



LULL VS RETAIL SHOPPING GUIDE

Millions of Americans are fed up with retail mattress prices. From ridiculous price markups to cheesy sales gimmicks, the truth is mattress retailers have been ripping us off for years. Here's how.



1. You're paying for way more than just a mattress.

Between advertising costs, sales commissions, and wholesaler profits, you end up paying roughly 6-12 times what the mattress actually costs to make.

2. You're tricked into high-pressure sales tactics.

The truth is, today's retail mattress salespeople are the snake oil salesmen of old. They make empty promises, offer money-back guarantees that aren't what they seem, and push you toward an expensive choice without you realizing.



3. Fancy schmancy names are distracting you from what – actually matters – a good night's sleep.

EverFeel, Beauty Rest, Wonder Cloud. Wow, those sound great! Decorative product names don't offer you any miracles, just the warm, fuzzy feeling that comes with well-rehearsed sales pitches. It comes down to quality: a good night's sleep comes from a good mattress, not good gimmicks.

*It's time to turn the tables and
take back your sleep.*



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Print out this handy shopping guide and take it with you mattress shopping. Complete the side-by-side comparison. Lull will be clear winner for you and your budget.

	LULL	RETAIL
Price	\$	\$
Taxes	\$ (CA Only)	\$
Total Cost	\$	\$
FREE Shipping/Delivery	Yes	
100 Night Trial	Yes	
Hassle-Free Returns	Yes	
10 Year Warranty	Yes	
Shop from Home Wearing PJs	Yes	
Uses CertiPUR-US certified foam	Yes	

LULL MATTRESS

Twin (38" x 75" x 10") \$550
Twin XL (38" x 80" x 10") \$600
Full (54" x 75" x 10") \$750
Queen (60" x 80" x 10") \$850
King (76" x 80" x 10") \$950
Cal King (72" x 84" x 10") \$950

NOTE: Prices effective as of Jan 1, 2017. Prices subject to change. Available discounts not shown.



Our sleep experts are available and happy to answer any questions. Call, Text or Email us 7 days a week.

Monday – Friday from 6am to 6pm PT.
Saturday – Sunday from 6am to 4pm PT.

(You will find us napping on Thanksgiving and Christmas.)



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