Ornate Home Achieves BBB Accreditation Amid Furniture Market Expansion

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SANTA ANA, CA - October 20, 2025 -
Ornate Home Furniture and Mattress, a Santa Ana-based furniture retailer, has secured Better Business Bureau accreditation, positioning the company to serve California's expanding furniture market with verified ethical business standards. The accreditation comes as the West region commands 27.3 percent of the U.S. home furniture market, with industry projections showing growth from $189.8 billion in 2024 to $250.9 billion by 2033.

The BBB accreditation represents a commitment to transparency and accountability at a time when furniture retailers face economic uncertainty and consumers seek trustworthy vendors for major household purchases. The accreditation process requires businesses to meet specific standards for honest advertising, transparent business practices, and responsive customer service.

Ornate Home's showroom tour can be viewed at Ornate Home Showroom, showcasing the company's range of furniture collections, including sectionals, loveseats, beds, and dining room sets. The retailer operates from its Santa Ana location, offering both in-store and online shopping options.

"Securing BBB accreditation demonstrates our dedication to maintaining the highest standards of business integrity in Orange County's competitive furniture market," said a spokesperson from Ornate Home. "As Santa Ana experiences significant commercial development and new retail growth, we recognize that consumer trust has become the cornerstone of sustainable business success, particularly for retailers offering high-value household items."

The timing aligns with shifting consumer demographics in the furniture industry. Millennial and Generation Z buyers, who increasingly drive market growth, prioritize quality, sustainability, and secure shopping experiences. Research indicates that 73 percent of Millennial consumers prefer quality purchases designed to last, making third-party verification through organizations like the BBB particularly relevant.

The accreditation distinguishes Ornate Home within Orange County's furniture sector, where relatively few retailers pursue BBB verification despite the region's retail resilience and strong market fundamentals. The company's BBB business profile providing consumers with access to ratings, reviews, and complaint history.

"This accreditation arrives at a crucial moment when economic pressures and interest rate concerns influence consumer purchasing decisions," added West. "By achieving BBB accreditation, we provide customers with additional assurance that their furniture investments are protected by established ethical business practices and accountability measures."

Ornate Home Furniture and Mattress specializes in providing comprehensive home furnishing solutions through its Santa Ana showroom and online platform. The company offers furniture across all major residential categories, from living room sets and bedroom furniture to dining collections and home office solutions. With a 4.8-star Google Maps rating from 870 reviews, Ornate Home has established itself as a recognized furniture destination in Orange County. The Santa Ana furniture store maintains an extensive inventory across multiple furniture categories including living room, bedroom, kitchen and dining, and home office furniture.

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Ornate Home, Santa Ana, CA

Ornate Home is a U.S. furniture retailer offering stylish, quality furnishings online and in-store. With showrooms in CA & NC and nationwide shipping, our site features over 20,000 products from top brands like Ashley Furniture.

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