

**RULE ONE OF RETAILING IS 'LOCATION'.
IT'S ALSO RULE TWO.
RULES THREE AND FOUR DON'T EXIST.**

SO, TELL US, PLEASE, WHICH WAG WROTE THE RULEBOOK?

A well-meaning estate agent looking for a hefty slice of sales commission, perhaps. Or one of our competitors attempting to justify their extortionate high street rental? Being throttled by a landlord's greed can lead to many sleepless nights, especially when business is slow. And we're too long in the tooth to get hooked on Valium.

Yes, we admit location is important, but so too is a good reputation, friendly service, a clean, light and airy working environment, free parking and the professionalism to meet any deadline, or the largest of frames.

In five years, we've never once regretted being located on an industrial estate. And, what's more, it doesn't appear to deter our customers either. They keep on returning, along with their friends, relatives and neighbours. God bless 'em!

Which brings us nicely ONTO RULE FIVE...

□ WIMBORNE PICTURE FRAMING

Unit 5 Brook Road Depot, Wimborne. Tel: 849948
www.wimbornepictureframing.co.uk