

Survey of Major Yellow Pages Advertisers *

Beds - Retail

Comparative Ad Analysis for _____

Primary Products & Services Offered:	Bed Sales/Rentals/Repairs Residential/Commercial Mattresses/Mattress Sets Massage/Heat Beds Waterbeds/Airbeds Hospital/Electric Beds Sofa Beds/Convertibles Children's/Youth Beds/Cribs Trundle/Platform/Bunk Beds Adjustable Electric Beds Viscose Foam Beds Service Adjustable Beds Traditional Beds King Size/Queen Size Doubles/Singles/Twin Contemporary Beds Dual Adjustable Air Beds Adjustable Bed Benefits (List) Stackable Beds	Box Springs Futons/Futon Furniture Rollaway Beds/Cots Recliners/Sleep Lounges High-Tech Beds Murphy (Wall) Beds Headboards/Frames Wall Systems/Folding Beds Quilts/Linens/Accessories Comforters/Bedspreads Zero Gravity Recliners Chest Beds/L-Shapes/Lofts Antique/Classic/Modular Beds Art Deco Styles Wood/Stains/Hardwoods Brass/Iron Beds Latex Bedding Concealed Beds Kid's Room Accessories	Patient Lifters & Other Health Care Items-Listed BED CONSTRUCTION FEATURES Bedroom Furniture – Sets & Ind. Pieces Hypoallergenic/Odd Sizes Dressers/Chests/Captain's Beds Day Beds/Body Wedges Appliances/Other Furniture (List) Used Beds/Bed Sets “Disappearing Home Offices” Cervical Pillows Upholstered/Canopy Beds Faux Finishes/Formica Domestic & Exotic Beds Lighting Fixtures Recommended by MDs for Back Conditions, Heart Problems, Acid Reflux, etc. Mattresses Custom Made to Order	
Key Brand Names:	Aireloom Bassett Comfortaire Electropedic	Englander Invacare King Koil Posturepedic	Restonic Sealy Serta Simmons	Somma Spring Air Ther-a-pedic
Confidence Factors:	Years in Business Guarantees/Warranties Manufacturer/Authorized Dlr All-Wood - No Particle Board	In-Home Consultation Medicare/Medicaid Supplier Large Inventory - Size of Stock/Showroom Size	“Over 200 Unique Styles in Stock” “Free Demo In Your Home” Factory Direct / Handcrafted Quality Specialty – Adjustable, Wall, etc.	
Convenience Factors	Days/Hours/Open 7 Days Evening/Weekend Hours Credit Cards Website Address	Free/Express Delivery & Set-Up "We Bill Medicare" Evening/Weekend Deliveries Remove Old Bedding (Free)	Invitation to Visit Website Toll-Free Number/Phone Quotes Location Data/Ample Parking IMMEDIATE/FAST DELIVERY	
Special Services or Extras:	Many Styles in Stock Custom Sizes/Custom Beds Financing Available Senior Citizen Discounts Fireplace Tools & Accessories	Mattresses/Springs Restored X-tra X-tra Firm/Horsehair Matt. Feather Beds/Lambs Wool/Latex Custom Color Blending Mobile Showroom	Foreign Language(s) Other Medical Equipment (List) Home Office Furniture Adjustable Air Beds Massage Units	
Typical Related Headings:	Furniture Dealers - New/Used Waterbeds - Dealers Futons	Beds - Hospital Beds - Rental	Mattresses & Bedding Beds – Concealed (Disappear)	