



VOLUME I, ISSUE 2

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Special points of interest:

- Chicago
- Cleveland
- Kansas City



news@gsfloor.com



Inside this issue:

Meet G.S. Floor Designs: Robert Belovicz	2
Meet Measure Comp: Steve Friedman	2
Crew Spotlight: Ecua Carpet Corporation	2
Tip of the Month: i-Bridge Notes	3
Fuzzy Side Up: Furniture Moving	3
Hard Surface Scoop: Heat & Humidity	3
Tech Talk: MeasureComp	4

Ground Floor News

G.S. FLOOR DESIGNS & HOME DEPOT
PARTNERS IN PROGRESS



L to R: Tommy Edwards, George Stevenson, Paul DiTommaso & Robert Belovicz

G.S. Floor Designs: Three Markets, One Goal

The leadership team of G.S. Floor Designs, pictured above at the recent Installer Breakfast, led by President & CEO George Stevenson, has gone back to basics in order to build a stronger service base. "It's really easy to lose sight of where you started," said George. "Once you begin to grow, all your focus is on what's coming next, instead of what you did yesterday and how to improve it."

Beginning in the Chicago market, George and his team have evaluated and revised processes in order to boost service offerings to both customers and the Home

Depot stores that G.S. Floor Designs supports. "We're really lucky," George said "that we work with such strong store partners. They're just as dedicated as I am to make sure we all continue to improve everything we do."

Working with his teams in the Cleveland and Kansas City markets, George has mandated that every call from all store Associates, Expeditors and Service Managers be answered promptly and accurately. "Listen, we owe it to these folks to do whatever it takes to support them," George explains. "They're the ones on the

front lines, working hand in hand with the customers, and they deserve the best possible service my team can provide them. I refuse to let anyone in my company not give their best."

Indeed, George and his team are constantly tweaking Customer Service and Issue Resolution processes, recruiting quality installers and training both in-house and Home Depot Associates on the latest installation techniques and guidelines.

Look for the new G.S. Floor Designs training schedule in next month's newsletter.

VOC Scores: Reach for the Sky

As you know, the Voice of the Consumer (VOC) scores are the single most important tool that a Home Depot Service Provider can use to gauge success in the customer service arena.

G.S. Floor Designs is committed to raising the VOC scores in every market and metric.

How? By making sure we not only offer the best possible service to our customers, but by also working with our store partners and doing whatever it takes to reduce installation issues and store markdowns.

The Independent Contractors that provide the actual installations are doing their part as

well, by reviewing and walking every job with customers, dressing nicely and providing a professional experience.

If you have any issues during an installation, call us! We're dedicated to our partnership with you and constantly improving our services.

COMING SOON NEAR YOU—EXPEDITOR TRAINING!



Meet G.S. Floor Designs: Robert Belovicz

Vice President of Operations Robert Belovicz began his career in the flooring industry in 1980 at New York Carpet World in Merriville, Indiana.

Starting out as a member of the warehouse staff, Robert moved up through various company promotions to become a Store Manager, before transferring his expertise to The Home Depot.

During his tenure with The

Home Depot, Robert served as an Assistant Store Manager, Regional Install Manager and Divisional Program Manager, with the primary focus on flooring and décor programs for the Central Region, based out of the Arlington Heights, Illinois Midwest Corporate Center.

Joining G.S. Floor Designs, Inc. in 2006, Robert has assisted President George Ste-

venson in growing the company in various markets and offering a broader array of service offerings, including opening the Kansas City market and expanding into the Millwork category.

Currently residing in Island Lake, Illinois, Robert enjoys spending what little free time he can find with his wife, Denise and two sons, Ryan and Jacob.



Meet MeasureComp: Steve Friedman

With a B.Sc from Northwestern University in Computer Engineering, specializing in computer architecture and software engineering, Steve has been continuing his education with a Masters and Law Degree pending from the University of Michigan; therefore, it is no surprise that Steve Friedman is MeasureComp's Chief Informa-

tion Officer. As a computer consultant/software engineer to Motorola, IBM, F&F Realty, and New York Carpet World, Steve became the logical choice to lead the development of the software program that is used by the MeasureComp technicians. Steve assembled a team of software engineers that spent years perfecting the pro-

gram that now gives MeasureComp's customers error free calculations plus a complete materials list including the doorways and cut lists for the entire job. Steve is always looking to upgrade the program to provide retailers with the latest in computer technology



Crew Spotlight: Ecuacarp Corporation

Independent Contracting company Ecuacarp Corporation was started 7 years ago by Robinson Rivadenrira. Originally from Cuenca, Ecuador, Robinson learned the carpet trade from his cousins, who operate a well-known installation service in Cuenca.

Relocating to the United States,

Robinson began his company in 2001. Incorporated in the State of Illinois and holding all relevant insurance policies, Robinson participates in annual training classes to keep up with the newest installation techniques.

Working with his brother Luis, Robinson is dedicated to providing his customers with effi-

cient, professional service.

When not busy installing carpet, Robinson and Luis are dedicated to sports, soccer in particular. Known as fierce center-forward, or striker, on his team, The Cobras, Robinson also gives back to the community by coaching for a local youth soccer association.

Tip of the Month: i-Bridge Notes

Leaving notes in the i-Bridge system is a good way to make sure everyone involved in an installation job has all the necessary information. However, from time to time, folks tend to forget the guidelines for this process and clog the system with unnecessary requests and data.

A few things to remember when leaving notes in i-Bridge - check the dates! “We see notes all the time asking for install date when that information has already been updated,” says Lori Miglieri,

Office Manager at the G.S. Floor Designs Arlington Heights, Illinois office. “Don’t get me wrong, sometimes we forget and don’t enter the scheduled installation date as quickly as we should, but most of the time, that data is entered on the same day we schedule the job.”

Another tip –don’t leave a message in place of a phone call. Lori says, “We have so much data to sift through that sometimes a note about a store pick-up gets lost. It’s better to call the office so we

can alert the drivers right away.”

Also, requests for the estimated time of arrival for product on a carpet order pop up a lot; this information is updated as soon we receive it and printed on the Purchase Order, which should be reviewed before entering a note in the system. Or requesting a waiver without checking attached documents in Provider Net. “We want to share all this information with our Home Depot Partners,” Lori says, “we just need to ensure we’re all on the same page.”

“Most of the time it’s better to call the office than try to leave a note about a store pick-up”

Have a question?

Want to suggest a topic for next month’s newsletter?

Send us an email at news@gsfloor.com



Fuzzy Side Up: Furniture Moving

Why would you need to discuss furniture during a carpet sale?

Because then the customer will be able to decide if they can move the furniture themselves or if they need to purchase the “Furniture Moving” line item.

Is this really important? You bet it is! Most of the time, Measure-Comp will note excessive or heavy furniture pieces in the installation area, including exer-

cise or sporting equipment, such as a pool table. But sometimes customers are confused—let’s face it, there’s so many things to remember when you’re having an installation done that it’s easy to forget.

Installers do not move china cabinets full of crystal, grand pianos or weight sets; there’s just too great a chance of damage. Nor do installers move items like exer-

cise bikes because many of these models contain graphite that will loosen and fall on the new flooring when moving back into place.

Please make sure to cover this very important facet of a carpet installation with your customers - information like this will reduce the numbers of calls back to the store during the job as well as the need for additional Purchase Orders.



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Hard Surface Scoop: Heat & Humidity

Summer is a wonderful time of year, but not for hardwood floors.

Why? Because high temperatures and humidity can cause hardwood flooring to cup, emit creaking or crackly sounds or just feel loose.

How do you solve any of these issues? By making sure you keep your home set at a constant temperature and using a dehumidi-

fier.

Wood floors will cup if there is excess moisture underneath it, like a crawlspace, for example. The moisture source must be identified and eliminated. Evidence of moisture may be water or mud in the crawlspace or mildew in the framing.

Typical sources of excess crawlspace moisture are improper

drainage of run-off water, faulty gutters or downspouts, soaker or sprinkler systems that direct water near or against the foundation, improper grading or backfill or improper drainage from household appliances.

Using a dehumidifier will help eliminate the excess moisture and condition the wood for years of beauty.



PAGE 3

855 West University Drive
Arlington Heights, Illinois 60004

Phone: 847-394-4000
Fax: 847-394-4011

www.gsfloor.com



G.S. Floor Designs Hosts the CFA's "Going Green" Seminar!

COMING SOON - EXPEDITOR TRAINING NEAR YOU!

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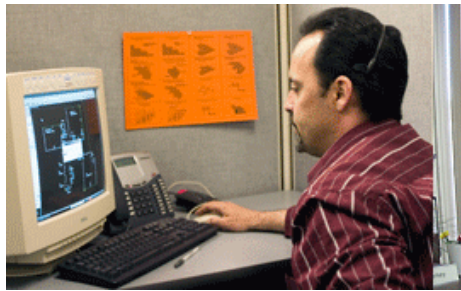
George Stevenson, President & CEO of G.S. Floor Designs and Chairman of the Chicago Floorcovering Association's Training Committee will host "Going Green" on Tuesday, July 15, 2008 an event designed to teach local CFA and ASID members about the latest eco-friendly flooring products

in carpet, cork, bamboo, pad recycling and more!

This free seminar will explain what "green" really means to the flooring industry and how to help consumers in their quest to purchase sustainable, toxin-free and earth-friendly products that are safe for people, animals

and the environment.

This exciting event will take place at the Technical Learning Center, located at 855 West University Drive, Arlington Heights, IL. Call Cecil Treadway at (800) 627-1299 to register for either the 9 am - 12 pm or 1 pm - 4 pm seminar.



Tech Talk with MeasureComp



Max Berlin - President & CEO,
MeasureComp



We are excited to announce that we are currently piloting several new programs in selected markets. Our goal is excellence when it comes to measuring. To achieve that lofty goal, we undergo several months of field-testing, making the necessary changes to bring forth a service product that is second to none.

To give you a glimpse of what the future of MeasureComp brings, here are a couple service products under research and development....

Wall Tile – We are currently piloting wall tile with the expertise of our Partner G.S. Floor Design. Robert Belovicz, the VP of Operations at G.S. Floor Designs and his team has been

working diligently with Market Manager Greg Karenke in field-testing the Wall Tile Program. Together they have seen it develop from the conception to a finished service product ready to be rolled-out nationally.

Closing – We are piloting the "Closing the Sale" program in Mark Mullaly's district. This service will provide a customer follow-up system that is designed so all customers will get a call the next day with their quote. This will take the customer out of the shopping mode, thus increase the closing ratio. Our Closing Department has a wealth of experience in closing the sale.

We look forward to working with you on these programs!

MeasureComp LLC.

Local Management Team

Phone: 847 318-8633

Greg Karenke (Manager)

gkarenke@measurecomp.com

Thomas Karenke

(Assistant Manager)

tkarenke@measurecomp.com

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news@gsfloor.com