

# Area Rugs Direct

By Jamie Ventura

Decorating a home – new or old – can be overwhelming. Matching the colors and fabrics of your area rugs with your décor is a challenge in itself. If you have been looking for an area rug to accent a room in your home, Area Rugs Direct owner Tony Mogavero understands how difficult this can be and has the solution for you. Instead of you going to the store, Mogavero brings the store to you.

“I owned a retail store,” says Mogavero, “and didn’t think area rugs were appropriate to be sold in a retail setting since customers are always unsure of their purchase.”

So, Mogavero decided to use his background in advertising and interior design to begin working on a service that would bring rugs to customer’s homes.

“I combined the process of going to a retail store, picking out a rug and bringing it home all into one service,” says Mogavero.

Mogavero comes to your home and, after a brief consultation, delivers a selection of area rugs he believes will best fit your home’s decor.

“Most of the time the homeowners are so pleased with the rugs I choose that they actually ask me to help re-arrange the furniture in their home to best accent the rug,” says Mogavero, “That is free of charge of course and I admit having fun doing it.”

The rugs – imported from Turkey, Belgium, China, and Saudi Arabia – come in an extensive variety of shapes, styles, fibers and colors. Without the overhead of a retail location, Area Rugs Direct delivers a more affordable solution to purchasing area rugs in the convenience of your home.

“We never lose anyone on price,” Mogavero says, “Area Rugs Direct allows you to save money and save time.”

The company’s website, [www.Arugdirect.com](http://www.Arugdirect.com), is the source for Area Rug Direct’s continuous success. From the website, you can not only browse a

sampling of area rugs that come to your home, but also browse company information. You’ll quickly find that Area Rugs Direct is a company based 100 percent on customer satisfaction and there is no obligation if you do not find what you are looking for.

“The credibility and success of what I do is mostly demonstrated by the customer testimonials on the Area Rugs Direct website,” Mogavero says.

The testimonials allow possible Area Rugs Direct customers to browse the website and read what those who have used the service think.

“The open communication by means of customer satisfaction questionnaires makes the feedback more valuable and honest,” Mogavero says, “Developing community is developing service.”

In addition to the testimonials, the website also provides customers access to the company’s advertisements, press releases, and promotions.

Ken Fata, Mogavero’s partner, is the creator of the A. Rug character that you’ll quickly learn to recognize after seeing him throughout the web site, print ads, and on Bright House and Bay News 9.

Servicing Hillsborough, Pinellas, Pasco, Hernando and Citrus counties, Mogavero believes the company will continue to expand in the upcoming years.

Thankful for his success, Mogavero has been able to give back to the community. That is why, from the day the company started, a portion of the proceeds from every sale have been donated to the Children’s Dream Fund at St.Petersburg, a children’s charity that makes wishes come true for children with life threatening illnesses.

While Mogavero’s intent is to help children’s dreams come true, it is clear that Mogavero’s dream come true is Area Rugs Direct.

