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Ashley Furniture opens new location in West Palm Beach



Keith Koenig, president of City Furniture.

[Shaun Bevan](#) / Reporter- *South Florida Business Journal*

In conjunction with its five-store South Florida expansion, [City Furniture](#) added new jobs and opened an Ashley Furniture Homestore in West Palm Beach this month.

The 35,000-square-foot Ashley showroom at 2101 Palm Beach Lakes Blvd is the third in a five-store regional expansion now underway by City Furniture.

The company is moving its sales team from a smaller, temporary Ashley Furniture location on Okeechobee Boulevard, and adding 13 sales and support positions. The new store will be adjacent to the existing City Furniture store and have a walkthrough for customers' convenience.

“With the rebound in housing sales and prices, plus some key changes we’ve introduced in recent months, our sales are growing at the fastest rate since 2005,” said City Furniture President [Keith Koenig](#). “We’re seeing all types of home buyers out shopping for new furniture – more first-time buyers and people finally able to sell their existing home and move into a larger or smaller one, depending on their stage in life.”

Koenig has been bullish on the West Palm Beach market. He's held the new store's location for several years with the belief that growth would come.

Construction of the nearby Palm Beach Outlets is confirming that vision. He said he expected the revitalized mall to be a major draw for the Palm Beach Lakes Boulevard shopping district.

City Furniture's moves this year, including the addition of e-commerce on its websites, has helped drive sales up to about 10 percent year-over-year in South Florida, Koenig said.

A new City Furniture store will open in Cutler Bay in September.