



NEWS RELEASE

Wayfair Expands Plumbing Offering, Introduces Specialized Team of Experts for Home Renovations

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Online Home Retailer Combines Unmatched Selection with Specialized Expertise and Fast Shipping to Make Anything Possible for Kitchen and Bath

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced the expansion of its plumbing selection at Wayfair.com, delivering thousands of options from dozens of leading brands, including Kohler, Moen, Delta, American Standard, TOTO and Elkay. Spanning a wide variety of fixtures and hardware including the latest eco-conscious and high tech products for kitchen and bath such as water-saving showerheads and touchless designs, Wayfair makes it easy and fast for shoppers to find everything they need with many top brands available for next-day and two-day delivery. The company also introduced a team of specialized experts with hands-on experience in the field to offer customers guidance and advice across all home improvement categories.

"From complete remodels to more modest face-lifts, we want to make home renovation as easy and enjoyable as possible," noted Steve Oblak, senior vice president and general manager, Wayfair.com. "In addition to constantly updating our vast product selection, we have deployed a growing team of resident experts who speak with hundreds of customers a day, providing free advice for the most unique applications and plumbing needs, and assistance throughout the entire process."

Wayfair provides a variety of on-site resources for remodelers of all experience levels, such as a "**Guide to Kitchen Sink Styles**" and advice on "**How to Install a Bathroom Faucet.**" In addition, Wayfair's resident experts are available at every project stage, from providing free technical advice and suggesting items that match unique visions and styles, to recommending the best brands for every budget. Experts can also provide 7-day lock-down pricing and expedite product shipping whenever possible. Top brands Kohler, Moen, Elkay, Hansgrohe, Speakman and Kraus products are available for next-day and two-day delivery to most locations.

“As the DIY movement continues in full-swing, selection is more important than ever,” continued Oblak. “In addition to major renovations, consumers are discovering new ways to upgrade their spaces by making subtler changes more often. Simply updating a faucet or vanity, switching up cabinet hardware, and changing paint colors or a backsplash, can dramatically change a bathroom or kitchen’s look and feel. We support big projects that require technical expertise as well as the smaller updates that our customers are making on a regular basis.”

For shoppers looking to refresh and renovate their homes in the New Year, Wayfair has launched a **White Sale promotion** featuring hundreds of products including bathroom vanities, faucets, sinks and bathtubs, which will run through the end of January.

Shoppers can jumpstart their home improvement projects all year long by visiting [wayfair.com/deals/home-improvement-sale](https://www.wayfair.com/deals/home-improvement-sale) and members of the trade can access Wayfair.com’s plumbing selection through **Wayfair’s Trade Services** program.

About Wayfair

Wayfair Inc. offers an extensive selection of home furnishings and décor across all styles and price points. The Wayfair family of brands includes:

- **Wayfair**, an online destination for all things home
- **Joss & Main**, where beautiful furniture and finds meet irresistible savings
- **AllModern**, a go-to online source making modern design more accessible
- **DwellStudio**, a design house with a decidedly modern vibe
- **Birch Lane**, a collection of classic furnishings and timeless home décor

Wayfair generated \$3.14 billion in net revenue for the twelve months ended September 30, 2016. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 5,600 people.

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Source: Wayfair Inc.

Wayfair Inc.

Media Relations Contact:

Susan Frechette, 617-502-7066

PR@wayfair.com

or

Investor Relations Contact:

Julia Donnelly

IR@wayfair.com