Ornate Home Joins Santa Ana Chamber of Commerce to Strengthen Community Presence

June 22, 2026

SANTA ANA, CA - June 22, 2026 -
Ornate Home, a furniture and mattress retailer serving Southern California since 2021, has become a member of the Santa Ana Chamber of Commerce, marking a strategic step in strengthening its ties to the local business community. The membership places the company in the chamber's publicly accessible online member directory, connecting it with other established businesses throughout Orange County.

The decision to join the chamber aligns with research on the benefits of chamber membership for retail businesses. A national study by The Schapiro Group, commissioned by the American Chamber of Commerce Executives and conducted between approximately 2007 and 2012, found that consumers are 63 percent more likely to purchase from a business when they know it belongs to its local chamber. While the research is industry-commissioned and now more than a decade old, its findings continue to be cited in discussions of chamber membership value.

"Joining the Santa Ana Chamber of Commerce represents our commitment to being more than just a Furniture and Mattress Store," said Mehmet Uncuoglu CEO of Ornate Home." This membership connects us with the broader business community and reinforces our focus on serving Southern California homeowners, interior designers, and real estate professionals."

The chamber membership comes as businesses increasingly recognize the value of local institutional connections. According to GrowthZone's 2024 survey of 470 chamber professionals across the United States and Canada, businesses primarily join chambers for credibility, community visibility, and networking opportunities. For furniture retailers where trust and reputation influence purchasing decisions, chamber membership signals legitimacy to first-time customers comparing options.

Ornate Home Furniture operates from its showroom at 2235 N. Tustin Ave. in Santa Ana, offering living room, bedroom, dining, kitchen, and home office furniture. Its lineup includes nationally recognized brands such as

Ashley Furniture, Tempur-Pedic, Sealy, and Bernhardt, among others.

The Schapiro Group study, though industry-commissioned and dating from approximately 2007 to 2012, also revealed that people are 44 percent more likely to think favorably of chamber member businesses and 57 percent more likely to view their local reputation positively. Additionally, roughly two-thirds of consumers believe chamber members use good business practices, care about customers, and are involved in the community.

Ornate Home serves customers throughout Orange, Los Angeles, Riverside, San Bernardino, and San Diego counties, offering same-day white-glove delivery locally and nationwide shipping. Its customer base includes homeowners, apartment residents, Airbnb hosts, interior designers, and real estate professionals furnishing both residential and commercial spaces.

Since its establishment in 2021, Ornate Home has offered furniture with financing options through both its physical showroom and online store, allowing customers to browse and purchase across multiple channels. Through its chamber membership, the company aims to deepen its engagement with local initiatives and community programs throughout Southern California.

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Ornate Home, Santa Ana, CA

Ornate Home is a U.S. furniture retailer offering stylish, quality furnishings online and in-store. With showrooms in CA & NC and nationwide shipping, our site features over 20,000 products from top brands like Ashley Furniture.

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