

Custer by the numbers.

Through over three decades of service to West Michigan we've come a long way. Dedicated employees and growing number of locations allow us to best serve you. Let's break it down.

Established in

1981

Custer partner companies:

4

CS Erickson
Century
Renegade
Worklab



Average employee retention rate

9 YEARS

Some 20+ years

Clients served:

700+

Our Purpose:

Empowering you to do your best work.



\$60M

Projected Annual Sales Volume

Our Locations

- 1 Traverse City
- 2 Grand Rapids
- 3 Holland
- 4 Kalamazoo
- 5 Fort Wayne



The largest interiors dealership in West Michigan

130+

team members and growing!

Working Custer, Inc. Showrooms:

7



Main Office Grand Rapids



Hall Street Grand Rapids



Kalamazoo Showroom



Holland Showroom



Worklab Grand Rapids



Traverse City Showroom



Fort Wayne Showroom

Family Owned



2ND

Generation

Vertical markets served:

5

K-12
Healthcare
Higher Education
Small Business
Corporate

With Custer, you can...



Be yourself.

Your business has a unique set of opportunities and expectations. We'll work with you to discover what it would take for you to reach your full potential.



Be connected.

From power and data to spaces where people and ideas come together, we design and install the solutions you rely on to stay connected.



Be supported.

We'll analyze the dynamics of your business and map out the best way to utilize your space and enhance your user experience.



Be empowered.

Once installation is complete, we'll help you familiarize yourself with the capabilities of your improved space so that you can make the most of it.



Be inspired.

We'll work with you to select interior design, furniture, and custom elements that uplift your space and express who you are.



Be a partner.

Custer is the exclusive dealer partner of Steelcase in the West Michigan and Greater Fort Wayne markets. We also offer solutions from 100+ other furniture manufacturer partners.