



## BROTHER DEALER FINDS SUCCESS BY MASTERING NEEDS OF DIVERSE CUSTOMER BASE

Singer Brother Sewing Center, an Authorized Brother dealer in McAllen, Texas, has mastered meeting the needs of its diverse customer base by matching their talents and projects with the perfect sewing, quilting and embroidery machines from Brother International Corporation.

“We have a unique clientele,” said Leo Cabrera, co-owner of Singer Brother Sewing Center. “Our customers aren’t just passionate

about sewing. Their interests span from quilting to embroidery and crafting. Brother covers all those bases to meet our customers’ needs with their incredible line of innovative products and machines.” Machines range from THE Dream Machine Innov-is XV8500D (Embroidery, Sewing, Quilting, & Crafting), Innov-is NS2750D (Combination Sewing & Embroidery), to the DreamCreator™ XE VM5100 (Quilting, Sewing

& Embroidery) and CM650W ScanNCut 2 (Cutting Machine & Scanner with Wireless Capability), in addition to a growing selection of cutting-edge products that fall within these categories.

For the past 34 years, the Cabrera family has dedicated their time and efforts into building a successful business by keeping up with marketing trends and staying in tune with their customers’ passions. Leo

said for the past 11 years as a Brother dealer, selling the full line of Brother machines has given both he and his staff the opportunity of interacting one-on-one with each customer, showing them the newest technology and industry-first features that can only come from a company like Brother.

“The stepping stone to our success began when Brother introduced their first sewing machine with Disney embroidery designs,” explained Leo. “Our customers wanted it, we had it, and the rest is history.” Having the only machines in the immediate area with Disney capabilities sparked new interests and Leo soon saw an increase in business, as enthusiasts began flocking to his store to be the first ones to create Disney-inspired projects. Around the same time, Singer Brother Sewing Center saw

an influx of younger customers who were interested in the *Project Runway* Limited Edition line of machines, inspired by the hit reality sewing show, *Project Runway*. This proved a wonderful way to become a fashionista at a great value, with an offering of machines like the CS5055PRW *Project Runway* Limited Edition Computerized Sewing Machine, the 5234PRW *Project Runway* Limited Edition Serger, in addition to other exclusive machines within the Brother lineup. Again, having exclusive access to the Brother brand in his store opened the door to a younger clientele, which gave Singer Brother Sewing Center an edge to grow its business.

In recent years, Leo, his brother Ed, and their father Lupe came to realize that participating in local quilt shows

and hosting their own events (such as “Start Your Own Business,” featuring the Brother Entrepreneur® line of multi-needle machines, as well as Floriani events), was a profitable way to increase sales and generate new interest. “Brother has hit it out of the park by creating machines that pair perfectly together for enthusiasts who are looking to make their experience easy and fun,” Leo said.

Just last year, Leo and his staff participated in one of the largest quilt shows in his area, where he demonstrated the newest Brother quilting machines and products. “We drew record crowds to our booth with our demonstrations of the new Dream Fabric Frame,” Leo said excitedly. “Quilters were in awe with its convenient, smaller size and the Stitch Regulator, which allows compatible

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Brother machines to create even and consistent stitches on the frame.” The V-Series line of machines, along with sergers and the Entrepreneur® Pro PR1000, were also front and center at the booth. “People couldn’t get enough of THE Dream Series line and the detailed embroidery stitched out by the PR1000,” Leo explained. Another favorite among quilters and crafters was the CM650W – the ScanNCut2. “We have a big following of quilters and crafters, and ScanNCut continues to be one of our best-selling tools for this market,” said Leo. He said his quilting customers now have the perfect tool to cut their squares with precision and ease – and, ScanNCut makes it faster and fun! “The beauty of carrying a line such as Brother is we can demonstrate all of the machines to one audience, regardless of their skill levels, and show them how easy they are to use and how they all tie in together,” Leo said passionately. He states that some of the best feedback from his customers has been about how impressed they were with his staff’s knowledge of the machines and their dedication to instruction, education and tech support. “It’s a great feeling to know our customers feel confident in their purchases and know they

have our support every step of the way,” Leo explained.

Dedicated to catering to each of its customers, Singer Brother Sewing Center prides itself on hosting “Start Your Own Business” (SYOB) events for embroidery enthusiasts who are looking to expand their projects or start their own businesses. Featuring the Brother Entrepreneur® line of multi-needle machines, the SYOB events are an excellent platform to educate those who want to find out more information on the machines and how to turn passions into profits. “The Brother PR1050X is our rising star,” Leo exclaimed. “We have been successful in the past, selling the Brother PR1000 ten-needle machine, and we are confident we will have even more success with the ten-needle Entrepreneur® Pro X PR1050X Home Embroidery Machine.” Leo is proud to say he has several success stories where his customers not only started home-based embroidery businesses, but commercial businesses as well. Leo credits the financing program offered by Brother as one of the key factors in helping his customers decide whether to purchase the multi-needle embroidery machines. He explains how they are more at ease knowing they have the flexibility of the terms to make it affordable within their budgets. “It’s a win-win for everyone. Our sales have increased and our customers are making their business dreams a reality. We are grateful to Brother and for the opportunity to put our customers on a path to success,” Leo said humbly.

Once a year, Singer Brother Sewing Center hosts a Floriani event, which features exclusive Floriani software and threads. Leo explains how this particular event is an incredible opportunity for him to

target his diverse customer base by demonstrating Brother machines that range from a mid-range price point, such as the PE-700 (an embroidery-only machine with a 5" x 7" embroidery area) to higher end machines, which include the DreamCreator™ VQ2400 from the V-Series line.

One of the highlights of being a Brother dealer, Leo said, is attending the annual Brother Back-to-Business conventions. “Seeing the new Brother products and innovation firsthand is an incredible opportunity for us to stay ahead of the curve with the latest technology Brother has to offer,” said Leo. “Their strategic development and marketing strategies have positioned Brother at the forefront of the industry. I can’t think of a better way to bring the excitement and information back to our customers.”

The combination of over 30 years of experience in the industry and all the knowledge they have gained along the way has paved a path of success for the Cabrera family. “We strive every day to stay ahead of the curve with our advertising and marketing,” Leo stated. He utilizes geofencing with local stores in his area to help increase exposure to his own store and products, as well as search engine optimization and Google marketing.

“Throughout the years, we have remained proud knowing that although we are a multi-line store, Brother has stood by our side to help us grow our business,” Leo said gratefully. “The company’s dedication to designing superior products and offering outstanding dealer support has been the cornerstone of our success.”