

Mast Shoes Fact Sheet

About Mast Shoes:

Mast Shoes is not your typical shoe store. With specially-trained professional shoe fitters, our goal is to help customers find shoes that are both stylish and comfortable. We are a boutique shoe store with a hand-selected inventory of shoes from high-quality brands. Our professional shoe fitters start by measuring the customer's feet to ensure a proper fit. Then, we observe as the customer walks around in the shoes to make sure they look and feel great. Our staff is knowledgeable about the details of each shoe, as well as foot and ankle biomechanics. By taking extra time upfront, we can ensure that our customers leave the store happy.

At Mast Shoes, we offer great fitting shoes for men and women with all types of feet. People with healthy feet will appreciate our wide selection of brands and helpful sales staff. People with health conditions that affect their feet can receive special care and attention to ensure that they select the shoes that will work for their feet. Many health care professionals recommend Mast Shoes to their patients. But we are not an orthopedic shoe store. We are a retail store selling fashionable shoes that are also healthy for feet!

History:

Mast Shoes is a family-owned business that has been in operation since 1942. It was founded by Walter Mast and his wife, Helen. Each generation has brought a fresh and modern approach to the store, while staying true to the core values of providing a personalized fit and outstanding customer service. The staff proudly uses the founder's original Brannock devices to measure customers' feet. This rich history makes Mast Shoes unique among its competitors.

Key Facts:

Year Founded	1942
Founders	Walter and Helen Mast
Current Owners	Greg Mast (2 nd Generation Owner) Molly Mast-Koss (3 rd Generation Owner)
Former Location	Westgate Shopping Center 2517 Jackson Ave. Ann Arbor, MI 48103
New Location	Westgate Shopping Center 2519 Jackson Ave. Ann Arbor, MI 48103 <i>(The new location is right next door to the old location.)</i>
Square Footage	With this move, Mast Shoes is expanding from 2,600 square feet to 4,500 square feet.
Target Customer	We carry both men's and women's styles in a variety of widths.
Number of Customers Served	32,000 customers in 2017
Number of Brands	Over 20 high-quality brands

Number of Pairs of Shoes in Stock	Over 10,000 pairs
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Honors and Awards:

- *Current Magazine*, Readers' Choice Awards, Best Shoe Store in Washtenaw County 2013, 2014, 2017 and 2018.
- *MLive*, Readers' Choice Gold Award, Best Shoe Store, 2007 and 2008.
- Recognized by *Inc.com* for outstanding customer servicing during Small Business Week 2018.
<https://www.inc.com/leigh-buchanan/small-business-week-2018-service.html>

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