



G.S. FLOOR

VOLUME I, ISSUE 3

AUGUST 1, 2008

Special points of interest:

- *Chicago Pilot*
- *Contact Every Customer*
- *40% Sales Increase*

Ground Floor News

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



L-r: Robert Belovicz, Hector Padilla, Kevin Raycraft and George Stevenson at the GSFD corporate headquarters

news@gsfloor.com



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New Closing Program Pilot Boosts Sales!

On July 15, 2008 G.S. Floor Designs began participating in the new Closing Program, developed by MeasureComp in conjunction with The Home Depot, and piloted in the Chicago market.

The results so far? Well, in the first fifteen days alone, MeasureComp has seen the closing rate for the G.S. Floor Designs assigned pilot stores jump a whopping 40%!

How does the G.S. team account for this amazing increase? "Simple," said George Stevenson, President and CEO of G.S. Floor Designs, Inc. "My people are

dedicated to doing whatever it takes to help our store partners raise their sales, not just for this program, but in everything we do, every day. It's really gratifying to be able to sit down with Hector Padilla, General Manager of Services for Flooring & Decor, and Kevin Raycraft, Chicago Market Services Manager, and let them know my team is delivering."

What is the Closing Program process? For the designated pilot stores, when a measure is sold, the information is transmitted to the G.S. Floor Designs team led

by Denise Belovicz. Once the measure is completed and calculated, the team calls the customer with the installation estimate, answers any questions, obtains customer approval and completes the sale, which is credited to the store that generated the measure in the first place.

"All customers receive a call as soon as possible," George explains, "reducing the sale cycle time and closing the loop. We remain committed to the services we provide to both our Home Depot partners and our mutual customers."

VOC Scores: Customers Speak, We Listen

We all know the VOC scores are an important tool that lets a Service Provider know how their services are being rated by customers. But how important are the customer comments, really? Very, as it turns out.

Not only can G.S. Floor Designs find out how customers feel about the installation:

"Installer did a fantastic job well within the time allotted. I would recommend

THD Services to family and friends."

"The installer sent was outstanding!"

"We were VERY pleased with flooring/price & with the installer. Very nice & very professional."

"I am impressed with the Home Depot."

We can also discover new avenues for training:

"When I completed my order to have the tile installed the salesman at Home Depot

did not go over all of the necessary things I needed to know in order to prep for the project. I was never told I needed shoe mold, never told I needed to shave the doors, etc."

Currently planning upcoming events, the G.S. Floor Designs Senior Leadership team will use all customer VOC response to shape the different training offerings, increase knowledge and help boost sales to a record high.

COMING SOON NEAR YOU—EXPEDITOR TRAINING!



Meet G.S. Floor Designs: Tommy Edwards

District Manager Tommy Edwards brings many years of service to the table, both as an installer, businessman and Home Depot Associate.

Formally a Union Tradesman/Superintendent, Tommy created an independent specialty tool rental store that he sold three years later to what has now become Thompson's Grand Rental.

During his eight year tenure with The Home Depot that began in 1996, Tommy served in various positions, managed multiple departments and was instrumental in piloting the very first Tool Rental department. Tommy also opened the first Chicago market Pro Desk.

Joining G.S. Floor Designs, Inc. in 2003, Tommy began as Store Representative,

moving through the ranks to his present position as District Manager. Tommy's duties currently include, among others, training, store relationships, installer issue resolution, Foremen oversight and customer service.

A true sports fanatic, Tommy loves a good round of golf or a challenging felt of pool.



Meet MeasureComp: Avi Smith

With a Computer Science degree from the University of Illinois, and expertise in database and web technologies, Avi is a welcome addition to the MeasureComp team. Avi spent several years working for one of the largest

market research companies in the country, developing custom software and database solutions for client projects, clients such as Ford Motor Company. With over 8 years of web development experience, and certification in Oracle

Database Administration, Avi moved into the world of technology consulting. Consulting for Fortune 500 companies, Avi gained valuable project experience that MeasureComp will surely use to their advantage.



Crew Spotlight: G&A Floor Installations, Inc.

"When I leave a job and there is a smile on the customer's face, I know I've done my job!"

Independent Contracting company G&A Floor Installations was begun 10 years ago by owner George Anastassov. Originally from Bulgaria, George learned flooring installation, especially tile work,

while working for a construction crew that was in charge of restoring the medieval monastery of Rila, located outside the city of Sofia.

Fully insured and incorporated in the State of Illinois, George and his crew of three have completed special training to become certified installers of

Armstrong, Laticrete, Amtico and DuPont products. They strive every day to ensure the best possible customer experience happens, no matter what.

George, his wife and young daughter are strong supporters of the Bulgarian chess player Margarita Voiska.

Tip of the Month: Navigating the Phone System

During the month of June, the G.S. Floor Designs corporate offices underwent a communications overhaul; among other process changes, we updated our phone system and become completely automated.

As you may already be aware, when you dial the G.S. Floor Designs offices, you will be prompted to select various options, which are:

One - Install Department,

which will take you to the Install Coordinators that will help you with an installation already in progress.

Two - Scheduling, for reaching a representative that will schedule a future install or answer questions on the next available installation date.

Three- Measures/Area Rugs/ Estimating for any questions regarding quotes, rug binding or measures.

Four- Customer Service, for any questions after the installation is completed.

Of course, there are other options available in case you have a call that doesn't relate to any of these departments, but keep in mind, if you are unsure who to speak with, anyone in our offices can direct your call or provide whatever assistance you may need.

Reach us at (847) 394-4000!

“Anyone in our offices can direct your call or provide whatever assistance you may need”

Have a question?

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

Send us an email at

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Fuzzy Side Up: Carpet Take-Up

Who should take up old carpet prior to a new installation—the customer or the installer?

Anyone can remove old carpet and pad, right? Sure, but who will remove the staples or tack strip? Who will cut it to manageable size, roll it up neatly and haul it away? Who will take the time to make sure stairs have been completely cleaned of staples and debris? The installer,

that's who!

Is it really worth the additional cost to have the installer take up and haul away the old carpet? Yes. Do you know if your local refuse pick-up service will accept old carpet and pad? Most people don't- and don't assume your customer will know, either. Besides, most installers have a recycling program in place so this product doesn't end up clogging

a landfill.

Something to remember... installers cannot remove carpet or pad that has been soiled by pets or people since this is considered a biohazard. Customers can disinfect themselves or pay for a carpet cleaning service.

Don't be afraid to ask your customers about the condition of the carpet that's being replaced!



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Hard Surface Scoop: Leveling

What exactly is “leveling” and “prep” and what do those things mean to you?

“Leveling” is the term used by floor installers to describe a process that needs to happen before any kind of hard surface is installed on a floor that isn't level. That process is called “prep”.

“Prep” (or preparation) is needed when a customer's existing floor is removed and found to be out of level.

That's important because only carpet can be installed on an unlevel floor, not hard surface products. When installing floating or glued down laminate or hardwood or even tile, the sub-floor must be “water level”, otherwise any waviness, dips or bumps will cause the new product to fail by cracking or breaking at the seams.

When the MeasureComp tech measures a room before an install, he is unable to determine the condition of

the sub-floor beneath the existing surface; that's why sometimes when the installers arrive and remove the old flooring, they need to call in additional prep. Since it's not known prior to the installation how much, if any, prep will be needed in order to properly install the new flooring, these charges will be extra.

You can help prepare your customer for these possible charges by letting them know ahead of time that prep work may be needed.



**G.S. FLOOR DESIGNS &
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**COMING SOON - EXPEDITOR
TRAINING NEAR YOU!**



Have a question?

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next month's newsletter?

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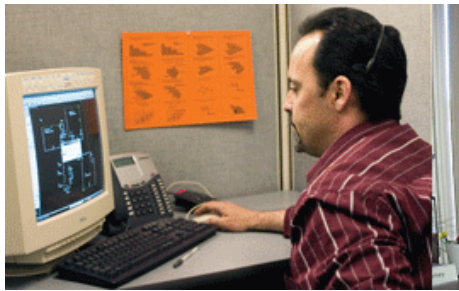
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George & Denise Stevenson



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 note from Greg Karenke

2nd Quarter 2008

Top Performing Stores

| | Store | Market |
|-----------------|-------------|--------|
| | 1906 | Avg |
| Jobs Measured | 269 | 117 |
| Daily Measure % | 97.03 | 94.33 |
| | Store | Market |
| | 1940 | Avg |
| Jobs Measured | 231 | 117 |
| Daily Measure % | 96.10 | 94.33 |
| | Store | Market |
| | 1918 | Avg |
| Jobs Measured | 257 | 117 |
| Daily Measure % | 93.00 | 94.33 |
| | Store | Market |
| | 1928 | Avg |
| Jobs Measured | 179 | 117 |
| Daily Measure % | 98.88 | 94.33 |
| | Store | Market |
| | 1904 | Avg |
| Jobs Measured | 191 | 117 |
| Daily Measure % | 94.76 | 94.33 |

I just wanted to take this opportunity to thank the Management Teams of the stores listed above for their hard work and dedication.

Over the past five years, these stores continue to be among the best in the Chicago area. It is a true testament of their desire to create **EXCELLENT CUSTOMER SERVICE** by following the process to ensure measure success.

Thank You!

MeasureComp LLC.

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