GOFFENA
FURNITURE & MATTRESS

BLACK FRIDAY SALE

Starts Now!



Recliners
STARTING AT
$199



Sofa
NOW $399

Reliable comfort, reimagined. Suitable for a variety of spaces, this sofa invites you to say hello to approachable, everyday style. It expertly balances classic details, like a tufted back, with a contemporary structure. Satisfyingly soft, multi-hued upholstery rounds out the relaxed feel of this smartly designed piece.

Loveseat $399

UP TO 65%* off

+

DOORBUSTERS starting at $199 or

UP TO 72 MONTHS Special Financing

On purchases of $4999 made with your Nest Credit Card.[1]

THE GREATEST SALE IN HISTORY!



Sofa Chaise
NOW $899

Contemporary in scale and silhouette, this sofa chaise embodies curated comfort. An impressive width provides ample room to spread out without compromising on style. Kick back with family and friends for the latest streaming hit or big game—with this sofa chaise, fashion and function act in perfect harmony.

Matching Chair $549

Introducing the New

GOFFENA'S BACKROOM BARGAINS

Come shop the newly expanded backroom space at Goffena, packed with budget-friendly furniture, mattresses, and special buys at incredible prices!

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Casa Grande
Quilted Medium Pillow Top
QUEEN MATTRESS
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Norwood Firm
TWIN MATTRESS
NOW $199

WHITE DOVE
True Trundle
TWIN MATTRESS
NOW $249





WHITE DOVE
Huron Plush
QUEEN MATTRESS
NOW $599



WHITE DOVE
Twilight Firm
QUEEN FLIPPABLE MATTRESS
NOW $999



WHITE DOVE
Evergreen Medium
QUEEN LATEX MATTRESS
NOW $1999

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by furniture first

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*Purchase select Beautyrest Black® mattresses between November 3, 2026, and December 1, 2026, and receive up to $700 in mattress savings. Plus, save $300 on a Beautyrest Black® Luxury Adjustable Base or baselogic® Platinum Adjustable Base. Savings on both the mattresses and adjustable bases will vary by model and size. The maximum $1000 savings apply to any size eligible mattress with any size Beautyrest Black® Luxury Adjustable Base or baselogic® Platinum Adjustable Base. See stores for details. These offers may not be applied to previous purchases, cannot be combined with other offers, and are available only on qualified purchases made at participating retailers in the 50 United States and District of Columbia while supplies last. Product availability, pricing and offer dates may vary by retail location. Void where prohibited by law. © 2026 Simmons Bedding Company, LLC. All rights reserved.

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Monday - Friday: 10am - 7pm | Saturday: 10am - 5pm | Sunday: Noon - 5pm

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[1]Minimum payments are required for each Credit Plan. Valid for single transaction only.

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Reclining Sofa
NOW $699



Cozy up in contemporary style. With super-plush fabric and padded arms, this reclining sofa levels up your day-to-day lounging. Sit back and relax with a simple pull tab motion. Thanks to this sofa's inviting neutral hue, you have the flexibility to pair it with a variety of styles and colors. Comfort has never looked so chic. *Available in 2 colors.*

2 Pc. Chaise Sectional
NOW $1099



Strike a balance between the indulgent comfort you crave and the contemporary aesthetic you long for. The fabulously soft upholstery of this sectional with chaise takes neutrals to new heights. Plus there's plenty of room to spread out and relax solo or with your besties. Geometric-patterned accent pillows perfect the richly on-trend aesthetic. *Available in 2 colors.*



Reclining Sofa
NOW $849

Matching Reclining Loveseat
NOW $799

Sofa Chaise
NOW $699



This sofa chaise feels every bit as good as it looks. Ultra-soft upholstery enhances your comfort, making it a delightful place to unwind. Whether you're enjoying a quiet evening alone or chilling with friends, this piece promises to be the perfect backdrop. *Available in 2 colors.*

3 Pc. Sectional with Sleeper
NOW $1999



Why choose between classic comfort and modern design? This sleeper sectional with chaise welcomes day-to-day relaxation in style. Its dimensional, menswear-inspired upholstery brings a designer touch to the easygoing silhouette. A built-in full mattress provides extra sleeping space when needed and seamlessly tucks away when not in use. Gear up for game night or settle in to stream your favorite show—this sectional is an ideal supporting character for your living room hangs and overnight visits.

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We Guarantee You Will Like Your Selection!



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UP TO **65%** off* + **DOORBUSTERS** starting at **$199** or UP TO **72 MONTHS** Special Financing

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Navy Leather Bucket Swivel Chair
NOW $599



Nuvella Swivel Chair
NOW $599

You Just Can't *Buy Better!*



Wowza Sofa
NOW $699

Queen Panel Bed
NOW $429

Whether you lean towards modern loft or modern farmhouse, this panel bed tips the balance in your favor. The wispy whitewash finish enhances the style without covering the grain for that weathered look you just can't get enough of. Love to read in bed? You're sure to find the retro-chic light sconces and USB plug-ins on the open-slat style headboard to be a totally bright idea. What a delightful take on rustic industrial style.

Nightstand $259 | 5-Drawer Chest $379 | Dresser and Mirror $479



Available in 3 colors.

6 Pc. Dining Set
NOW $749



Who says a simple design can't be eye-catching? This dining table, chairs, and bench have a casually cool style, yet they still turn heads. The two-tone table and seating choices are effortlessly handsome. Ladderback chairs cater to your comfort with contoured seats, and the bench for two is right on trend. Aside from dining, this set's relaxed simplicity is perfect for homework, morning coffee, or checking all those emails. *Set includes table, 4 chairs, and bench.*

King Panel Bed
NOW $699

The casual design of this king panel bed introduces a time-honored look to your restful retreat. The beautifully crafted piece is built to last, with distinctive framing that gives its headboard and footboard brilliant dimension. Whether your personal aesthetic is modern farmhouse or American classic, this chic bed adds a warm and relaxed presence that's always right at home.

Nightstand $299 | 5-Drawer Chest $699 | Dresser & Mirror $949



5 Pc. Pedestal Dining Set
NOW $1699



Transitional style is a marriage of traditional and contemporary furniture, finishes, materials, and fabrics equating to a classic, timeless design. This dining set is the essence of transitional design with lines that are simple yet sophisticated and the neutral finish palette is accented with touches of white marble. The transitional style is one of the most popular styles used to decorate homes. *Set includes round table and 4 chairs.*