



Charleston Bedding Publishes Bed Buying Consumer Guide

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CHARLESTON, SC ? Charleston Bedding, a leading bedding and mattress retailer in the Charleston area, announced today that it is publishing a new consumer guide to buying a bed or mattress. Infused with specialized, insider knowledge of how the industry works, Charleston Bedding?s blog, ?The Mattress Industry Exposed,? offers valuable tips and suggested purchasing practices to help consumers avoid overpaying for bedding.

?We?ve been around this business for a long time, so we know a lot of the tricks that people use,? said Rich Fowler of Charleston Bedding. ?We truly want our customers to understand what they?re buying. Our goal is to build relationships with customers for the long term. We like well-informed consumers.?

The site publishes extensive details about the way the bedding industry works, all of which is intended to give consumers a better sense of how to find the right mattress for the right price. The guide, published at <http://charlestonbedding.com>, advises consumers to ?Do their homework!? It notes that not all mattresses or mattress stores are the same.

For example, the blog reveals that the average mattress shopper visits only one place before they buy and that most mattress retailers count on mattress shoppers to impulse buy. There is a lot that mattress buyers do not know. Most consumers do not know that the different name brands (Serta, Sealy, Simmons, Stearns & Foster and Tempurpedic) are all owned by the same company. They do not realize that there is really no competition between them. The site reveals that there are actually 500 mattress manufacturers in the United States many of which sell a great product and not the advertised name brands.

Charleston Bedding is a veteran-owned-business. For more information, click [here](#).

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For more information about Charleston Bedding , contact the company here: Charleston Bedding Rich Fowler
(843) 568-4545 charlestonbedding@gmail.com 1045 Wappoo Rd Suite B Charleston, SC 29407

Charleston Bedding

Hours: Tue-Sat 10:30am - 5pm

Website: <http://charlestonbedding.com>

Email: charlestonbedding@gmail.com

Phone: (843) 568-4545

