



# MARTIN STENZLER

In 1976, at the age of 19, Marty Stenzler founded M&M Merchandisers, Inc. He saw a market niche that was basically undiscovered. His father owned a pawnshop in which Marty had always worked as a child. After spending a couple of years at the University of Texas in Austin, Marty came back to start his business in the back of his fathers retail store. With a \$5000.00 loan from his father Marty begin to source products to sell. The market niche that he discovered was to sell products to other pawn shops to help them sell their non-redeemed merchandise such as guitar strings, jewelry displays, television antennas, universal remote controls, etc. Marty would travel north Texas selling his products out of his van and taking orders to be shipped. This new idea was so well received that Marty soon began carrying other products that his customers recommended he stock. He knew back then that the best way to be successful was to have superior customer service and fast delivery. This philosophy is still the bases for the business.

Today M&M Merchandisers Inc. has grown from 40 items to over 7,000 items, 100 employees and is the leader in the pawnbroker and car audio industries. They generate \$20 million in sales; have two locations and over 10,000 customers. They issue a full-color catalog of over 360 pages twice per year and a full-color 16-page supplement every month.

Marty's leisure activities include golf, sailing and travel.

**M & M Merchandisers, Inc.**  
1923 Bomar Avenue, Fort Worth, TX 76103, 817-339-1400 Fax 817-339-1426  
[marty@mmwholesale.com](mailto:marty@mmwholesale.com)