



Field Communication - D23 Flooring Update

March 25, 2013

D23 \$37 Whole House Carpet Installation – Continental US Markets Including HI and AK

Audience

DSDs, RSMs, DSMs, SMs, SASMs, D23 Associates, Special Services Desk Associates, COS Associates

Summary

- Starting 3/28/2013 – 7/24/2013, THD will offer a **\$37 Basic Whole House Installation** on all carpet installation jobs totaling \$499 or more.
- The minimum purchase of \$499 is for the TOTAL JOB (carpet + pad + labor).
- Two barcodes (one for regular installs and another for F&I installs) will be added to the Weekly Promo Sheet on My Apron:
 - My Apron / My Store > Promotions – Weekly Promo Barcode Sheet

Special Note:

- We have a date change on our Carpet promotions; the 10% off S/O Carpet promo dates changed to end on 3/27/13 (previously it was 4/24/13).
- The \$37 Basic Whole House installation promo dates were moved up to begin on 3/28/13.
- The sign package for the 10% off S/O Carpet will NOT be changed with the new END dates – BUT the new sign package for the \$37 Promo will be sent to the store to replace the 10% off promo sign on 3/28/13 – all 10% off S/O Carpet signage should be REMOVED by 3/28/13.

IMPORTANT PROMO NOTES:

- Promotion includes all carpet – not limited to MSL/PP
- Bid Room/VPP jobs are not eligible for this promotion
- Minimum purchase of \$499 is for total job (carpet + pad + labor)
- Commercial jobs are not eligible
- Glue down jobs are not eligible
- When creating the quotes/orders make sure to use the appropriate pad SKUs (i.e. when creating an F&I Install use the F&I Install SKU with the F&I PAD; when creating a regular install, quick install, s/o install use that install SKU with the regular pad SKU.) If you add an F&I Pad SKU to a regular install the barcode will not process correctly.

**Notes: Whole house installation cost is for basic installation only. Rip up and haul away, furniture moving, and other optional charges are not included. Promotional offer cannot be combined with other offers except Credit.

Change Impact

- Effective 3/28/13 through 4/11/13, the following changes will occur:
 - The 10% off S/O Carpet Promo will end on 3/27/2013 – jobs quoted with this promo can process the job up to two weeks after the promo end date.
 - New offer will be processed thru a Barcode located on the Weekly Promotion Sheet.
 - A new “\$37 Carpet Install” sign package PE4557 will be shipped to your store to arrive by 3/27/2013
- Effective 4/12/13 through 4/24/13, the following changes will occur:
 - For customer who saw the 10% off Carpet Promo end date of 4/24/13 and still want that offer instead of the \$37 Install, you can contact HDMS and they will have a specific barcode that will be added to the quote to process the 10% off S/O Carpet.
 - **NOTE:** customer can only use one flooring promo (they cannot combine the 10% off S/O Carpet and the \$37 Install) the only promos that can be combine is one flooring promo and any of the Credit promos.

Actions Required

RSM/DSM

- Print and distribute this information to all relevant associates when in stores
- Verify stores remove 10% off S/O Carpet signage on 3/27/2013
- Verify stores install new sign package by Promo start date of 3/28/2013



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Processing Instructions

Existing Orders with the Free Pad Upgrade Promo

- New orders dated 3/28 or after do not qualify for the prior 10% off S/O Carpet Promo
- Any quotes in process that include the 10% off S/O Carpet promotion will be honored for a two week period
- 10% off S/O Carpet coupon barcodes will remain active through 4/11/13 ONLY to honor existing quotes created prior to 3/28/13
- After 4/11/13, markdowns will be required to honor any quote with promo pricing created prior to 3/28/13

New Orders for Promo

For all orders 3/28 – 7/24, a barcode will be used for the \$off amount. Special Service agreements should have the coupon applied either at the register or through SPOS

STEP	ACTION
1	Enter job square yards under “Basic Install” Option as normal to pay provider correctly
2	Select the EDLP line option for \$97 Install
3 (F&I Only)	Enter the job square yards of carpet on the option line for the color selection desired
4	Scan or enter the barcode which will deduct the appropriate amount based on the purchase.
If the Product is	Then Use the barcode (Scan or Manually Key in 26 digits)
Instock or S/O (Not F&I)	 981530000011110927925436031
F&I	 98153000001111047094599888

NOTE: Markdowns should **NOT** be taken in Special Services

Store Signage

- Sign Kits will arrive by 3/27/13.
 - PE4557
- If signage is missing:
 - Contact Store Receiving for receipt
- If signage is to be re-ordered, please contact IMS directly:
 - Customer Service Account Reps are available from 8 -5 EST
 - Phone - IMS at (888) 566-4663
 - E-mail - THDorders@imsfastpak.com

Questions

If you have questions about the \$37 carpet installation promotion, review the Frequently Asked Questions document posted on MyApron. Link to document is *MyApron* >> *MySuccess* >> *Training/PK* >> *Associate Training*. If you have additional questions or issues, contact the Help Desk or send an email detailing your issue to:

Vickie_Isham@homedepot.com or Michelle_Cox@homedepot.com