

HEART OF OHIO ANTIQUE CENTER

NEWS FROM THE HEART

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2011 WAS A VERY GOOD YEAR...2012 CAN BE A GREAT YEAR!

Wow! Can we really be entering our 15th year as America's Biggest & Best Antique Center? Many of our dealers have been with us since 1998 and we have been through many changes in the Antique Industry together. I know I speak for our entire management team, staff, and owners, when I say we are all looking forward to many more years of working for and with you, keeping Heart of Ohio the leader in the antique industry.

I think 2011 was a testament to what can happen when you apply hard work, perseverance, and a determination to grow our business, regardless of current economic conditions. We grew sales over 4% compared to 2010 and I think that is something we can all be proud of. Thank you to all of our dealers and the entire staff of the Heart for all your hard work.

Let's continue what we started in 2011 and make 2012 a Great Year! There are numerous booths and showcases in need of restocking, rearranging, and cleaning. Merchandise is going out faster than it is coming in!! The dealers who consistently perform are those who work their booths at least every other week, rotate merchandise so that their booth has a fresh look and are smart buyers, keeping their prices reasonable. We are planning for a busy year in 2012 with several promotional events including running more TV commercials on the History Channels American Pickers and Pawn Stars. Our first big event of 2012 will be our Customer Appreciation and Anniversary Weekend March 3rd & 4th. This is our big 15% off everything over \$20.00 event. I look forward to seeing all of your freshly stocked and beautifully arranged booths and showcases, by the end of February if not sooner. God bless and let's have a GREAT YEAR!

Customer Want List:

Quality Merchandise! We have customers asking for top of the line items and not always finding it in the mall. We need more dealers bringing in quality merchandise. Quality is in high demand at the Heart! Buy them right and put current market prices on the them, they are selling fast. The Heart caters to dealers in the trade and savvy upscale retail customers. They shop us often and we want to keep them coming. The key to keeping your sales growing is fresh merchandise, sharp displays, and reasonable prices. Follow this game plan for 2012, it's always a winner. Current items being requested: Cherry or Walnut Step back Cupboards with original glass panes, Jelly Cupboards, Pie Safes, 5th-leg dry Sinks, Harvest Tables, store counters, work tables, or items that can be used as kitchen islands. Blue Mammy cookie jars, roll top desks, high end lamps, model kits, good primitives, and Sterling Silver items have also been selling well at this time.

MERCHANDISE TIME-LINE

It is time to remind everyone that per our policy guidelines we have a pre-1985 time line on merchandise for sale at the Heart of Ohio in all areas except building 7 and the Outside Commons area. During the holidays there are a lot of holiday collectibles that may not meet the 1985 time line that we do not get overly concerned about. However we have noticed numerous new items showing up in the antique sections of the mall that are in violation of our policy guidelines that need removed immediately. We need to keep our quality level high and ensure that we remain a quality antique mall and not an indoor flea market. Reproductions, gift mart glass, New Fenton Gift Shop items, Longaberger baskets are all items that can be sold at the Heart of Ohio but only in building 7. Please remove items that do not meet our pre-1985 time line and replace them with fresh exciting antiques or older collectible items. Maintaining a high standard of quality merchandise, providing industry leading customers service, and our commitment to selling antiques is what keeps us the leader in the antique mall industry.

Our Goal for 2012 is to increase sales by 8% and continue being America's Favorite Place to Antique! Through team work between the Heart and our dealers we can make 2012 one of our best years in the Heart of Ohio's 15 year history.