

# Taking Care of the Customer: Atlantic City Barstool Brothers

*Featuring heirloom-quality pieces custom made to suit any style*

By Felicia Lowenstein Niven

Photo by Eric Weeks



Brothers and co-owners Joseph Czyzewicz and Russell Schanker

## **SPEND JUST A FEW MINUTES AT ATLANTIC CITY BARSTOOL**

Brothers and you'll soon realize this is no ordinary furniture store. Sure, it has gorgeous furnishings on display, and the catalogs you might expect with many more choices. But the real difference is that Atlantic City Barstool Brothers won't tell you "no." They won't tell you they don't have it, they can't get it, or it's out of your price range. Because they're willing to customize it for you so it's exactly what you want.

It's a unique concept that's earned brothers and co-owners Joseph Czyzewicz and Russell Schanker plenty of kudos — and repeat business. "It's not just about the sale," says Joe. "It's about taking care of the customer."

That's exactly what they've been doing since they opened the business over 25 years ago at that first location in Ocean Township, Monmouth County. The brothers expanded their customer base when they relocated to Mays Landing in 2000, and then again when they moved to Northfield in 2009. Their 5,000 sq. ft. showroom located near the Tilton movie theatre is their largest yet, though it doesn't come close to showcasing all of the furniture that they offer.

"We carry over 200 different manufacturers, including 20 Amish companies, and over 100,000 selections of brands," says Joe. "We have the largest selection of dining and barstools on the East Coast." The business also features Amish bedroom sets, sofas and loveseats, and the full range of formal and casual dining and living room pieces. Pricing is "A to Z," from modest to higher end.

"We could have a store that's 30,000 sq. ft. and still not be able to display everything," he noted. "This way, we keep it manageable and also save on costs that we don't have to pass along to the customer."

The furniture displayed at Atlantic City Barstools has an important distinction, however. It's all U.S.-based.

"So much of the furniture sold in this country today comes from China," said Joe. "We made the decision that everything we carry would be made in America. It's important for us to offer our customers that kind of quality."



## **Atlantic City Barstool Brothers**

331 Tilton Road, Northfield, NJ

609.646.6464 • atlanticcitybarstoolbrothers.com

*"We pride ourselves that we are a family business and take care of our local customers. As a result a lot of our customers become our friends."*

Our pieces made by master craftsman and quality companies, and that's the difference. These are pieces that will stand the test of time. For example, the Amish pieces are not just farmhouse tables but heirloom quality that can be handed down from generation to generation."

But it is their custom furnishings business for which the brothers are known. "You can choose any shape, size, finish, fabric, style and price range," said Joe. "You can even etch or burn a family crest or initial. We want people to get what they want and walk out happy. It might be building a one-of-a-kind piece that doesn't exist anywhere else, or it could be building a less expensive version of a piece that's displayed in our store."

The design is complimentary if you're commissioning a custom piece at Atlantic City Barstool Brothers. Joe is at the helm of the process, offering expertise based on his background in design. Russell utilizes his background in architecture design, and years of handcrafting custom furnishings, to bring the design to reality. In-store and at-home design consultations are both available. The process is very customer-centric.

"So many people don't trust themselves when it comes to design," said Joe. "They tend to hire designers to tell them what they should do. But really, you as the customer do know what you like. We help you by asking the right questions, and really getting to know your personal style. Our goal is to make the furniture selection process easy and fun. And yes, you can bring in your designer too if you'd like."

Atlantic City Barstool Brothers isn't limited to designing for residences, however. The brothers also stage homes for real estate agents, and furnish casinos and area restaurants such as the Tuckahoe Inn, Johnny's Café, and Luke Palladino's.

Through it all, they develop relationships that transcend business. "Our customers are our shareholders and they are the ones we strive to make happy," says Joe. "We pride ourselves that we are a family business and take care of our local customers. [As a result] a lot of our customers become our friends."

*Atlantic City Barstool Brothers is located at 331 Tilton Road, Northfield, NJ. The store is open Wednesday through Saturday, from 10 AM to 5 PM, Sunday from 12 noon to 4 PM and Monday from 10 AM to 5 PM. Tuesdays are available by appointment. For more information, call (609)646-6464 or visit [www.atlanticcitybarstoolbrothers.com](http://www.atlanticcitybarstoolbrothers.com).* ■

## *Furnishing the Jersey Shore for over 20 Years*

**BARSTOOLS • DINING SETS • BARS • LIVING ROOMS  
BEDROOMS • INTERIOR DESIGN • UPHOLSTERY SHOP**

- Commercial Accounts and Designers Welcome
- See our commercial on *Shark Tank* (CNBC) M-W-Th, 8-10pm
- The largest selection of American and Amish Furniture on the East Coast



**ATLANTIC CITY BARSTOOL BROTHERS Furniture & Design**  
atlanticcitybarstoolbrothers.com

331 Tilton Road • Northfield, NJ • 609-646-6464 • [atlanticcitybarstoolbrothers.com](http://atlanticcitybarstoolbrothers.com)

## EZ Memories ad