



SLEEP SHOP

Version 3 • September 18, 2015

OUR PLEDGE IS TO CONSISTENTLY EXCEED OUR PARTNERS' EXPECTATIONS, PROVIDE SUPERIOR VALUE AND LONG TERM SUPPORT WHILE MAINTAINING THE HIGHEST ETHICAL STANDARDS. THE COMPANY RECOGNIZES THAT THE PROFESSIONALISM AND DEDICATION OF EACH STAFF MEMBER ARE KEYS TO THE PARTNERS' SUCCESS.

www.PerfectDreamer.com

PerfectDreamer, LLC

3395 S. Jones Blvd. #313.

Las Vegas, NV 89146

United States of America

Toll free 1-888-805-BEDS

Fax 702-208-9890

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Corporate Support Staff

| President | | |
|--------------------|------------------------|----------------------|
| Jeffrey Rubinstein | jeff@perfectreamer.com | 800-805-BEDS ext 233 |

| Chief Executive Officer | | |
|-------------------------|-------------------------|----------------------|
| Larry Kozin | larry@perfectreamer.com | 800-805-BEDS ext 114 |

| Vice President of Operations | | |
|------------------------------|--------------------------|----------------------|
| Angie Kozin | angie@perfectdreamer.com | 800-805-BEDS ext 200 |

| Chief Technical Officer | | |
|-------------------------|--------------------------------|----------------------|
| Sean Conway | seanmconway@idealfurniture.org | 800-805-BEDS ext 118 |

| Director of National Expansion | | |
|--------------------------------|-----------------------|----------------------|
| John Bellave | jb@perfectdreamer.com | 800-805-BEDS ext 110 |

1 Introduction

Overview

As the innovator of New Economy Marketing Systems, since 1982, iDealFurniture has perfected the Mattress Brokerage Concept and can teach you how to attain a prestigious reputation in your community by helping the Local Economy. We feel the best way to serve your community is by saving your neighbors money and spending it back through the Local Economy as opposed to overpaying Corporate America.

You are a Mattress Broker! What is the difference between a mattress retailer and a MattressBroker?

A mattress retailer, passes on retail overhead, employee costs, and traditional media advertising to the consumer and then charges as much money as possible over that. They are known for deceptive advertising, high pressure sales, and not taking care of any service issues.

A MattressBroker, is an honest, owner-operator, who can get you whatever you want wholesale pricing, since the Mattress Broker does not spend a penny on advertising, zero employees and is looking for a client for Life, so they cheerfully give amazing customer service.

Mattress Brokers should located themselves within eye sight of a major mattress retailer and just cherry pick and leverage their advertising budget.

Our goal is to provide the person with the Entrepreneurial spirit a vehicle to replace a full time income or create financial freedom by utilizing a simple, proven and successful business model. Experienced in business or not will not be a factor in your journey. By diligently working a program that has worked for many before you, can assure you the resources to attain anything and everything you desire.

There is nothing wrong with trying to create JOBS, however iDealFurniture believes that there has never been a better time to leave the insecurity of being an employee and join the ranks of the self-employed Americans with the entrepreneurial spirit that makes our Country great. We have revolutionized the traditional BIG Corporate mattress business, eliminating the risk and overhead normally associated with a traditional retail location. And now with over 33 years of experience, we have the resources, buying power and proven strategies to empower you with a way to make 6 or 7 figure dreams become your reality.

Our Strategy

The purpose of a PerfectDreamer SleepShop is to capitalize on New Economy buying habits, where knowledgeable consumers use the Internet to research the very best values on the Market. This phenomenon allows us to siphon off business from the Big Box stores like MattressFirm, Sleepy's, Mattress Train, Slumberland, etc. with a Proven Business Model.

Our Model is lean & mean, with NO EMPLOYEES, however, we build a Team of Partners and create revenue for many families in need that can help you grow your business.

Instead of paying money to the Corporate Media Conglomerates, with No Guaranteed Return On Investment, and in many cases you end up losing money on radio, tv, newspaper, magazine and coupon

companies. We teach you how to form alliances, promote and market your business with little to no advertising cost.

Our Mission

Our Pledge is to consistently exceed our Independent Owner's expectations, provide superior value and long term support while maintaining the highest ethical standards. The company recognizes that the professionalism and dedication of each staff member are keys to the Owner's success.

To reduce the amount of startup costs involved in starting a mattress business, enhanced and expedite growth and profitability.

- To help with site selection and getting the MAXIMUM number of FREE rent upfront, to help you be profitable from DAY 1.
- To promote your mattress business through innovative, inexpensive (FREE) methods of advertising while keeping operating costs to a minimum.
- To provide quality Name Brand & Private Label merchandise to your clients at the lowest possible wholesale prices that will allow you to give the maximum discount to your clients and still earn a higher NET profit than your competition.

Our Objectives

By following our system and working a proven action plan, it is our opinion that your Return on Investment should take place within the first 6 – 12 months from the start of operations. The income you desire on a weekly, monthly and annual basis will be indicative of the time and effort you put into your furniture business. Our objective is to provide a 100% turnkey mattress store business package which includes training, support, infrastructure, professional website, inventory and much more.

The Retail Business in the New Economy

Our PerfectDreamer SleepShops are typically 2000-8000 square feet in close proximity to Big Box stores that spend millions annually in advertising

This strong business model opportunity exist and flourishes because smaller discount stores could not adapt to the New Economy and their overhead put them out of business. Instead of innovating and changing with the times, they tried to copy what the big box stores were doing... spending too much money on traditional advertising and employing desperate sales people with unsavory methods that is a turn off to the customer. Common mistakes made include:

- | | |
|-------------------------------|--|
| ➤ Overspending on Advertising | ➤ Over Promising~~Under Delivering |
| ➤ Phony Sales | ➤ Outright Lying |
| ➤ Bait & Switch Techniques | ➤ Not paying vendor bills/ getting cut off |
| ➤ High Pressure Tactics | |

2 The BIG Difference Part 1

Verlo Mattress Factory Store

Franchise Fee: \$50,000

Ongoing Royalty: High

Start Up Cost: \$269,000 - \$351,000

Mattress Depot

Franchise Fee: \$39,000

Ongoing Royalty: High

Start Up Cost: \$161,000 - \$330,000

Beds to Go

Franchise Fee: \$25,000

Ongoing Royalty: High

Start Up Cost: \$125,000 - \$215,000

Mattress Firm

Franchise Fee: \$50,000

Ongoing Royalty: High

Start Up Cost: \$325,000 - \$400,000

PerfectDreamer Sleep Shop

Franchise Fee: NONE

Ongoing Royalty: NONE

Start Up Cost: \$29,000 - \$59,000

3 The BIG Difference Part 2



PerfectDreamer Premium Mattresses is our National Name Brand Mattress line made in the U.S.A. with quality manufacturing specifications designed to compete against the “S” brands at 20-30% less. The key is spending \$0 on national advertising and using “word of mouth” advertising that is very effective and we pass the savings on to you with phenomenal low wholesale prices which can allow you to undercut the traditional retail stores and make as much profit as they do.



PERFECTDREAMER
MANUFACTURING FACILITIES

Mega Buying Group – “Power in Numbers” equals low wholesale pricing. Owners automatically have membership access to over 1100 Name Brand Manufacturers and growing every week. Furniture & Mattress manufactures like Serta, Sealy, Simmons, Bassett, Broyhill, Coaster, Panama Jack, Catnapper to name a few. Plus Name Brand Appliances and Electronics like Whirlpool, Frigidaire, GE, Maytag, Samsung, LG, Sharp, and Yamaha. Etc. \$4000 Membership included.



STEARNS & FOSTER®



Click [HERE](#) for a detailed list of Manufacturers.

The Mega Group Membership provides additional Business Services, a plethora of Customer Finance products to choose from and Product Protection which gives customers full coverage with no deductible on any products. All designed to put more money in your pocket.

You will receive a Level 1 website which includes Template, Mobile, Shopping Cart; and any 300 products. The site can be optimized, changed daily, add prices of products or don't and sell online locally.

Mega Member pricing as low as \$59/mo

Here are the Top 10 Differences between a Traditional Mattress Store & and a PerfectDreamer SleepShop

- 1). Smaller square footage, but access to anything in a 200,000 square foot super store
- 2). NO Employees...we teach you only to work with Independent Contractors that get paid only on Production or per delivery
- 3). No Costly Benefit Packages
- 4). No Traditional Advertising (we teach you 50 ways to Market your business for little to \$0 cost)
- 5). Build Equity in each Location you OPEN (value is approx. 2 times your annual profit, if you keep good records).
- 6). Customers LOVE dealing with an Owner and HATE dealing with commissioned salespeople
- 7). Be a part of National Buying Group with access to over 1100 Manufacturers and Growing
- 8). National Name Brand Mattress line at 20-30% below wholesale of other National Brands
- 9). Tremendous Revenue Share on referring other people to be Owners in other territories
- 10). Can also Broker Commercial Deals (Motels, Dormitories, Office Buildings, Country Clubs, Restaurants, Doctor's waiting rooms, etc).

4 10 Steps to Open Your Business

The License and Marketing fee based on a population up to 250,000 is \$29,000.00.

Inventory will require additional capital and is based on the square footage of your retail location

Financing is available through a third party vendor

Step 1

Complete and Return Disclosure Document and Financial Profile

Step 2

Sign and Fax PerfectDreamer Purchase_ License & Marketing Agreement with 20% Installment Amount (based on population)

Step 3

Participate in an interview with Finance Manager to discuss Funding Options

Step 4

Complete due diligence and decision of funding options

Step 5

Begin site location process and we negotiate your lease

Step 6

Participate on a call with Founder Larry Kozin to discuss inventory selection process and timeline

Step 7

Order Customized Marketing Materials

Step 8

Begin construction of website, deliver product catalogs and pricing

Step 9

Receive Training website, Operations Manual and Marketing Implementation

Step 10

Open your Business and start Operation Cash Flow

5 Our Program

The size of the PerfectDreamer SleepShop Location EFFECTS the initial and ongoing costs of doing business. The BIGGER the location...the higher initial out of pocket expense on the following: Rent, Security deposit, Open Inventory Order and Utilities deposits.

Please review the approximate startup costs for opening a SleepShop location:

5.1 Your Estimated Initial Investment

| P | Item | Amount / Range | Method of Payment | When Due | To Whom is the Payment Made |
|---|-------------------------------------|---------------------|----------------------------------|----------------|-----------------------------|
| | 1. License & Marketing Fee | \$29,000 | Lump Sum | At Signing | iDealFurniture,LLC |
| | 2. Location cost | \$2K - 5K/mo | As incurred | As incurred | Owner/Landlord |
| | 3. Opening Inventory Cost | \$10K - \$40K | Lump Sum | Before Opening | iDealFurniture,LLC |
| | 4. Security/Utilities deposits | \$2K - 5K/mo | As incurred | As incurred | Landlord & Utility C |
| | 5. Outdoor Signage | \$2K - \$5K | As incurred | As incurred | Local Vendor |
| | 6. Indoor Signage | \$1K - 3K | As incurred | As incurred | Local Vendor |
| | 7. Opening Promotions/Advertising | Included | | | |
| | 8. Insurance | \$250 - \$500 | As incurred | As incurred | Insurers |
| | 9. Website Hosting & Maintenance | \$59/mo | As incurred | As incurred | Mega Web Services |
| | 10. Initial and Ongoing Training | Included | | | |
| | 11. Social Media Package | Included | | | |
| | 12. Professional Customized Website | Included | | | |
| | 13. Virtual Office | Included | | | |
| | 14. Business Cards | Included | | | |
| | 15. Sizzle Cards | Included | | | |
| | 16. POS Sizzle Card holders | Included | | | |
| | 17. Yard Signs | Included | | | |
| | 18. Catalogs | Included | | | |
| | 19. Receipt Books | Included | | | |
| | Total Investment Range | \$46,309 - \$87,559 | **Based on population of 250,000 | | |

Note 1: License & Marketing Fee

A PerfectDreamer License and Marketing fee is based on population of an exclusive territory. That territory will be exclusive to the PerfectDreamer SleepShop Location and we will not open another PD SleepShop Location in that area. There is no territory for selling mattresses and/or furniture.

Multiple locations with territory expansion is available upon request

Note 2: Location cost

You must lease a suitable location for your PerfectDreamer SleepShop Location. Costs of commercial leases and improvements vary widely based on location, terms of the lease, and the total area of your space. We will assist you with site location and lease negotiations.

Note 3: Opening Inventory Cost

Opening inventory items include: mattress, furniture and accessory items that are designed to sell. You should expect to spend about \$10,000 in inventory for every 1000 square feet of available space. The amount reflects the cost needed to have a complete opening inventory recommended by industry expert that knows the industry, the competition and what sells.

Note 4: Security/Utilities deposits

Security deposits are determined by the site owner and Utility deposits are determined by the local utility companies.

Note 5 & 6: Outdoor/Indoor Signage

A minimum of one exterior sign displaying the PerfectDreamer brand is required. We provide you with camera-ready artwork for your signs. However, we must approve the proof for your sign before it is made. All signs must conform to our specifications. We will provide ready to print and frame (24" x 36") posters and camera-ready artwork on specific name brand products.

Note 7: Opening Promotions/Initial Advertising

Advertising is essential to a successful opening of your business. Our team has compiled a complete Promotion and Advertising campaign with very little out of pocket money needed to maximize exposure and drive business.

Note 8: Insurance

Your landlord or owner of your site location will require a minimum liability policy. You will determine if additional insurance is needed.

Note 9: Initial and Ongoing Training

It is your responsibility to take the time and effort to learn the business. Giving you the best training available in the furniture business is to ensure that each new owner is familiar with the many aspects of managing their furniture business. We include a 1 month subscription to **The Furniture Training Company™**. The training process begins immediately. Our on-line training videos, audios and tutorials are worked around your personal and professional life to guide you through the operational aspects of running your mattress and furniture business. Our in-house professional training staff has many years of experience setting up and managing operations and they pass that knowledge on to you. This high level of training and support is available for the entire life of your business.

Note 10: Social Media Package

We create your Facebook page, Google+ and Pinterest accounts for your business. This easy to use platform gives your business additional exposure and a way to get information out to the public and generates additional exposure and business..

Note 11 – 18:

Our turn key program includes all items listed

Initial Set-up, Hiring Team members and Hands-on Training will be performed at your location. iDealFurniture Founder, Larry Kozin and VP of Operations, Angie Kozin will fly-in and spend 2-4 days with you setting up the store, hiring team members and providing hands-on practical training to prepare you to flourish in the “New Economy”.

5.2 Financing

Our experienced and professional Financial Advisors can help you get your business project funded and off the ground. At iDealFurniture, we are always looking for new ways to help you start your own business. Should you require financing, a professional advisor will evaluate your financial profile and guide you through the loan submission process. Many different lending options are available and we provide the experience required in today’s market to select the best option for your business. iDealFurniture provides you many funding options and has access to many different sources of traditional and non-traditional funding. We make it a priority that you have access to capital which is key to businesses success versus under capitalization and we do everything in our power to make sure you have what’s needed.

5.3 PerfectDreamer SleepShop Location Exclusive License and Marketing Rights (fees based on population)

Up to 250,000 population = 29,000

20% Installment Fee Required for Processing = \$5,800

A PerfectDreamer SleepShop License and Marketing fee is based on population of an exclusive territory. That territory will be exclusive to the PerfectDreamer SleepShop Location and we will not open another PD SleepShop Location in that area. There is no territory for selling mattresses and furniture.

| ■ PD SleepShop Location Population | License Fee |
|------------------------------------|-------------|
| Up to 250,000 | \$29,000 |
| 250,001 - 500,000 | \$39,000 |
| 500,001 - 750,000 | \$49,000 |
| 750,001 – 1,000,000 | \$59,000 |
| 1,000,001 + | \$69,000 |

Multiple locations with territory expansion is available upon request

6 Turn Key Sleep Shop Location Package

Exclusive Name Brand Product Lines – We set you up with **exclusive name brand mattress and furniture lines** normally only found in fine furniture establishments, such as: PerfectDreamer mattresses, MemoryZzz, KozyFurniture, just to name a few, as well as original oil paintings, designer mirrors and even high-end patio furniture. You are an Authorized Dealer for the PerfectDreamer High Quality Brand New Factory Direct Mattresses and KozyFurniture. We continue to develop our exclusive line of products keeping the standards of quality.

Site Location and Lease Negotiations – **Location, Location, Location.** The proper location for your mattress business along with acquiring the best lease terms is very important. In our business it is important for our owners to seek the best possible location. iDealFurniture has a professional staff that knows what you need and will negotiate a favorable lease on your behalf . They have established relationships with Leasing Agents and Landlords, giving you preferential treatment and quick results. You start your own business with a preferred standing right away.

Mega Buying Group Wholesale Supplier Network – Additional inventory is provided through our network of 1100 + manufactures & suppliers, both importers and domestic companies. We provide you a user friendly website that can advertise up to 300 additional products of your choice. The site will be optimized and able to take orders online. The cost is only \$59/mo

Marketing System – As a PerfectDreamer Sleep Shop, you will receive a complete A-Z course on marketing mattresses in the New Economy. The information that you receive is not theory...it is based on 5 years of field testing on what works and what does not work. Certainly it is not an exact science and you may come up with additional marketing methods that may work in your local area. The key to our form of marketing is consistency and persistency. The information comes to you via our extensive operations manual, an in-house CMO that can help you with free coaching and advice, Youtube video training, Mattress Training Online Courses and much, much more. We teach you how to leverage Craigslist, Networking Events, inexpensive signs, sizzle cards, Internet marketing, Facebook, building a team, working with Real Estate Agents and other referral partners.

Professional Website – Our in house IT department will construct and maintain your website to create a powerful experience for your customer by giving them the information, description and pictures of inventory in a simple user friendly environment.

Social Media Package – We create your Facebook page, Google+ and Pinterest accounts for your business. This easy to use platform gives your business additional exposure and a way to get information out to the public and generates additional exposure and business.

Virtual Business Office and Company Email – We set you up with a professional business look and feel from the comforts of your home based business. The virtual office includes a toll free number with unlimited minutes, Voicemail Answering Rules, Call Forwarding, Call Screening, Call Recording, Call Logs, Missed Call Notification, Music on Hold, Auto-Receptionist Dial-by-Name Directory, Unified Messaging, Message Alerts, Email Address Forwarded to your Primary Email

Initial & On Going Training – Giving you the best training available in the furniture business is to ensure that each new owner is familiar with the many aspects of managing their furniture business. We includes a 1 month subscription to **The Furniture Training Company™**. The training process begins immediately. Our on-line training videos, audios and tutorials are worked around your personal and professional life to guide you through the operational aspects of running your mattress and furniture business. Our in-house professional

training staff has many years of experience setting up and managing operations and they pass that knowledge on to you. This high level of training and support is available for the entire life of your business.

Operations Manual – A comprehensive A-Z manual on how to run your furniture business covering how to be successful and mistakes to avoid. This is a summary of what you are going to accomplish in your business over a specified period of time. This all inclusive manual includes a 14 separate Word template, 7 Excel spreadsheets and much much more

Ongoing Support – You can call anytime to ask questions, resolve issues, contact your trainer, GM or IT department. Our success is determined by your success. We want this to bring you financial independence while still making the business fun and simple. Corporate is with you every step of the way. You're in business for yourself not by yourself.

PerfectDreamer Pillows & Footers – Protect your PerfectDreamer Display models with PerfectDreamer Pillows & Footers. It keeps you inventory clean and your customers don't have to worry about dirty shoes. 6 sets included

1000 Customized Business Cards – Professional looking customized business cards

5000 Professional Sizzle Cards – 4" x 6" postcard, 1 or 2-sided, full color, 16 point card stock, UV gloss and/or matte finish that have a powerful message that will get prospects to take action by either going to your website or calling you.

100 Yard Signs with Stakes – Highly visible signs for heavy traffic areas will get noticed

2 Magnetic Signs – Get the mobile advertising while you do the business or day to day routines

100 two part Invoice Receipt Book – Keep track of sales and provide customers a receipt of their purchase

Customized Brochure/Flyer Template – Flyers are 8.5" X 11" to be handed out and put in highly visible public locations.

Email Marketing Account – Up to 1000 contacts. This is a way to stay in touch with your customers and email them weekly/monthly specials and updates

Exclusive Product Line Catalogs – Show quality pictures and descriptions of your product line.

7 Tools for Success

7.1 PerfectDreamer License & Marketing Rights

All rights granted including, without limitation, Licensee's right to use the iDealFurniture name.

Franchise vs PerfectDreamer License Agreement

- 1). Franchisors requires reporting of all sales and Royalty payments, we have NO reporting requirements
- 2). Franchisors require Branding, we give licensees the OPTION to use our logo our name or call themselves whatever they want
- 3). Franchisees must follow business guidelines, as prescribed...we only make suggestions and licensees can do whatever they like
- 4). Franchisees must sell certain products or buy exclusively from Franchisor...our licensees can sell any product they want
- 5). Franchisors can cancel the contract of any Franchisee, if they don't follow their exact business model and subject to the whims of the Franchisor...our owners are Independent Business People and can do whatever they want
- 6). Franchisees have limited territories...our owners can sell anywhere in the United States or Globally, without restriction or paying any royalties

7.2 PerfectDreamer Customized Website

Your SleepShop business website is a place where the public can go to learn more about you and your business. Your local site will be interactive with our main site giving you national exposure. Your site includes:

- Powerful video showing customers why they should do business with you
- Gallery link that shows product line
- Map section so people in your area can find you
- Information on how to get in touch with you
- Detailed explanation of the advantages of doing business with you and much more



7.3 Mega Buying Group Retail Services Website

Receive your own location website that your local customers can order from and pick up from you directly. You have the option to showcase all 1100+ brands or 300 that you hand selected. Design and showcase your business the way you want. Mega Member pricing as low as \$59/mo

7.4 Social Media Package

We create your Facebook page, Google+ and Pinterest accounts for your business. This easy to use platform gives your business additional exposure and a way to get information out to the public and generates additional exposure and business. We create 10 additional Facebook pages based on keyword search phases including posting to the pages. The 3 month service includes posting to your social media platforms a minimum of 2 times a week, creating and sourcing content to post and optimizing all the posts for the Search Engines.



7.5 Virtual Business Office

We set you up with a professional business look and feel from the comforts of your home based business. The virtual office includes:

- Toll-Free Number with Unlimited Usage
- Local Electronic Fax Line sent to your email (no fax machine needed)
- Voicemail
- Answering Rules
- Call Forwarding
- Call Screening
- Call Recording
- Call Logs

- Missed Call Notification
- Music on Hold
- Auto-Receptionist
- Dial-by-Name Directory
- Unified Messaging
- Message Alerts
- Email Address Forwarded to your Primary Email

7.6 Professional Business cards

1000 customized double sided 4 color glossy or matte finish business cards that act as an advertisement for your business.



7.7 Professional Sizzle cards

4" x 6" postcard, 1 or 2-sided, full color, 16 point card stock, UV gloss and/or matte finish that have a powerful message that will get prospects to take action by either going to your website or calling you.

7.8 Post Card Fixture: Single Pocket for 4" x 6" Cards



7.9 Yard Signs with Stakes



7.10 Magnetic Signs



7.11 Email Marketing Account

Free email marketing account up to 1000 contacts (names and emails) to stay in touch with customers

7.12 Customized Company Brochure/Flyer

Professional customized flyer to be located in any high traffic or public area that is designed to drive business.

7.13 Exclusive Name Brand Product Line & Catalogs

Only High Quality Brand New Factory Direct Mattresses and Furniture.

8 Consumer Finance Programs

Offer the same Customer Finance programs used by the BIG Box Stores



Properly positioning financing on your website can help increase applications and sales. We give you tips, tools and images to help you optimize your website.



- Is a No Credit Score Needed solution
- Has multiple finance solutions for you, the Merchant
- Orders \$5,000 maximum approvals
- Auto-approves 70% of applicants without additional paperwork
- Approves 90% of customers overall

With only \$40 down, your customers will no longer be looking at the price tag! They will know within minutes if they qualify and can take the merchandise home today!