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Business Building and Networking Highlight First-Ever Home Improvement eRetailer Summit

FORT LAUDERDALE, Fla., November 4, 2016 — Some of North America's leading eRetailers gathered in one room last week for the first-ever Home Improvement eRetailer Summit.

Held October 26 to 28, 2016 in Fort Lauderdale, Fla., this invitation-only event was a ground-breaking forum for cutting-edge eRetailers to meet, share ideas, and connect with forward-thinking suppliers eager to increase their online business. The Home Improvement eRetailer Summit is the first of its kind to focus specifically on hardware, housewares, home storage and organization, furnishings, and building materials.

The eRetailer Summit also featured a powerful roster of retail experts, who provided valuable insights into the future of e-commerce, and how it will integrate with bricks and mortar. The program started with retail expert Robert Howard of Kurt Salmon, who outlined how the retail experience is being disrupted and described the digital experience gap. "And 20 per cent off doesn't do it anymore. Be an inspiration and influencer," he added.

Deborah Shearer, Founder and Designer of TableandDine.com, found the entire event beneficial. "It was a great few days of meeting, networking, learning and sharing ideas with some really fabulous industry colleagues," she said. "The event was insightful, filled with interesting topics, relaxed, and intimate."

But important insights came from fellow eRetailers, as well. Jeff Golden from TheShops.tv talked about the importance of "telling a story around the product," while Mike Hargrave of Sears.com and Kmart.com shared that "personalized experiences is where everyone is going." Jessica Jay of ATGStores.com told potential new vendors, "Our most successful partners are the ones who aren't afraid to try new processes with us."

Sonya Ruff Jarvis, Managing Member, Jarvis Consultants, is the event's founder. "The eRetail leaders at this inaugural Summit reported conclusively that they enjoyed meeting vendors and very much enjoyed meeting fellow eRetailers," she said. "A combination of great content and solid business-building interactions made this event a success."

About the Home Improvement eRetailer Summit

The Home Improvement eRetailer Summit has been developed to connect home improvement manufacturers, distributors with pre-qualified online retailers who are interested in increasing online sales of home improvement products through collaboration and partnerships. The date and location of next year's Home Improvement eRetailer Summit will be announced soon. Home Improvement vendors interested in exploring or expanding their online presence and learning more about how to optimize the internet as a distribution channel can contact Sonya Ruff Jarvis: sonya@eretailersummit.com.