

## SMARTYPANTS

**R**ecently, Greater Rome has become known far and wide for its thriving business environment. Large businesses are relocating headquarters to our community and existing industry continues to expand. But evidence of Rome and Floyd County's business success isn't limited to just the "big boys." In fact, a stop into *Smartypants* at 412 Broad Street in downtown Rome and you'll see that the kids can add to the community flavor, as well.

"Smartypants is an upscale resale boutique offering name brand items that are like new but at a fraction of retail prices," said **Julie Roberts**, the store's owner. "We carry girls and boys sizes from newborn through teens, in addition to maternity clothing, baby gear and equipment and furniture."

Having just celebrated its second anniversary since opening in May 2005, *Smartypants* has become so successful that it, too, has had to expand its operation base.

"We are currently in our second location on Broad Street and have doubled in size within two years," Roberts said.

So, what has led to the rapid growth of the company? What sets it apart from other businesses like it?

"Our quality," Roberts said. "The quality of our merchandise, the quality of our environment and the quality of our customer service sets us apart from the traditional resale shop. I believe that is the reason we have developed such a loyal customer base since opening two years ago.



"Our best advertising and biggest compliment is word-of-mouth advertising," she continued. "We must deliver exceptional quality each and every time a guest visits our store in order to achieve this priceless gift."

Four employees deliver the quality that Roberts touts. If those employees are having as much fun as Roberts is, *Smartypants'* success will continue for a long time.

"Enjoying coming to work every day contributes to the success of *Smartypants*," she said. "I love interacting with my customers and consignors. We receive hundreds of new items to be consigned daily, so every day is exciting and different. There is no such thing as a dull day at *Smartypants*."

However, *Smartypants'* Chamber membership has also given Roberts other inroads to help build her business.

"Being a member of the Chamber is a win-win scenario for all parties involved," Roberts said. "The Chamber offers many venues

for companies to connect to other members and to the general public. Leveraging personal and professional relationships is the key."

Those relationships are helping turn the growing *Smartypants* into a success that even the big boys have to admire.

*Smartypants* can be reached at 706.234.8528. 📞

**Note: "LR" beside names in some articles indicates Leadership Rome Alumni.**



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