



DEALER GROWTH COLLABORATIVE

A confidential growth forum for independent
contract furniture dealers

Are you building your dealership *alone*?

Running a successful dealership has never been more challenging. Margins are tighter, customer expectations continue to rise, and hiring and retaining great people is increasingly difficult. Technology and AI are changing how dealerships operate, and every decision — from sales strategy to operations to staffing — can have a lasting impact on profitability. Yet many dealer owners and senior leaders are left to solve these challenges on their own.

The Dealer Growth Collaborative was created to change that.

● ● ● WHAT IS IT

A confidential, facilitated peer forum designed exclusively for owners and senior leaders of independent contract furniture dealerships. It is a curated room of growth-minded dealer leaders who come together to discuss real business challenges, share proven ideas, challenge one another's thinking, and help each other build stronger, more profitable businesses.

This is not a networking group.

It is a curated room of dealer leaders who challenge — and are willing to be challenged.

● ● ● WHAT HAPPENS IN THE ROOM

Members engage in candid discussions around the topics that drive the business:

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| ■ Sales growth & business development | ■ Improving profitability & protecting margin |
| ■ Hiring, onboarding & leadership development | ■ AI & emerging technology |
| ■ Operational efficiency & workflow | ■ Design & project management |
| ■ Dealer-manufacturer relationships | ■ Marketing strategies that drive growth |
| ■ Cash flow & financing | ■ KPIs, dashboards & accountability |
| ■ Customer experience & retention | ■ Business challenges submitted by members |

Each session combines peer discussion, facilitated problem-solving, operational best practices, real-world business examples, and occasional expert-led discussions on topics impacting dealership performance.

From solving problems alone to building a stronger business together.

Stronger operations	Better business systems	Smarter decisions
Greater profitability	More confident leadership	Faster execution

WHO BELONGS IN THIS FORUM

- ✓ Dealer Owners, Presidents, CEOs, and COOs
- ✓ Senior leaders responsible for driving business performance
- ✓ Growth-minded leaders willing to challenge and be challenged
- ✓ Leaders who value practical ideas, accountability, and continuous improvement

THIS FORUM IS NOT FOR

- Leaders seeking surface-level networking
- Passive participants
- Leaders unwilling to share openly
- Those looking only for tactical training
- Leaders who believe they already have all the answers

MEMBERSHIP STRUCTURE

Limited to **six** dealer leaders per cohort

12

month commitment

- › Confidential business discussions

3 hrs

monthly virtual peer sessions

- › Curated membership

6

dealer leaders per curated cohort

- › Optional in-person gatherings & special events

WHY IT MATTERS

Every dealership faces moments where one decision can significantly impact growth, profitability, culture, or customer experience. The Dealer Growth Collaborative exists to help dealer leaders make those decisions with greater perspective, practical insight, and confidence.

Request a confidential conversation.

We'll determine together whether the Dealer Growth Collaborative is the right fit for you. Limited to six members per cohort.

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