

**“Your Neighbor**

**Just Made a**

**Superb Decision!”**

**Jim Armstrong**

*Yuba City’s Flooring Guru*

Dear Friend,

Your neighbor, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (write in name)

at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (write in address) has just made a wise investment in the beauty and value of their home by having us install new flooring.

Hi, I’m Jim Armstrong, owner of Jimbo’s Floors and I want to tell you how you can get the flooring of your dreams—just like your neighbor—and get the most incredible, amazing guarantee around!

*You Are Protected By The Most Outrageous Guarantee In The Flooring Business:*

You’ll Love Your New Floors

Or I’ll Replace Them FREE!!

It’s called my “No Regrets” guarantee, and it works like this: if at any time during the first 30 days after the installation you decide you don’t like your new flooring for whatever reason, just let me know. I’ll replace the materials free of charge. (With an outrageously good guarantee like this, I can’t include the cost of installation, so you’ll have to cover that.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn’t unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too…I guarantee it!

**Get A FREE $250 Gift Certificate**

I really would like the opportunity to meet you and (hopefully) gain you as a new client…just like your neighbor. Just bring this letter to Jimbo’s Floors by the date below, and I’ll give you a gift certificate for $250 towards any flooring purchase of $2500\* or more. I hope to see you soon!

 Sincerely,

**Jimbo’s Floors/530-790-3338**

**479 Jones St., Yuba City**



 *Jim Armstrong*

**Offer expires:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Write in date 30 days away)**

**See What Others Are Saying!**

**“Read What Your Friends, Neighbors**

**And Relatives Are Saying About Jimbo’s Floors!”**

“Jim—you already know we think you’re great—we refer you all the time and will keep doing so! Our new carpet looks awesome!”

 **-Mike & Julie Nickel, Firefighter & Office Manager, Live Oak**

“My new laminate floors in my kitchen and dining room are beautiful. I was treated with respect and courtesy as a single woman raising a daughter. I genuinely felt that Jim Armstrong and his staff display concern for my flooring needs and were a guiding light for me. I recommend his service to anyone looking for a supportive, positive experience.”

 **-Marsha Avalos, School Teacher, Yuba City**

“Dear Jim, I would like you to know that we were very impressed with the way that you do business. It is literally a throw back to a time when service and professionalism truly meant something, and unfortunately is all but forgotten in today’s business world. Specifically, I would like to thank you for your efforts throughout our entire floor-buying process. Your honesty, quick response, and communication were a welcome change from all of our previous flooring experiences. Please know that my wife and I have spoken of this to everyone we know if the subject arose, and we will continue to do so. You will indeed be our “flooring consultant for life.” Thank you again for reminding me that some people still do business the right way.”

 **-Alex & Jennifer Johnson, General Contractor and Home Maker, Marysville**

“We Recently went to Jimbo’s Floors for new tile for our bathroom, and we’re thrilled with the results! This is our third time using Jimbo’s. Jim Armstrong makes you feel like you’ve known him forever, making you feel right at home from the start. Jim will never make you feel uncomfortable for asking questions and he’ll do anything in his power to accommodate your needs. When you do business with Jim and the staff at Jimbo’s Floors, you will be treated like royalty. Our experience was painless and very professional. Jim is not only our flooring expert, he’s a friend. That’s how he makes you feel. With our sincere Thanks!”

**WARNING:**Don’t Call Or Visit Any Flooring Dealer Until You Hear This **FREE** Recorded

Consumer Awareness Message.

**You will learn:**
►4 predatory sales tactics

►7 costly misconceptions about flooring

►5 questions to ask a dealer before buying

**Call 24 hours**

**1-800-123-4567 ext. 801**

**Eavesdrop Hotline**

Listen to what others are really saying about Jimbo’s Floors!

***24-hour FREE recorded message***

**1-800-123-4567 ext. 792**

 **-Marvin and Sandy Moeller, owners of Sierra Landscaping, Yuba City**

“From the very first time I met Jim and Sheryl, and the rest of the staff, I was made to feel very comfortable. I thoroughly enjoyed the friendliness and personability of the staff at Jimbo’s throughout the entire installation process. I get tons of compliments on my new hardwood floors! I’m super happy!”

 **-Andy Koch, Architect, Yuba City**

**“**Jim and his sales staff have the ability to listen and then offer many solutions. We especially liked the Design Audit. It really helped us narrow down our options and find the right flooring for our needs. We have three kids and a dog, and Jim’s recommendation to put laminate in the hallways and carpet everywhere else was really helpful. It looks great! I can’t wait to host this year’s family Christmas get-together. Also, we were treated like royalty! From the moment we walked into Jimbo’s and were asked if we wanted coffee or soda, to meeting with Jim’s salesperson, Roberto in the design room, to the installation, and the surprise gift afterwards, the service was top-notch. Roberto’s personal touch is how he wants to educate his clients and keep them forever. He put us at ease and gave us confidence that we were serving our family wisely by choosing Jimbos! Thank You!”

 **-Chuck and Sonya Laney, Plumber and Seceratary, Yuba City**