



# ROBERT W. CRAWFORD JR.

Bob Crawford likes a challenge. In 1988 he spent a month bicycling from the Pacific to the Atlantic, a distance of 3,200 miles. He did it to “spend some quality time” with his son and for the physical test.

His energy and philosophy propel other areas of his life, notably his success in the furniture rental business.

After the usual corporate stint (at Procter & Gamble) early in his career, he entered the furniture rental business in 1979 when he bought a small Midwestern furniture rental company with annual sales of \$500,000 and two showrooms. He changed the name to Brook and has been building his company through internal growth and acquisitions, most notably California-based Breuner’s Furniture Rental in May 1990. In addition to its residential and office furniture rentals, Brook has added no cost relocation services, assisting corporate executives in finding temporary living quarters. The company has also expanded into the convention business, forming a convention services division which supplies high quality furniture to major trade shows and exhibitions nationwide.

Brook’s \$100 million inventory of furniture is distributed from four distribution centers, multiple clearance centers and more than 25 showrooms located nationwide. Since December 1992, Brook has been ranked as one of Chicago’s leading private firms by Crain’s Chicago Business. Annual sales volume approximates \$45 million, and the company employs around 400 team members.

Bob feels it is imperative that a CEO is field driven. He accompanies his salespeople on calls, attends conventions and chamber of commerce meetings and visits his showrooms and distribution centers frequently. When he is on the road, Crawford has two aims: to see things first hand and to teach/coach his staff.



Brook and Bob Crawford have had the opportunity of being featured in major articles in *Fortune* and *Inc.* magazines.

A graduate of Dickinson College with a BA in math and physics, Crawford received his MBA from the University of Pennsylvania’s Wharton School of Finance.

He is active in a number of community and civic groups most specifically President of the Board of Trustees, National Recreation Foundation and General Secretary, Executive Committee and Chairman of Revenue and Membership, Chicagoland Chamber of Commerce. An action-oriented man, he also competes in races, plays tennis, enjoys upland bird hunting and goes wilderness backpacking with his wife and three children.

## **Brook Furniture Rental, Inc.**

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