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FAST FACTS ABOUT SHOES-n-FEET®

“WE KNOW FEET”™

MISSION	SHOES-n-FEET® closes the loop between the customer, the medical community and the shoe store.
KNOWLEDGE	SHOES-n-FEET® offers superior knowledge about shoes, feet and orthotics that address the needs of each customer. SHOES-n-FEET® employees undergo extensive training which allows them to provide the proper fit every time. This includes state of the art techniques including video gait observation.
HEALTH FOCUS	SHOES-n-FEET® works closely with the medical community to provide the best solutions for customers. Eighty percent of Americans have foot problems, mainly caused by ill-fitting shoes. SHOES-n-FEET® promotes foot health. We focus on comfort through professional shoe fitting. We match foot shape to specific shoes. We consider shoe construction and features, and customize shoes based upon a customer's foot problems and foot structure.
HISTORY	The Bentvelzen family has a rich history in the shoe business. Beginning in Holland in 1933 with the family shoe repair business through today, the family remains focused on the shoe industry. Joe Bentvelzen grew up in the family business. He arrived in the U.S. in 1982 to open the first 'while you wait' shoe repair operation in the country. The Bentvelzens saw the need for a shoe store with a focus on high levels of expertise focused on training and education. They developed SHOES-n-FEET® a franchise concept built upon providing superior medical knowledge and customer service. The first SHOES-n-FEET® opened in Seattle in 1998, followed by the Bellevue store in 1999. Today there are stores in Seattle, Shoreline, Tacoma, Federal Way and Everett. Stores continue to experience strong sales and customer loyalty.
FRANCHISE OPPORTUNITIES	SHOES-n-FEET® has franchise stores in operation in the Puget Sound area. Additional franchise opportunities are available in Washington, Arizona, California, Colorado, Iowa, Ohio, Illinois and Indiana. SHOES-n-FEET® provides a ready-made framework to build a successful business.
STORE LOCATIONS	Seattle, Bellevue, Tacoma, Everett, Shoreline and Federal Way- WA
KEY INDIVIDUALS	Joseph Bentvelzen, President Chris Bentvelzen, Franchise Development Manager Lee Henderson, Trainer Jennifer Schomer, Operations Manager Larry Huppini, DPM. Medical Director Don Greiert, C.Ped. Technical Director JB Smith, Medical Community Relations Consultant
WEBSITE	www.shoesnfeet.com