

BHFO's CEO on Their Path to Building a Legit Business: From Basement to Boardroom

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Stacie Sefton, CEO of **BHFO**, shared, "having a business and retail background, we had a vision of building our own successful brand where we could use our entrepreneurial skills we had always dreamed of." After achieving almost 3.5 million positive reviews on eBay, they decided to branch out to sell on other marketplaces. "We continued to partner with new brands and expand across other global marketplaces, and our business grew rapidly."

"Our passion is to serve and help others, so starting this business enabled us to offer great opportunities for people in our community along with offering our customers a place to shop with great value and customer service. If you are wondering where BHFO got its name, the B and H are our daughter's initials and F and O stand for Factory Outlet."

Today, BHFO works directly with some of the largest brands and retailers in the world to bring name brands that are famous for their quality and style to consumers, but for a better price. "After three moves to accommodate our growth, we call a 240,000 sq. ft. facility in Cedar Rapids home," shared Sefton. Alongside Perfect Pick®, an order fulfillment technology, BHFO is able to provide faster and more accurate service from its newest location.

When purchasing from BHFO, you can expect a guarantee that all items are authentic or your money back, a domestic best price guarantee, five-star customer service, and thousands of new products added daily to shop from.

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