



GE Retail Sales Finance

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THE Winning EdGE

*News and Information for GE Retail Sales
Finance Home Improvement Dealers*

GE Dealer Featured in TV Network's "Makeover" Show

Alure Home Improvements of Long Island, New York — a longtime GE Retail Sales Finance dealer — was recently selected to have their work featured on the TV show "Extreme Makeover - Home Edition."

Alure was asked to completely remodel the Manhattan apartment of two New York City firefighters. Adding to the pressure was a 12-hour deadline, with the final portion of the show carried live.

"It was a terrific project," said Sal Ferro, Alure president. "They were two great guys that we enjoyed working with, and they really appreciated what we did."

Up to the Task

Ferro said the company was contacted by the show's producers, who then looked into Alure's background and reputation before asking Alure to do the project. With more than 50 years of remodeling experience, Alure was up to the task.

"It was a one-bedroom apartment," Ferro said. "And in 12 hours, we turned it into a two-bedroom apartment. We put in a new kitchen and full bath, granite countertops, new tile, new electrical and glass partition walls." As an extra touch, Alure installed a walk-in humidor.

A Positive Impact

Alure has used the Home Improvement Division for its consumer financing since 1993. Last year they funded over \$1.1 million with GERSF, and they are on track to beat that number in 2004, having funded over \$900,000 through the end of June.

Ferro said Alure is still studying the impact of their television appearance. "It's more about branding and image building than the normal 'call to action' advertising," Ferro said, adding that his salespeople find it a useful tool in their sales presentations.

The show's producers were impressed as well: Alure has once again been asked to do the work on an upcoming episode of the show. +



Alure Home Improvements was chosen to remodel this Manhattan apartment for the TV show "Extreme Makeover - Home Edition."

QUOTE OF THE MONTH

"Whenever you see a successful business, someone once made a courageous decision."

—PETER DRUCKER

Route to:

- ☐ Finance Manager
- ☐ Sales Manager
- ☐ Sales Staff
- ☐ Other _____