

# Consumer's Guide To Flooring



***FLOOR*** *Décor*  
*Luxury Floors At Affordable Prices*

363 Boston Post Road Orange CT 06477 203-298-4081

[www.FloorDecorCT.com](http://www.FloorDecorCT.com)

**Don't call or visit any floor covering dealer until  
you have read this Consumer Awareness Guide!**

## **In this guide you'll discover...**

- **How to turn your floor-buying nightmare into a dream come true**
- **How to avoid predatory floor dealers**
- **6 mistakes to avoid when choosing a floor covering store**
- **Which floor covering is best for you**
- **How to get an iron-clad warranty**
- **4 steps to getting the beautiful floor of your dreams...WITHOUT the stress!**

**Provided as an  
educational service  
by Floor Decor**

**Specialists in  
floor covering**

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Dear Friend,

Floor covering is one of the most important purchases you will make in your lifetime. When redecorating your entire home, the floor covering represents a big part of this investment. A home means different things to different people, but to most it's a sanctuary; a haven of security, safety, rest and memories. And beautiful, quality flooring provides the foundation for the interior beauty of your home.

But choosing a floor covering store isn't easy. Why? Because you're bombarded with misleading advertising, confusing claims and simply bad information.

- From super low prices, hundreds of products, and high-pressure sales
- To unqualified or unscrupulous "sales people"
- To unethical, bait-and-switch dealers, or "discount," "Bargain Corral," and "Mega-Depots" stores...

...how do you ever find a qualified, competent, professional floor covering expert?

You start by reading this Consumer's Guide. In this fact-filled booklet, you'll discover how to avoid predatory floor covering dealers, six mistakes to avoid when choosing a store, and four steps to getting the beautiful floor covering of your dreams!

I wrote this guide to help you better understand floor covering. I want your floor covering experience to be a dream comes true rather than the nightmare you hear about so often. Now, with this information, you can make an informed, intelligent decision.

And if you have any questions about floor covering, you're invited to call me. I've dedicated my business to educating consumers. I'll be happy to help you in every way.

Your Friend,

*Michael J. Phoenix*

Flooring Design Specialist

# 6 Mistakes to Avoid When Choosing A Floor Covering Store

## ***Mistake #1—Choosing a dealer based on “cheap” price***

Choosing a dealer based “cheap” price can be a problem in 3 ways:

1. Low price can be the bait that attracts your phone call. Once the dealer gets you on the phone or into his store, he may try to pressure you into paying much more than the advertised price.

**OR...to make up for the cheap price, they may install a lower grade carpet than the one you paid for. This is called “bait-and-switch.”**

2. The price quoted to you at the beginning of the process may go up at the last minute. Unscrupulous dealers know that it will be very difficult for you to back out of the installation at the last minute, and they are hoping that you will simply accept the last minute changes.
3. The installation process is a stressful nightmare. Some dealers advertise “cheap” prices to attract customers, but this makes it almost impossible for them to hire quality installers or support staff. As a result, the “installers” often don’t have adequate training or experience. They are usually paid a low “piece” price, so they wind up rushing through the job, and they have little incentive to make sure you get excellent service. Many clients wind up with delays, unreturned phone calls, conflicting information...and a very stressful experience!

Always make sure you are working with an honest, reputable, local dealer so this doesn’t happen. And get lots of references.

## ***Mistake #2—Choosing a company based on a single telephone conversation***

Remember that to give you accurate prices, a dealer needs to know the following:

1. Kind of flooring.
2. Size of the rooms.
3. The shape of the rooms.
4. Any “special needs” that can affect the installation.

A dealer simply cannot guarantee accuracy based on a single phone conversation alone.

***Mistake #3—Choosing a company that does not have a written, 100% satisfaction policy***

In our view, every dealer should be fully accountable for its work. If you aren’t pleased with the job in every way, the job should be fixed to your satisfaction. Period. Ask the dealer if he offers a guarantee and then make sure the dealer puts the guarantee in writing. (And get lots of references from past clients.)

In a minute, I’ll tell you how you’re protected by my 100%, Iron-Clad, Triple Guarantee.

***Mistake #4—Choosing a dealer who does not employ top quality installers***

Floor covering is “manufactured” in your home, so the installation is critical. A poor installation will mean a poor finished product, even if you paid for high-quality flooring. That’s why using only professional installers is critical.

***Mistake #5—Choosing a company that does not have a quality installation & customer service system***

The installation process is extremely complicated often involving forty or more steps from beginning to end. Each step must be tracked so nothing is missed. (Most of these steps happen behind the scenes, so you never know about it...until something goes wrong!) If a dealer is handling twenty installations per month, each with forty steps, that’s over 800 items that need to be tracked each month! Many dealers simply don’t have a system that can adequately handle this many items at once. Things wind up getting misplaced or delayed, or the dealer spends all his time handling emergencies rather than providing good service.

Therefore it’s critical that the store you choose has a sophisticated processing system to keep track of these steps. It’s very easy for a dealer who does not have a quality processing and customer service system to let things “fall through the cracks” with missed deadlines, lost paperwork, and other mishaps. These mishaps often cause clients a lot of stress and fear.

We realize that obtaining floor covering can be stressful. At Floor Decor we don't leave getting a smooth floor covering process to chance. We have invested thousands of dollars and hundreds of hours in developing a World Class Installation System to insure that our clients experience a smooth installation process, with no missed deadlines or lost paperwork...and without the stress!

**We even make the process fun!**

***Mistake #6—Choosing a company without getting comments from their past clients***

Any dealer can say anything about their past clients. Sadly, some of what they say may not be true. Any ethical dealer should be able to provide a list of references. Make sure you read comments from a dealer's past clients so you can be sure the dealer is an honest, ethical, and knowledgeable professional that you can trust.

## **How To Determine Which Floor Covering Is Best For You?**

The right flooring will accomplish two important jobs:

- 1) It will meet your unique decorating needs (color, pattern, brightness, etc.)
- 2) It will meet your unique practical needs (traffic, wear, ease of maintenance, etc.)

**Decorating needs**—The flooring you choose affects all the other décor in your home: furniture, paint scheme, lighting, paintings/artwork, window coverings...everything. Floor covering is the foundation for your interior décor. Floor covering that looks great in one home may look terrible in another.

**Practical needs**—The right flooring will stand up to your home's level of traffic. It will also be easy to maintain. Floor covering that's easy to maintain in one home may be a huge hassle to maintain in another.

**This makes choosing the right floor is the single largest decorating decision you will make!**

There are many factors to consider when choosing a floor:

1. Level of traffic
2. Indoor pets
3. How long you intend to stay in the home
4. Your lifestyle
5. Country, suburban or city living
6. Your decorating taste
7. Your “unique” situation
8. etc.

There are literally tens-of-thousands of floor covering options, and each year your options increase as science develops better and better products. This is both bad and good. It's good because there are more wonderful options than ever to meet your **practical needs** and your **decorating needs**.

The downside is the huge array of options can make choosing the right floor confusing and frustrating, not to mention a little scary. After all, you don't want to invest the time and money to get new flooring, and only find out once it's installed that it's too dark or too light, or is a giant hassle to keep clean.

Unfortunately, it's nearly impossible for the average, untrained person to know ahead of time how the flooring will *really* look or perform once it's actually in the home. Here's why:

**Color samples help a little. But those tiny little squares that you lay out on your floor look very, very different once they're installed throughout your home. And you can't tell from a sample if the product will meet your practical needs. After all, you can't walk around on a sample to test it!**

That's why partnering with a professional floor covering expert is critical! An experienced professional has seen thousands of completed floors. He or she knows AHEAD OF TIME how completed flooring will look AND how it will perform.

In other words, an experienced pro can help you select floor covering best suited to:

1. Meet your unique decorating needs
2. Meet your unique practical needs

Unfortunately, some dealers are just interested in “making the sale.” Because they have to find ways to cut costs, all too often their “sales people” lack the training and experience (and the concern!) to insure that your decorating AND practical needs are truly met.

I never let this happen to my clients. I have invested a lot of time, energy and money making sure my Flooring Consultants have the best training. They are experienced professionals who have seen thousands of jobs to completion. They know AHEAD OF TIME how flooring will look once it's installed, **AND** how it will perform in different homes.

At Floor Decor one of our trained, experienced Flooring Consultants will give you a “**Free Design Audit.**” During the “Audit” the Flooring Consultant will ask you a series of questions that helps narrow the thousands of options to the one that will best meet your unique decorating needs AND your unique practical needs.

For your “**Free Design Audit,**” call me at 203-298-4081 and we will be happy to schedule it for you. Or just come by either of our showrooms in Orange and Middletown CT. You'll be greeted with a warm smile, and one of my trained, experienced Flooring Consultants will be absolutely thrilled to help you!

## How To Get An Iron-Clad Warranty

Remember, warranties cover three basic areas:

- 1) **Defect Warranty**
- 2) **Installation warranty**
- 3) **Stain Warranty**

Let's look at them one at a time.



**Defect Warranty.** If your flooring has a defect, it should be replaced at no cost to you. Period. It's the same as if you bought a DVD player and three days later it stopped working: a reputable store will replace or repair it. Same with flooring.

Some dealers will agree to replace defective flooring at no charge, but then charge you for installing the new product. Why should YOU have to pay for something that's not your fault? This is nothing more than the dealer trying to make you pay for something that is his responsibility.

At Floor Decor, if there is a defect in the flooring, we replace it for free and WE pay for the re-installation...not you.

**Installation Warranty.** This guarantees that the flooring is installed correctly. Sometimes an installation error is immediately noticeable, for example a split seam. However, sometimes it takes months for an installation error to show up. For example, if a hard surface floor is installed in a basement that has moisture problems, and no moisture barrier is installed under the floor. It could take a year or more for problems like warping or buckling to show up.

Some dealers offer only a "limited" installation warranty. Some are limited to as little as one year or only thirty days! These "limited" installation warranties do not provide good protection for you, the consumer. After all, what happens if it takes more than a year for an installation problem to show up? You're really stuck.

I feel that if I sell you a product, it's my responsibility to make sure it's installed correctly. All of my products at Floor Decor carry a lifetime installation warranty. You never have to worry about improperly installed flooring, even ten years down the road!

**Stain Warranty.** Stain warranties work a little like an "insurance policy" if you accidentally spill something on your carpet that won't come out. There are different "levels" of stain warranty. A typical stain warranty might last five years, but many stores give you the option to purchase 10 year, 15 year, and even lifetime warranties.

Since stain warranties work like “insurance policies,” what level of coverage should you pay for? That depends upon a variety of factors. For example, if you are planning to move from your home within the next five years, does it make sense to pay for a lifetime warranty? Probably not.

Some dealers will try to “sell” you an extended warranty that you don’t really need.

**WARNING: Just because you PAY for a warranty, it doesn’t mean you actually GET a warranty.** Why? Because unethical, bait-and-switch dealers will sell you a warranty, but then refuse to honor it when it’s needed. They do this by blaming the manufacturer or the installer, and by playing the “**Delay Game**,” knowing that if they drag their feet long enough most consumers will simply give up and go away.

Remember that unethical dealers and “discount,” “Bargain Corral” or “Mega-Depot” stores make you pay for their “cheap” price by cutting corners: hiring untrained installers, hiring untrained “sales people,” and by not honoring their warranties. They play a numbers game. If they get ten warranty claims in a month, they know that if they play the “**Delay Game**” long enough, eight of the customers will simply give up and go away. Now they only have to pay for two warranties! Not a bad deal...for them.

**(Go to [www.ripoffreport.com](http://www.ripoffreport.com) and look under carpet & tile stores to see real life examples of the “Delay Game.”)**

That’s why it’s so important that you work with an honest, local dealer that you can trust: someone who has your best interest in mind, not their own.

At Floor Decor, we offer all of our clients a “**FREE Design Audit**.” During the “Audit,” your Flooring Consultant will ask you a series of questions that will help determine which level of warranty is best for your unique situation. We don’t want you to be “underinsured” and have the warranty expire too soon. On the other hand, we don’t want you to invest in an extended warranty that you don’t actually need. Your Flooring Consultant will take the time to explain each option so you COMPLETELY understand what you are getting before you buy.

**Oh, by the way...we DO honor our warranties. I'll be happy to give you a list of client testimonials to prove it!**

## **100% Iron-Clad Triple Guarantee**

We want you to be super-pleased—in fact, absolutely delighted—with your beautiful new flooring and the service we provide. So every floor comes with this 100%, iron-clad triple guarantee:

### **Guarantee #1 “No Regrets Guarantee!”**

Here's how the “No Regrets Guarantee” works: if at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let me know. I'll replace the materials free of charge. (With an outrageously good guarantee like this, I can't include the cost of installation, so you'll have to cover that.)

I offer this amazing guarantee because you're going to have your new floor for a long, long time, and I don't want you to have to live with a choice you'll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I'll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn't unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

### **Guarantee #2 Lifetime Installation Warranty**

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at Floor Decor. You NEVER have to worry about something going wrong with the installation. If it does, I'll fix it FREE! And I'll do it quickly.

## **Guarantee #3 Installer Professionalism Guarantee**

Floor Decor installers are neat, clean, well-groomed, well-spoken and professional. They are guests in your home, and they conduct themselves as such. You'll receive the highest-quality installation in the business. And after they're finished, they will leave your home as neat and clean as when they arrived!

Many dealers don't guarantee their work—but we feel nothing is more important than your complete and total satisfaction. We stand behind every floor 100%. If you ever have any questions or concerns about your floor, please call me right away at 203-298-4081.

## **4 Steps to Getting the Beautiful Floor of Your Dreams...WITHOUT the Stress!**

If you're thinking about investing in new flooring, I encourage you to follow these four steps:

### ***Step #1—Make a commitment to find a quality floor covering store***

Trying to find a floor covering dealer by hunting through the yellow pages or the internet can be very problematic for two reasons. First, you could wind up with an unscrupulous dealer, and second it's almost impossible for the average consumer to keep abreast of the industry to a point where they can insure making the best floor covering decision.

Instead, find a quality dealer that you trust; a dealer with whom you feel completely comfortable sharing your decorating goals and information. Partner with them and let them help you find the right floor covering. In spite of advertising you may have seen to the contrary, buying and installing floor covering is very complicated. A competent flooring professional will spend countless hours every year studying the market, researching new floor covering technologies, and expanding their education. A knowledgeable, experienced flooring professional will know the right questions to ask, and will know how to find the best possible floor covering for your unique situation.

### ***Step #2—List your objectives***

Are you simply looking for “cheap” dealers, or “discount,” “Mega-Depot,” “Bargain Corral” stores, something you can find on the internet or in the yellow pages? Or do you want competent, experienced, and professional advice from the dealer you work with? Do you want

to work with an honest and reputable company? Or are you willing to risk working with the company that simply offers “cheap” price—knowing that the company might not be in business tomorrow, or may not honor their warranties?

### ***Step #3—Ask questions***

The way to learn about a company is to ask specific questions and listen carefully to the answers. Here are six tough questions to ask any dealer before you agree to anything:

## **4 Tough Questions to Ask a Floor Covering Dealer Before You Agree To ANYTHING:**

- 1. Do you offer a No Regrets guarantee? If I’m not happy with the flooring will you replace it free in the first 30 days?**
- 2. Do you have a lifetime warranty on all your installations? And can I see it in writing?**
- 3. Do you offer “Stain Proof” carpet?** (Remember: there are no warranties that guarantee carpets to be “stain proof.” If the dealer says yes, they are either incompetent or dishonest. Find another dealer.)
- 4. Can I see a list of references?** (This is probably the most important question. References are simply the ONLY way you can tell ahead of time if you are working with an honest, competent dealer. If they balk, or refuse, find another dealer.)

And above all, get all of these in writing.

### ***STEP #4—Invite them into your home for an exact quotation in writing***

Once you’re satisfied that you’re working with an honest, competent professional, invite him into your home and ask for a specific quotation in writing. A written quotation gives you the assurance that you know exactly what your job will cost—no surprises.

## Summary

By following these four steps, you'll gain all the information you need to make an informed, intelligent decision. If you simply want "cheap" price quotes—that may not be reliable—many companies in the phone book or on the internet can help you.

But if you want competent advice from an honest floor covering professional, then I invite you to call me.

I'll be happy to answer your questions without cost or obligation of any kind.

## Thanks again!

...for reviewing my new CONSUMER'S GUIDE TO FLOOR COVERING. I hope you found this information helpful.

If you have any questions or comments—or if you'd like us to give you an exact written quotation for floor covering—please call me at **203-298-4081**.

I've dedicated our business to consumer education and service. I'll be pleased to help you in every way. I look forward to your call.

Thanks!

*Michael J. Phoenix*