened in 2015 in The Colony, TX, just outside of Dallas-Fort Worth. With nearly two million square feet, NFM-Texas is the largest home furnishings store in North America.





OUR BUSINESS

EVERYTHING HOME

- 🏠 Our banner categories are Furniture, Flooring, Appliances, and Electronics—but that just cracks the surface!
- 🏠 Backyard BBQ party? We got you covered. Can't seem to make it to the gym? Fitness equipment for days. Remodeling your kitchen? We even do custom countertops.
- 🏠 NFM is the total home experience. We have something for every moment on life's journey. See for yourself.





FURNITURE

For every room, inside and out. Plus home decor to finish the look.



Living Room



Bedroom



Dining Room and Kitchen



Outdoor Furniture



Kids Furniture



Office Furniture



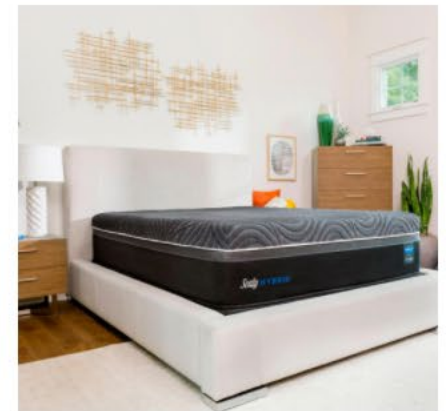
Bar Furniture



Game Room Furniture



Accent Furniture



Mattresses



FLOORING

Wherever you need it. For the do-it-yourselfer and contractor-seeker alike.



Luxury Vinyl Tile



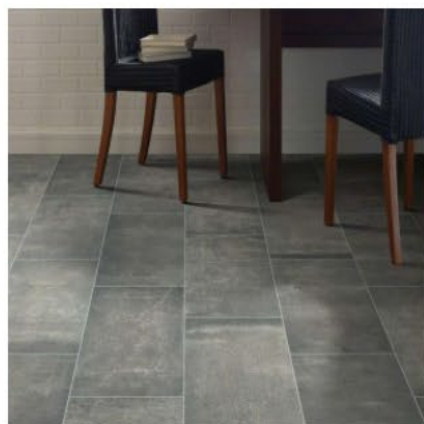
Hardwood



Vinyl



Laminate



Tile



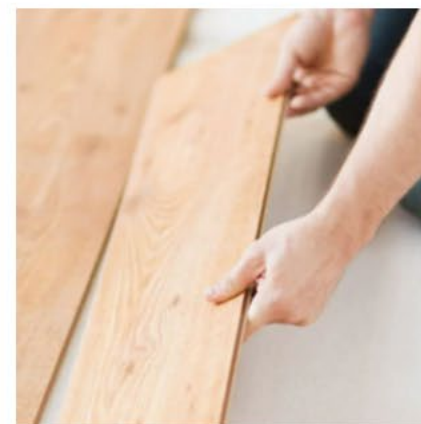
Rugs



Carpet and Carpet Tile



Floor Care



Flooring Services



APPLIANCES

What you see here and so much more!



Refrigerators



Washers and Dryers



Ranges



Dishwashers



Compactors and Disposals



Kitchen Packages



Microwaves



Small Appliances



Wall Ovens



Kitchen and Dining



ELECTRONICS

Plus phones, headphones, arcades, and even toys!



Televisions



Soundbars



Media Streaming and Networking



Projectors and Screens



Video Games



PC Gaming



Monitors



Toys



Printers Paper and Ink



Wearables

AT EVERY PRICE POINT

🏠 Our product line is extensive no matter your budget! From entry level to high end and everything in between, we're the best price in town.



UNDER ONE GIANT ROOF

No one retailer has both the breadth and depth of selection as NFM. But we're not just a warehouse of stuff. We're a lovingly curated and constantly managed experience.





DESIGNED



TO SURPRISE



EXPLORE

CREATE

IMAGINE

DREAM

ENDLESS
POSSIBILITIES

THE FREEDOM TO
THINK BIG

EXPLORE YOUR LIFE'S STYLE

IMAGINE THE POSSIBILITIES

A DREAM YOU

HOME

AND DELIGHT.

EVERY CUSTOMER TYPE

(Statistics and categories discovered in a recent segmentation study)

12.5%

**Flourishing
Families**

Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable active lifestyles.

11.9%

**Power
Elite**

The wealthiest households in the U.S., living in the most exclusive neighborhoods, and enjoying all that life has to offer.

11%

**Promising
Families**

Young couples with children in starter homes living child-centered lifestyles.

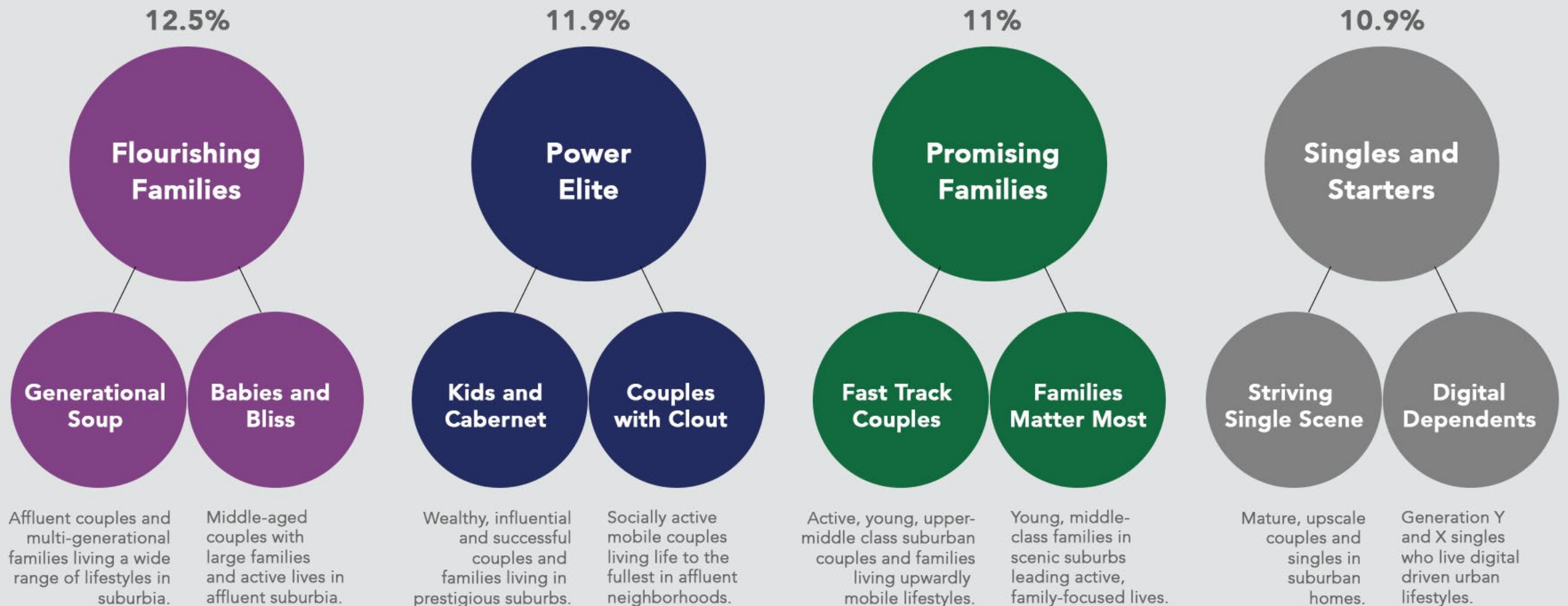
10.9%

**Singles and
Starters**

Young singles starting out, and some starter families, in diverse urban communities.

WE MEAN EVERYONE

(Our customer segmentation broken down even further)





THE DIFFERENCE

85+ YEARS OF STABILITY

2022 marked 85 years of success for NFM. We continue to thrive without a single layoff, and nearly 900 employees with more than 10 years of employment.





A ONE-STOP SHOP...

...for everything home, both in store and online at nfm.com. Furniture, flooring, appliances and electronics are available at legendary low prices, with long-term financing and world-class service every step of the way.

FEELS LIKE HOME

It's all about our family and yours. Making everyone feel welcome and comfortable. Helping you find exactly what you need, at a great value. Supporting our community. And making everyone feel right at home, every single day.



