Keith T. Koenig  
President  
City Furniture  

City Furniture was founded in 1994 by brothers, Kevin and Keith Koenig, born from Waterbed City, the chain of waterbed stores Kevin started in 1971. City Furniture is now South Florida’s leading furniture retailer with 21 showrooms including 6 Ashley Furniture HomeStores.

Their vision for City Furniture from the start was to be The Ultimate Furniture Store. Careful focus on offering quality home furnishings at excellent values with friendly, efficient service, in fun and exciting showrooms has earned thousands of customers as City Furniture’s revenues have grown nearly 800% between 1994 and 2006. City Furniture’s unequalled Same Day Delivery 7 Days A Week showcases the company’s technology and teamwork, and is a huge customer preference.

Plans for growth abound, with 13 more City Furniture and Ashley Furniture HomeStores showrooms slated for opening by 2008 – 2009. The company’s 909,000 square foot distribution center will also grow to support the expansion plans.

In 2005, City Furniture was named Philanthropic Company of the Year in Broward and Dade Counties, and is the only company to receive this award in both counties in the same year.

Keith is a Board member and has held leadership positions in several South Florida organizations including the Museum of Discover and Science, Covenant House, Holy Cross Hospital, Broward Workshop, and Camillus House. He is also active in his church, St. Gregory’s, the Archdiocese of Miami, and the University of Florida’s Warrington College of Business.

Keith is happily married to Doreen and lives in Plantation, Florida. Both their daughter, Daren, a graduate of the University of Florida, and their son, Andrew, a graduate of Elon University, are now City Furniture associates.

Keith graduated from the University of Florida with a BSBA in 1973 and an MBA in 1975.