

# THE WHOLESALER®

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## SHOWROOM PROFILE

# Goodman Supply makes successful transition into luxury decorative market

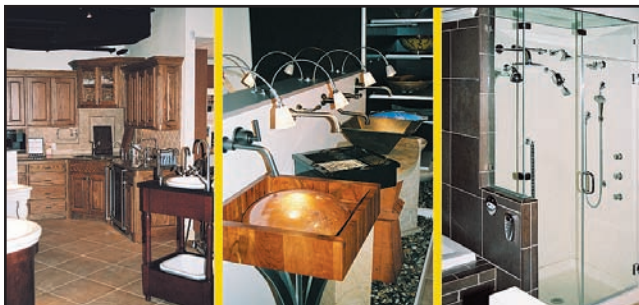
BY MARY JO MARTIN  
*Editorial director*

After a long history primarily serving the commercial market, Goodman Supply plunged into the world of decorative plumbing in 2005 with the launch of its Skanadario showroom. The showroom is located in Frisco, Texas, a fast-growing northern suburb of Dallas.

Vice president Jeffrey Goodman, the third generation of his family to serve the company, is confident that the tremendous population boom forecast in Frisco and the surrounding area will provide plenty of opportunities for Skanadario. Over the next 20 years, it is estimated that the cities of Frisco, McKinney



*Goodman Supply's Frisco, Texas, facility offers separate entrances for its counter area and Skanadario showroom, along with a fully stocked warehouse.*



*Goodman Supply's Skanadario showroom features a fully appointed kitchen vignette, vessels that are crafted in Texas and a working display area.*

and Celina, Texas will each add approximately 200,000 residents. Much of the building occurring in these cities will be mid- to high-end homes, along with many custom homebuilders in the mix. In fact, zoning laws are very stringent on apartment and multi-family homes, as well as lot sizes.

"We are a perfect fit for these demographics," Goodman said. "Skanadario is the only luxury decorative showroom in this area, which gives us a great advantage. We are really working to develop strong relationships with the builders and designers in



*Goodman Supply partnered with American Standard's Gallery Showroom Program in the design of its new Skanadario showroom.*

this area — as well as reaching out to the developers of the large number of new condo and townhouse projects that are shooting up in downtown Dallas.”

Skanadario marks quite a change from Goodman Supply’s original Dallas location, which is still in operation. Founded in 1948 by Harold Goodman, the company had focused primarily on the commercial market.

“We had virtually no experience in the residential decorative market,” Goodman said. “But with our reputation for service, we were confident that we could apply our strengths to this new market segment.”

So to prepare for such an ambitious project, Goodman Supply turned to American Standard — their commercial plumbing line — for its showroom expertise. It was at this time that Jeffrey Goodman, who had been a strategy and business development consultant, decided to join his father, Steve Goodman, in the family business.

The company had expanded its wholesale business into Frisco in 2001. In 2003, shortly after Goodman Supply chose to partner with American Standard for the showroom, the City of Frisco and the Dallas Burn professional soccer team decided to build a new soccer stadium on Goodman Supply’s property. An agreement was reached between the parties whereby Goodman Supply was given a new building nearby in exchange for its old facility. After two years of planning and construction, Goodman Supply moved into its new Frisco location.

This new building is large enough for a 2,300-square-foot showroom, counter sales area with a separate entrance and an 18,000 square foot warehouse — and there is still 1,300 square feet that is reserved for a future Skanadario expansion. The facility employs 13, with three dedicated to the showroom.

Goodman said that much thought went into selecting the appropriate name for this showroom. He wanted something that would stand out and be distinctive so the company could truly brand the name.

After much consideration, he chose Skanadario, which is an Iroquois word meaning “beautiful water.”

### **Vendors provide valuable resources**

Goodman took advantage of American Standard’s Gallery Showroom Program, which partnered him with showroom design firm Systeme Huntingdon. The program also helps

wholesalers plan sales, marketing and demographic analysis strategies for their new showrooms.

“Everyone involved with the Gallery Showroom Program was awesome to work with,” Goodman noted. “They offer sample layouts based on a showroom’s square footage. We really worked well together, going back and forth with ideas and designs until we finalized the layout

and product selections.”

During that time, Goodman also participated in American Standard’s Gallery Showroom Training program. He spent four days at the manufacturer’s New Jersey headquarters immersed in educational courses, gathering new ideas and product information, and touring their Design Studio. The Skanadario showroom staff also benefits from continuing educational training provided by its vendors’ reps.

“It has been helpful to not only learn the technical information on how these products function, but also to discover the stories behind the products and see what sets them apart,” Goodman explained.

A local general contractor handled all of the shell space finish-out, while Systeme Huntingdon put together the modular displays, and a Dallas-based designer arranged for the accessories and décor.

“Our showroom is very inviting to those who visit it, and we have gotten extremely positive feedback from our customers,” Goodman said. “It is very well lit, easy to navigate, well organized and displays an incredible amount of product in a very effective manner.”

Skanadario’s design is extremely well laid out, with the



*Steve Goodman (left) and his son Jeffrey head up Goodman Supply, which made a successful transition to the luxury market after years of serving commercial customers.*

whole layout sitting on a 30° slant from the front and all aisles of product groups leading back to the central vignettes. The flow is inviting to customers, and beautifully shows off the product on display. One of the details that was important to Goodman was a working display area, which encompasses two jetted tubs — one water-jetted and the other air-jetted — showerheads, a steam bath, towel warmers and a radiant floor-warming system. A Takagi tankless water heater serves this working display area, which has generated significant interest by visitors on the not-yet-widespread concept of tankless water heating.

“As customers who visit us see how well these tankless units work in our showroom, it peaks their interest and we have made a number of sales,” Goodman said. “Especially for those who buy shower systems with body sprays and rainheads, these units provide an unlimited supply of hot water. We’ve also implemented a training program on them for contractors, which is led by our Takagi rep, as a way to further encourage sales.”

Of course, the primary line Skanadario carries is American Standard, along with its sister brands Porcher and Jado. In addition, Goodman researched and selected designer-driven brands such as KWC, Rohl and California Faucets.

“We really focused on quality and luxury,” Goodman explained. “It was important for us to communicate with these vendors since we were new to the decorative market. We had to build credibility with them and let them know what we were trying to achieve. We can offer everything from economic mid-range selections through very high-end choices. It also helped when we hired Scott Cavender for our showroom, because he had 10 years of decorative plumbing experience and knew first hand how to show it and how to sell it.”

Another important part of Skanadario’s offering is product from Texas-based vendors. Currently on display are products from HP Austin and Living Elements (Austin), Roma Steam Bath (Houston), and Coyote Glass and de la Frontera (Salado). In addition to their existing product selections, these artisans can also do custom pieces based on customers’ specifications.

“I really liked the concept of using natural elements in vessels, which is very popular among the Texas vendors that we feature,” Goodman noted. “We display a number of vessels that

incorporate materials such as glass, bronze, copper, marble, onyx, travertine, granite and wood. This gives us a very distinctive product selection, and allows our customers to choose products that will really set their homes apart. Texans are very proud of their heritage — even if they weren’t born here — and so it’s nice to have a selection of product available that is made in our state.”

In addition to the traditional bath offerings, Skanadario also features steam and sauna units, solid surface vanities and shower surrounds, bathroom furniture, fireplace mantels and screens, garden accents and water fountains, household intercom systems, water chillers and filters, a full kitchen display with Miele appliances, as well as cabinet and door hardware and bath accessories. Goodman believes that partnering these kitchen, bath and decorative offerings is crucial to becoming a valued supplier to high-end builders and designers.

“Being able to serve these customers with all their bath and kitchen needs — as well as a few specially selected luxury home products — makes it much more convenient for our customers and the homeowners,” Goodman said. “They can deal with just one showroom, which has the expertise they need in these areas. We offer complete service, knowledge and selection. It’s also a great benefit to us because there are so many opportunities for upgrades.”

In just its first year of operation, Skanadario has more than met Goodman’s expectations.

“We set our goals high,” he said, “but I have been extremely pleased with what we have accomplished after starting from scratch. This first year has helped us gain solid footing in this market, and we have even greater plans for the future based on this year’s results. We are going to be reaching out to build stronger relationships with builders, designers and remodelers, as well as doing some local marketing to attract walk-in customers.”

Skanadario, located at 9750 John W. Elliott Drive in Frisco, Texas, is open Monday through Friday from 8 a.m. until 6 p.m., and on Saturdays from 8 a.m. until 1 p.m. Jeffrey Goodman can be contacted at 972/668-HOME or [Jeffrey.Goodman@skanadario.com](mailto:Jeffrey.Goodman@skanadario.com). ■

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