



# Touchstone Living

Las Vegas, NV

**"I was looking for something different, something to help us stand out from what everyone else was doing out there. Samsung fit the bill."**

- Touchstone Living Director of Purchasing  
Ryan Hays

## Partnership Highlights

- Samsung's high-end appliances and reputation helped Touchstone Living impress first-time millennial homeowners.
- Samsung took care of Touchstone Living's urgent needs, even among supply chain interruptions.

## Offering In-Demand Stylish and Connected Appliances

Samsung products go beyond their in-demand style. The company's vast collection of smart products helped Touchstone Living promote energy efficiency, connected living, modern amenities and other important priorities of homebuyers.

## Delivering Flawless Innovation That First-Time Homebuyers Love

According to Touchstone Living Director of Purchasing Ryan Hays, approximately 95% of their customers are first-time homebuyers. Samsung worked with Touchstone Living to accommodate every priority, tailoring a package suited for their buyers, market and goals.

## Ready to start building for tomorrow?

Find a sales rep, locate a distributor or learn more about Samsung appliances at [samsungbuilder.com](https://samsungbuilder.com)