

WALL-2-WALL NEWS

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Top 10 Carpet Installs for 2/14

| RANK | STORE # |
|------|---------|
| 1 | 4122 |
| 2 | 4140 |
| 3 | 4127 |
| 4 | 4131 |
| 5 | 2550 |
| 6 | 4608 |
| 7 | 4123 |
| 8 | 2560 |
| 9 | 4135 |
| 10 | 915 |



Great job!

Who will be in the Top 10 SQ YD report next month?

Thank you for all the hard work.

Pros and Cons of Click Wood Flooring

The click lock design operates like tongue and groove although, in the case of the tongue, it locks into the groove without the need for any type of adhesive. It may be two hooked shapes that snap together or another type that is a patented. Some click lock planks have a tighter fit but it is important that a certain amount of flexibility is available to ensure the floor won't buckle or warp with normal movement.

PROS

This style of engineered wood is the most common. It comes in a wide range of wood species, finished and widths. There are different thicknesses to choose from and all can be installed over a well prepared sub floor. Damaged planks can be removed without trouble or worry of damaging the locking tongue because the edges of the flooring are formed by machinery snapping and unsnapping can be done with little trouble. It eliminates any need for adhesives. This can be installed in most levels of a home.

CONS

Today - Click lock can come at a higher price than the old tongue and groove type flooring. This flooring choice still is more economical than hardwood. Be aware that the Click lock floating wood can have a different "sound" and "feel" than the traditional hardwood. Click floors require a flat subfloor for installation.

How to Sell Hardwood Floors

In order to sell anything, you have to understand the benefits and limitations of the product. Hardwood flooring is a great product, and it will beautify any home. Ask your customer questions related to their needs. Show them the best product samples that you have to offer them, and explain the benefits and limitations of the product based on where they would like to install the hardwood flooring. Then ask them to commit to a purchase. After the customer is committed to the purchase, write up and finalize the order with a financial transaction.

1. Ask the customer questions related to her needs. This is usually called "qualifying the customer." No two customers have the same need set, though hardwood floors are a good flooring option for many different need sets.
2. Show the customer samples of the best flooring you have to offer them, and follow the best with lower-grade options. Always start with the best and follow that with the rest. Tell the customer why the best flooring qualifies as such. These benefits will vary by hardwood flooring brand, whether they are prefinished or not, the width and length of each individual plank, and other options.
3. Ask the customer to commit to a purchase. If the customer is simply browsing, he may not be ready to commit to a purchase. But if you are the sales person that gives the best information and actually asks for a purchase, a customer will likely return to you when ready to commit.

10 Reasons to have THD install...

This sign from Store 4602 sums up why our customers should look no further than HD to have their floors installed. Great job team.

