



## Chaise Sofa Publishes Tips for Buying Sofas Online

*May 19, 2017*

May 19, 2017 - PRESSADVANTAGE -

Chaisesofas.com.au has published a report on sofa buying tips to new and existing home owners in Australia. The Perth based sofa and general seats dealer announced that they have documented the report to help their customers find their ideal sofas and tables with little hassles.

"We recently analyzed our customers' buying behaviors for the past five years, and we noted a trend that could help people who want to buy sofas today. We have realized that people today have an almost similar buying behavior. However, we wish to publish our findings, and add tips that can help people select the most ideal sofas for their home types," Merv Skinner, spokesperson from Chaise Sofas Perth Australia says.

According to Skinner, one of the most common trends among modern chaise sofa buyers is that they like to combine different sofa styles. Thomas says it is a common trend for people to buy normal sofas together with swing chairs. The trend is especially popular among Perth buyers-who tend to be diverse in their sofa selections. Thomas adds that buyers today are more adventurous with the sofa styles.

"We are experiencing a trend where people don't want to have the same sofa style as their friends. Some people actually don't want to have the same sofa styles for different rooms. Instead, someone will pick a modular sofa for the living room, and a sectional sofa for a second room," Merv Skinner from

Chaisesofas.com.au says.

Some of the tips published in the company's books are general rules, however. According to Thomas, it is important to remind buyers about important 'dos' and 'don'ts' of buying sofa chaises long before they make up their mind to pick any particular type. In the article first emailed to a section of the company's customers, taking a room's measurements is an important must do step before buying a sofa. The article further explains that knowing a room's measurements help the customer settle for the ideal sofa chaise with ease.

Some of the most common sofa chaise types at Chaise Sofas are also listed in the article. The mid-century sofa designs, modern 5 sitter lounges, and bold fabrics sofas were listed for their exceptional popularity among customers with different needs. The article for instance, explains the trend for apartment dwellers to purchase streamlined sofas and the shift away from statement sofas as guides that could help different customers know what type of sofa they should best buy at the moment.

Since 2012, chaisesofas.com.au has been a leader in stocking classic designer sofas, multifunctional sofas and modern sofas with seat backs. The company has risen steadily, serving mostly the middle-income home owners looking for exceptional sofas. According to the company's spokesperson, Mercy Ford, Chaise Sofas hopes to improve these services and attract customers from all spectrums of life. Mercy notes her company's inclusion of different texture sofas, and the diversification of the sofas to include both handcrafted and brand sofas as strategies they hope can attract them new customers.

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For more information about Chaise Sofas, contact the company here: Chaise Sofas Merv Skinner 1800 763 228 marketing@chaisesofas.com.au 5 Irvine Street, Perth, Australia

## **Chaise Sofas**

*Since 2012 Chaise Sofas have been providing affordable quality furniture in the Perth metropolitan area and throughout Australia. Chaise sofas provide all types of sofas, furniture, ottoman, lunges, suites and much more!*

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