

Gerdt Furniture To Close After 53 Years

/EINPresswire.com/ Indianapolis, Indiana - December 21, 2012 -- After more than a half century, one of central Indiana's most respected home furnishings dealers, Gerdt Furniture & Interiors has decided to go out of business and close its doors forever.

Gerdt Furniture was founded in 1959 by Edward and Ethelynn Gerdt, and is now owned and operated by John Gerdt and his two children, David and Carey. Gerdt Furniture, always known for high quality merchandise, established a following of thousands of satisfied patrons throughout central Indiana and surrounding counties. Generations of families from Indiana, and surrounding states have traveled to this destination for a unique selection of home furnishings, and received personal attention by the most experienced and knowledgeable designers.



The decision to close the flagship multi acre Gerdt store in Southport, Indiana was made by John Gerdt and his wife Cherie. John Gerdt stated, "The decision to close our business was difficult. Gerdt Furniture is a part of the history in Indianapolis and we have loved being a part of so many families' lives. But there comes a time to move on, and Cherie and I have decided to retire while we can still offer our customers the quality merchandise and service we are known for." Gerdt went on to assure current customers that Gerdt Furniture will honor all existing orders, warranties and service agreements.

John Gerdt continued his comments by saying: "The doors to our Going Out of Business-Final Liquidation will open promptly at 10:00 AM on Friday December 28th. While Inventory remains, as a way of thanking our loyal customers for their years of support, we will offer reductions on every item in our inventory up to 75% off. Customers can choose from over four acres of furniture from such well-known manufacturers as Bernhardt, Lexington, Flexsteel, Hooker, Heckman, C.R. Lane, Bassett, Lane, Sligh, Smith of Berne, Restonic, and many others. We also will have many unique accessories and hand made oriental rugs. Over \$10 million dollars of inventory will be sold as quickly as possible at the lowest prices in our store's history."

Many members of the Gerdt family will be at the store to allow them and their employees the opportunity to say "thanks for the memories" and insure that each customer receives the same personalized attention that Gerdt Furniture has provided for over fifty years. John Gerdt continued his comments by saying: "We have been so gratified by the wonderful support our customers have given us over these many years. That's why we've decided to offer our customers price reductions on every item in our inventory unlike any we've ever had in the store's history and better than any other store in the area. While inventory remains, this event will provide the opportunity to own fine home furnishings at once-in-a-lifetime savings, and it will be our way of saying, thank you for being our customer."

Details:

The Gerdt Going-Out-of-Business-Total Liquidation will begin at promptly 10:00 AM on Friday, December 28th, at 2115 E. Southport Road, Indianapolis, and will continue until all merchandise is sold. Crowd control and organized parking is anticipated. Advisors to the event will be Northbrook, Illinois based Deere Park Association, recognized as one of the nation's most respected furniture specialist consultants. According to John Gerdt, "Deere Park Association was clearly the best furniture consultant for our company. They understood our commitment to the retail customer and offer the same philosophy of uncompromising integrity, combined with unique services that will help us serve our customers. In every sale during our event, both Deere Park and Gerdt Furniture will be committed to provide the same uncompromising standards and outstanding service that have built our reputation over the past 53 years."

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