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Morrison's to Revamp Wynnwood Store into Expressions Home Gallery

Expressions Home Gallery | Houston, Texas



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By Kathy Bowen Stolz | Photography courtesy of Morrison

New! Improved! We’ve seen these words so often that we’ve become jaded to their meaning. But “new” and “improved” is the best way to describe the upcoming renovation and rebranding of the Morrison’s Supply store on Wynnwood Lane in Houston.

Morrison’s parent company MORSCO will renovate and rebrand the store into an Expressions Home Gallery during the first quarter of 2017 to improve consistency in the marketplace. “The changes are exciting to us in the company, and we expect our customers to find them exciting, too,” said Jayme Adams, MORSCO’s manager of showroom development.

The current plumbing counter will remain, but the showroom will be remodeled to enhance its customers’ experience, according to Adams. The store will maintain its 8 a.m. to 5 p.m. weekday hours during remodeling.

(Customers may set an appointment for evenings or Saturdays.)

Although the renovation will be guided by market considerations, the improved Wynnwood Lane showroom will share some similar features with the showroom at the other Expressions Home Gallery in Houston, located at 7071 Southwest Freeway.

The Expressions Home Gallery concept is to give the customer a real feel for how the appliances, lighting and plumbing fixtures would look in the customers' homes, Adams said. "As you can see from the photographs accompanying this story, our displays show how various bathroom fixtures and kitchen appliances would look in different settings," she added.

The change in showroom design and layout is designed to appeal to the customers, whether they are architects/designers, builders or homeowners, she noted. Adams and her team tailor the showrooms to these three core customer groups, using concepts from the book "Why She Buys," as well as interviews with their customers, which identified their most important needs in shopping for home fixtures.

Some of the needs of the three core segments of customers overlap, Adams said, but the two most common are uncluttered spaces and price transparency. Price transparency includes having all appliances and fixtures clearly labeled so customers won't be "blind" to pricing when they walk into an Expressions Home Gallery showroom, Adams said. "The concept of pricing a showroom is relatively new to this industry; in many markets, we are the first showrooms to have pricing listed for our customers to see," she added.

The store will continue to offer hardware, lighting, plumbing and appliances, although the lighting area will be expanded, according to Adams. The company will update its displays, following a template that MORSCO uses at its 15 other Expressions Home Gallery locations in California, Arizona and Texas. Furnishings and finishes are unique to each store. The paint colors and finishes are unique to each store, as defined by the local market, Adams noted.

To help rebrand the Wynnwood Lane store, MORSCO will change the signage to Expressions Home Gallery, of course. In addition to a marketing and advertising rebranding campaign, the company will also hold events to introduce existing and potential customers to the



“updated and improved” store. Look for their Grand Opening in the spring.

MORSCO is a leading U.S. distributor of commercial and residential plumbing, HVAC, and PVF, with showrooms across the country, according to the company website, www.morscoua.com. Since its inception in November 2011, it has grown rapidly through a series of acquisitions and store openings.

Adams, who works in the MORSCO corporate office in Fort Worth, has been with the company for seven years, originally serving as a branch manager. After

months from Texas to California. It does keep me busy!” she admitted.

Adams said the most important thing that sets Morrison’s and Expressions Home Gallery apart from its competition is its focus on the customer experience. “It’s all about the details. That customer piece, which others may overlook, is the most important thing to us. It includes all aspects from walking in the door to shipping and installation in the home. Each customer – whether trade or retail – has a sales consultant whose goal is to help the customers realize their dreams. We want them to have the best experience possible,” said added.



MORSCO purchased Morrison Supply Co. five years ago, Jayme became the inaugural manager of showroom development and initiated the showroom structure for the company. She works closely with the director of builder business and the chief executive officer to determine which stores will become Expressions Home Gallery showrooms.

“We continue to expand and grow. We will also be rebranding and renovating stores in San Antonio and Scottsdale, Ariz., during the first quarter of 2017. We remodeled or opened seven locations in the last 24





As the website www.expressionshomegallery.com states, “Expressions provides the perfect environment to cultivate your client’s living space. Our experts are always ready to help find exactly what serves your client’s needs best, from high-end brands you know and trust.”

The Wynnwood Lane store will feature miniature showrooms within the larger space to showcase its major brands of Kohler, Wolf/Sub-Zero, and Thermador, to name a few.

“We base our success on the number of referrals we get from satisfied customers, as well as the lack of complaints we receive. Customers are usually quite vocal if it doesn’t go right!” she noted.

Communication is the basis of customers’ satisfaction, Adams said. “Our sales consultants stay in close contact with the customer. Most of our locations offer a direct line to the sales consultants so customers may get their questions answered directly. However, we cross-train everyone to answer questions so customers don’t have to wait for an individual sales consultant to come to the phone.”



She added that the telephone isn’t the only way that sales consultants keep in touch with their clients. “The onus is on us to understand how the customers prefer to be communicated with. We strive to understand each and everyone’s needs, so we offer texting and emailing too.

“We cater to the customers’ needs. I think that does make us unique as a company.”



*For more information, visit
www.expressionshomegallery.com
or stop in to one of the local stores at
6867 Wynnwood Lane, Houston, TX 77008,
or 7071 Southwest Freeway, Houston, TX 77074
or by calling 877-634-3422 or
713-781-2222 respectively.*

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