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The List – Largest Tri-State retailers

For Bill Daniels, Furniture Fair has always been family affair (Video)

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Furniture Fair is a Cincinnati institution.

Whether it's the commercials starring [Ed Hartman](#) and former Cincinnati Bengal Anthony Muñoz or that catchy radio jingle, "For furniture with style and flair, your best buy is at Furniture Fair," the company is as Cincinnati as Opening Day and Graeter's ice cream.

But the business, headquartered in Fairfield, is quiet. It doesn't disclose revenue or boast about expansion plans. [Bill Daniels](#), president of the furniture retailer, prefers it that way. In fact, it's fine with him if people actually think spokesman Hartman owns the business.

Furniture Fair was founded in 1963 by Bill's father, Robert "Bob" Daniels. Bill and his brothers, CEO [Rick Daniels](#) and Vice President Steve Daniels, are now the second-generation owners.

With 11 stores and 300 local full-time employees, Furniture Fair ranks as the 20th-largest retailer based in Greater Cincinnati. And the company is gearing up for growth.

A 12th store is scheduled to open this June in Dayton, and Daniels said the company is actively looking for more locations in surrounding cities.

Here's what Daniels had to say about his first job, his biggest pet peeve and his favorite spot to sit at home.

What's the best advice you've ever received?

If you never give up, then you can never be beat.

What food/drink is always stocked at the Daniels' household?

Bacon for me and wine for Tricia. Happy wife, happy life.

What career advice would you give a 25-year-old?

Be yourself and you will be unique and stand out. People are drawn to and appreciate things that are different.

What's [Ed Hartman](#) really like?

He's an incredibly strong family man. Dedicated and passionate to the task. As an employee he is often thought of as the owner for good reason. He treats the company as if he did own it. His values are identical to our core principles. Honesty, integrity and professionalism.

What's been your smartest business move?

Centralizing our operations in Fairfield. It put a showroom, the corporate offices and distribution center all under one roof. We are able to keep a pulse on most every variable in our business.

What was your first job?

Landscaping the Erlanger store with my grandfather when I was 12. The following year I worked in the warehouse. My first job outside of the family business was washing dishes in college.

What organization or company, aside from your own, do you most admire?

Wolf Furniture, a 12-store chain, mainly in Pennsylvania. They have a great reputation in the industry for customer service and an engaged workforce. After graduating from **Ohio State University**, my son went to work for them. His mission was to learn about how they treated their employees. When employees are happy they work to make the customer happy. He was there a year, and to confirm their reputation, I had trouble getting him to leave and come work for us!

Biggest pet peeve?

People trying to give the answer they think I want rather than truly telling me what they think.

Where would we find you on a typical off day?

Fishing or working on the farm.

At home, what is your favorite piece of furniture to sit on?

My big man's recliner. Of course!

Demeropolis covers commercial real estate and development.