

# McALEER'S OFFICE FURNITURE



## Personalized Service Sets McAleer's Apart

*Front Row (from the left):* Deanna Nezat, Paige Williams, Melissa Cross, Camilla McAleer, Jim McAleer, Rhonda Stevens, Fred Chambers, Bryant Easterling.  
*Back row (from left):* Jerry Hunter, Eric Vaughn, Lesley Shaw, Tom Shaw, Gene Carlisle, Eric Lutin.

While working in the construction industry in the 1970s, **Jim McAleer** noticed a need in the Mobile area for a store that specialized in office furniture, as other retailers at the time featured both furniture and office supplies. He and his wife **Camilla** opened a 3,000-square-foot store on Springhill Avenue in March 1979.

From that beginning, McAleer's has now grown to a 48,000-square-foot showroom, with a 21,000-square-foot store in Pensacola that opened in 1985. McAleer's Office Furniture Co. Inc. is the Mobile Area Chamber's Small Business of the Month.

Because it focuses solely on office furniture, McAleer's can serve any size client with personalized attention, said McAleer.

"What that means to our customers is that one of our highly

trained designers will be assigned to their project," McAleer said. "And that one person will know the customer's preferences, budget, design goals and expectations, and will personally see the project through to the very end. This one person will go out to the client's office and do on-site measuring, space planning and computer layouts so they can design, manage, procure and oversee your entire project. Having one contact, one person who knows your project better than anyone else, assures our clients that they will have the best overall experience and customer service."

The biggest challenge for any brick-and-mortar store to remain competitive is to integrate into the online marketplace, said McAleer's daughter, **Melissa Cross**, the sales and operations manager. McAleer's has created an online catalog that allows

customers to browse through the selection before coming into the store.

"We make it so easy for them to shop online, then purchase locally, which helps keep our community strong," Cross said. "They receive their furniture faster, at competitive prices, all while being completely secure in the knowledge that they will have local support for their purchases."

The store keeps more than \$1 million in new and used furniture inventory in stock at any particular time.

As the company has grown, it's been active in community and charity projects, sponsoring youth programs such as Upward Sports and contributing to local events and organizations like the Airbus LPGA Classic, Our Sister's Closet, The Hargrove Foundation, Junior League

of Mobile, the American Cancer Society and Goodwill Easter Seals.

"Giving back to the community that has supported our business for over 35 years now is very important to us," Cross said. "By providing assistance to local charities, like Our Sister's Closet, and donating to youth groups which encourage community involvement, McAleer's is helping to strengthen the Mobile community."

Go to [mobilechamber.com/award.asp](http://mobilechamber.com/award.asp) to submit a Small Business of the Month application, or contact **Danette Richards** at 251-431-8652 or [drichards@mobilechamber.com](mailto:drichards@mobilechamber.com).