



VOLUME I, ISSUE I

JUNE 1, 2008

Ground Floor News

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

Welcome to Ground Floor News - The Inaugural Edition!

Special points of interest:

- *Communication*
- *Connectivity*
- *Sales*

news@gsfloor.com



Inside this issue:

<i>Meet G.S. Floor Designs:</i> <i>George Stevenson</i>	2
<i>Meet Measure Comp:</i> <i>Max Berlin</i>	2
<i>Crew Spotlight:</i> <i>DJD Contractors, Inc.</i>	2
<i>Tip of the Month</i>	3
<i>Fuzzy Side Up</i>	3
<i>Hard Surface Scoop</i>	3
<i>Tech Talk: MeasureComp</i>	4

As you know, the busy summer season is right at our door - the best time to work on that flooring project!

The staff at G.S. Floor Designs are ready to help you, Home Depot D23 Associates and Expeditors, exceed your sales goals and give your customers the best possible floor installation experience ever!

How? By ensuring that you have all the knowledge and tools you need in order to comfortably sell flooring products and installation services.

Communication is key in under-

standing the many installation processes for all the different types of flooring available through Home Depot, as well as helping you set the correct customer expectations. Once you understand the process, you can pass your knowledge on to the customer and continue to build the service bridge.

But what do you do if you have a customer ready to purchase flooring and you have just one question to answer before you close the sale? You call G.S. Floor Designs! Our staff are ready to answer any question you might have, from

“Can you install carpet over concrete?” to “Does the customer stain their own moldings?”

You can also read Ground Floor News, your new monthly source for top tips, carpet & hard surface information and other vital data!

The partnership between G.S. Floor Designs and The Home Depot stores we service is very important to us; let us know your top issues and questions and how we can continue to improve our service to you.



Expeditor Meeting Success!

On Thursday, April 17, 2008, G.S. Floor Designs hosted the first Home Depot Expeditor meeting of 2008 at The Technical Learning Center in Arlington Heights, Illinois.

Led by Robert Belovicz, Vice President of Operations for G.S. Floor Designs and Greg Karenke, Market Manager

with MeasureComp, the main focus was on common installation issues such as how to correctly sell a hard surface job, what's involved in a carpet measure, how to set correct customer expectations on seam placement and stairs, underlayments, and various system processes.

Lunch was provided by the MeasureComp team and the G.S. Floor Designs team led store associates in an informative roundtable discussion that addressed concerns and frustrations and began building strong relationships with store partners.



“Complete customer satisfaction, every customer, every time is the key”

Meet G.S. Floor Designs: George Stevenson

As President and CEO of G.S. Floor Designs, Inc., George Stevenson has dedicated his career to the floor covering industry.

Beginning his professional career as a carpet installer, George Stevenson and his wife Denise have built an award-winning team in order to provide their customers with the best possible service imaginable.

Headquartered in Arlington

Heights, Illinois and serving the Midwest with facilities located in Hudson, Ohio and Kansas City, Missouri, G.S. Floor Designs strives every day to meet and exceed every expectation set by their customers. By doing this, George and his team truly live their company motto - "Complete Customer Satisfaction, Every Customer, Every Time".

A member of the Chicago Floorcovering Association and current Chairman of the Train-

ing Committee, George is dedicated to not only providing excellent service to his customers and partners, but also to expand the knowledge and experience of the local membership of Service Providers, sub-contractors, retail sales associates and vendor partners. George has created The Technical Learning Center in order to provide seminars and hands-on training in the latest industry products, installation techniques and maintenance.



Meet MeasureComp: Max Berlin

To say that Max Berlin, President and CEO of MeasureComp, grew up in the retail flooring business, is to state the obvious. The son of the founder of New York Carpet World, Max brings a lifetime of floor covering knowledge to MeasureComp. After graduation

from Yeshiva University in New York City, Max joined New York Carpet World and worked his way up through the ranks. After 5 years of selling flooring and learning first hand what it takes to complete the installation, he helped form MeasureComp. His vision

for MeasureComp is to provide flooring retailers with the best outside measuring service in the industry



Crew Spotlight: DJD Contractors, Inc.

Independent Contracting company DJD Contractors, Inc. was started 10 years ago by Dana Bucas. Originally from Lithuania, Dana learned the flooring trade from his grandfather Otto, a Master Builder, and father Vladimir, who was considered a artisan by fellow members of the Mason Guild of Rivika.

Relocating to the United States, Dana began building his company in 1998. Incorporated in the State of Illinois and holding all relevant insurance policies, Dana's service offerings include hardwood and laminate installation and repair, as well as granite countertops.

With several crews of installers,

DJD Contractors are dedicated to providing their customers with efficient, professional service. Based in Gurnee, Illinois the DJD crew handles jobs all over the Chicago metro and suburban areas by applying old-world craftsmanship to flooring today's products.

Tip of the Month: Set Correct Customer Expectations

How long does the average floor installation take?

Well, that depends. Let's say your customer has decided to replace the living room carpet -is the carpet that's been chosen an F&I stock or Special Order? Is the living room all one level? Is there a lot of furniture in the room? Does the room have many angles or closets? Is the installation area easy to access?

Now imagine that your customer has instead decided to replace the old kitchen floor with ceramic

tile—what's currently on the floor? Is it 9x9 tile that was installed prior to 1984? What does the sub-floor look like? Is the kitchen over a slab or a basement? What types of flooring are in the adjoining rooms? Is there a stove or refrigerator to move? Is the customer replacing cabinets at the same time?

There's no way to address these issues unless you ask! If you let your customer think a one hundred square foot ceramic job will take a half a day, you've set your-

self up for a big problem and the customer will be faced with a lot of frustration.

Some questions just won't be answered until the measure is completed or the installer is actually on-site. But if you let your customer know that ahead of time, you're giving your customer an important tool - knowledge.

Call G.S. Floor Designs; we can answer any question you might have!

"If you let your customer think a one-hundred square foot ceramic job will only take a half a day, you're setting yourself up for a big problem"

Fuzzy Side Up: Seams

Seams are always a hot topic.

Why? Because most people never think about them until their new carpet has been installed and the seams can be seen.

What makes one seam more visible than another? Many conditions can help make a seam stand out and the style of carpet will always make a big difference; for example, a thick, textured or patterned carpet will almost

always hide a seam better than a low-profile looped carpet. Any carpet product with large, textured thick yarns as opposed to short, level yarns will help close the gap made between two carpet pieces joined together.

Keep in mind, the seam is composed of carpet and padding and joined together with seam tape; now combine this with a low-level carpet and seamed in the

middle of large room with window lighting falling across the area, the seam will appear to be "humped" or "peaked".

Normal seam "humps" or "peaks" will be reduced over time due to foot traffic. And seams are much less visible when furniture is returned to the room.

Always review seam locations with your customer!



Have a question?

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

Send us an email at news@gsfloor.com



Hard Surface Scoop: Sub-Floors

One of the most challenging aspects of any flooring job are the unexpected issues that arise once the old flooring is removed.

Why? Because until the area is cleared, you just don't know what the condition of the sub-floor will be. Adding to this troublesome brew is the effort of removing old grout, Thinset,

leveler and other types of product; the older and denser the existing flooring, the more likelihood of causing damage to the sub-floor, thus needing replacement.

Prep work is the other big unknown; the sub-floor may be unstable or damaged and have to be replaced; nobody knows until it's revealed.

No installer will lay new flooring over a suspect sub-floor. Why? Because he cannot guarantee it won't fail, thus causing damage to the new flooring and possible failure, which leads to total job replacement.

Make sure you discuss this process with your Hard Surface customer!



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

855 West University Drive
Arlington Heights, Illinois 60004

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

www.gsfloor.com



George & Denise Stevenson

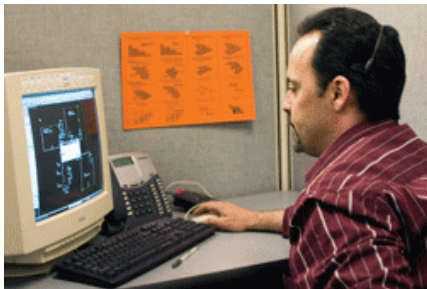


Have a question?
Want to suggest a topic for
next month's newsletter?

Send us an email at

[**news@gsfloor.com**](mailto:news@gsfloor.com)

Headquartered in Arlington Heights, Illinois, G.S. Floor Designs provides warehousing and distribution services for the Chicago, Cleveland and Kansas City metro and suburban markets. A Strategic Partner with The Home Depot for over 10 years, the G.S. Floor Designs team is committed to excellence in all aspects of service.



Tech Talk with MeasureComp



A Letter from Greg Karenke

Hi Everyone,

I just wanted to take this opportunity to thank everyone for his or her part in making MeasureComp in Chicago the pinnacle of excellence.

As you know, we don't want to stop there; we are always striving to be better. Communication is the key to our success and Store Visits open the door for that communication.

To continue our successful track record, we have developed a Store Report Card. By working together as a team, we can use the report cards vital information to develop strategies to ensure measure success on the original date selected by

the customer.

I look forward to meeting with each Store Manager during the next round of store visits, discussing the Report Card and how it captures store performance.

My GOAL is for continued success in developing store relations and to set the bar of excellence in measuring for all other markets to follow and I need everyone's participation in this task.

Sincerely,

Greg Karenke

Market Manager 6

MeasureComp LLC.

Local Management Team

Phone: 847 318-8633

Greg Karenke (Manager)

gkarenke@measurecomp.com

Thomas Karenke

(Assistant Manager)

tkarenke@measurecomp.com