Background: Heart Liquidators

February 2017: Scott Holliday

Scott Holliday, CEO of Heart Liquidators, has spent the last 30+ years in the Mattress industry. Respectively known as an innovator in product development due to his creation of the first memory foam mattress and his transformation of the furniture industry: by introducing the importation of mattresses in 1999.

After owning two mattress plants, and becoming a consultant in the secondary bedding division, Mr. Holliday saw a great need in the community for quality mattresses to families in need. Heart Liquidators is exactly how it sounds: a company dedicated to igniting a sense of compassion and generosity to provided furniture to charitable retailers, such as the Salvation Army and the Society of St. Vincent De Paul.

The importance of good sleep is often overlooked, especially when terminally ill children and adults are involved. After a few years in semi retirement Mr. Holliday was distraught when he thought about people who were bed ridden in hospitals only to return home to a rented uncomfortable mattress at home. This personal connection to the accessibility of comfort is why Heart Liquidators works with CURE, a non-profit organization that operates charitable hospitals and programs in 29 countries.

When discussing the vetting process of the charitable retailors that Heart Liquidators partners with, Scott Holliday shared that although some companies claim to be charitable they are actually for profit organizations. As a result, he works very closely with homeless shelters, shelters for battered women and church based organization. Thankfully, the Salvation Army donates .96 cents of every dollar earned and the Society of St. Vincent De Paul donates .81 cents of every dollar.

In the past 10 years 19.1% of items purchased online were refused, sent back to the distribution plant and destroyed. Thousand of people miss out in a society that Mr. Holliday refers to as a "throw away society": where products are thrown away before being allocated to retailers for a fraction of the price. The objective is not just to provide ethical business but also to carve out a permanent place in the multimillion-dollar furniture market.

However, it is important to note that Mr. Holliday does not work alone. He surrounds himself with like-minded people. For example, Eric Holm, CEO of Metro Corral (Golden Corral) who host a Thanksgiving Day program that raised over 6 million dollars last year or his (Mr. Holliday's) son who has a fascinating story and business much like his father.

Heart Liquidators has had an annual growth rate of 400-500% a year since its inception but with the dedication of February’s Man of Honor, Scott Holliday, even more hearts will grown in the upcoming year.