

Family-run SeeMore Appliance Center offers more than 65 brands from which to choose

Except for maybe a few measurements to have in hand, there's no need to do much research on the latest and greatest products before shopping at SeeMore Appliance Center in its Union or Middlesex counties locations.

While other retailers may limit their inventory, having more than 65 brands to choose from at SeeMore can be advantageous given the supply chain issues of late, which have caused some consumer items to be unavailable or considerably delayed for delivery.

"A store like ours will try a little harder to find different models and things for people as opposed to a box store that will just say it's not there," said Gary Tilbor, who shares ownership of the stores with his two brothers. "We'll look in different warehouses and we have that kind of ability now to find scarce items."

Narrowing down the vast selection for a purchase would be daunting if not for the knowledgeable associates at the family-run Plainfield and Metuchen stores, who are classroom-trained in each item they carry. Familiar brands including Frigidaire, GE, Sealy, LG and Whirlpool, plus luxury names such as Viking, Sub Zero, Thermador and Miele run the gamut on how low-tech or highly sophisticated a product can be for your home at a reasonable price. By posing the right questions, the staff provides expert advice to customers to help make that choice easier.

Are you looking for a smart window refrigerator that turns translucent when you approach; a washing machine with a built-in sink; a double-wall oven with an LED timed bake display; an 86-inch home theater Smart TV; a grill and fridge for an outdoor kitchen; or, yes, even a new mattress?

As part of an extensive co-op with 240 retailers and wholesalers in New Jersey, New York, Connecticut and Ohio, SeeMore Appliance Center has access to hundreds of product models. Huge shared warehouses enable them to have the buying power and thus, lower prices, to compete comparatively with the large chains.

"Just because a store is big, doesn't mean that they're cheap," Tilbor said. "You'll find that 99% of the pricing at the big box stores are going to be more money than what



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we charge."

Discounts are year-round at SeeMore, but additional manufacturer rebates are promoted regularly and during holidays. In addition, there are manufacturer incentives to encourage bundling of products giving customers an opportunity to buy several matching appliances at a reduced price.

Back in the 1950s, family patriarch Seymour Tilbor was fixing televisions before opening his small appliance store, which is now a third-generation company managed and run by his three sons and a granddaughter. The store has grown to carry nearly every popular brand you can imagine.

Excellent customer service, from initial transaction to delivery, has been the hallmark of the business since its inception in 1959. If there is an issue, "there's always some-

one to talk to," according to Tilbor. Their website, www.seemoreappliance.com, also features clickable links to contact each of the manufacturers directly.

The 2,200-square-foot Plainfield store, at 1320 South Ave., opened six years ago as a satellite location within an Urban Enterprise Zone to offer a reduced 3.3125% sales tax to customers. Its main headquarters in Metuchen has a 6,000-square-foot showroom with a 4,000-square-foot warehouse onsite at 551 Middlesex Ave. Hours are 9 a.m. to 7 p.m. except on Tuesday and Saturday when the store closes at 6 p.m. Closed on Sunday.

To reach the Plainfield store, call 908-312-3808. The phone number for the Metuchen store is 732-548-9191.

— Debra Stevko Miller



From washers and dryers to Smart TVs, grills and more, SeeMore Appliance Center has a wide selection of familiar and luxury brands.



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