Urban Underpriced Announces Winter Furniture Bundle Program Across Five Locations

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INDIANAPOLIS, IN - December 08, 2025 -
Urban Underpriced has announced a two-month furniture bundle program for December and January 2024, introducing structured package pricing across its five Indianapolis-area locations. The program features pre-configured room collections with tiered pricing based on the number of items purchased together.

The announcement comes as the furniture retailer implements a new bundling strategy designed to streamline inventory management and purchasing processes. The program's centerpiece is a seven-piece living room collection priced at $1,399, which includes a sofa, loveseat, coffee table, two end tables, and two lamps.

"The bundle program represents a shift in how we structure our inventory and pricing models during the winter months," said Fred Isaac of Urban Underpriced. "By offering pre-configured packages, we can better predict inventory needs and pass along the operational efficiencies to our customers."

The furniture bundling trend has gained traction in the retail sector as companies seek to differentiate their offerings while managing supply chain complexities. According to industry analysts, furniture retailers

increasingly use package deals to reduce decision fatigue among consumers while maintaining margin stability.

Urban Underpriced's program encompasses multiple room configurations beyond the featured living room set. The company has developed various package combinations for bedrooms, dining rooms, and home offices, each following a tiered pricing structure where additional items reduce the per-piece cost.

The timing aligns with post-holiday purchasing patterns when consumers traditionally evaluate home furnishing needs. January historically represents one of the furniture industry's key selling periods, with many retailers introducing new inventory strategies during this timeframe.

All five Urban Underpriced locations will maintain identical package offerings and pricing throughout the program duration. The company has structured its warehouse operations to support immediate availability for most bundle configurations, addressing common furniture retail challenges related to delivery delays.

The bundle program implementation follows broader retail trends toward simplified purchasing experiences. Furniture retailers nationwide have reported that pre-configured packages account for an increasing percentage of sales, particularly among first-time homebuyers and apartment dwellers seeking cohesive design solutions.

Urban Underpriced specializes in Discount Modern Furniture Indianapolis area residents have accessed since the company's establishment. The retailer operates through a direct-purchase model that eliminates traditional markup structures common in furniture retail.

The company's approach to modern furniture retail focuses on maintaining current inventory of contemporary designs while operating with reduced overhead compared to traditional showroom models. This operational structure enables the company to offer modern furniture styles typically found at higher price points in conventional retail settings.

Urban Underpriced maintains five locations throughout the Indianapolis metropolitan area, each operating with standardized inventory systems and pricing structures. The company's business model centers on volume purchasing and streamlined operations, allowing it to offer contemporary furniture designs at reduced price points compared to traditional furniture retailers.

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Urban Underpriced

Serving Indianapolis since 1993, Urban Underpriced is a family-owned furniture and mattress store. We offer over one million items from top brands like Ashley, blending luxury quality with discount prices. Enjoy flexible financing and exceptional value.

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