**How To Turn Shopping For Floors**

**From A Nightmare Into A Dream Come True!**

Dear Friend and Client,

Each week we get dozens of first-time clients visiting Jimbo’s Floors, and a common theme I hear is what a stress-filled, headache-inducing ordeal buying new floors can be. There are several reasons people feel this way:

First, floor covering is one of the most important purchases you will make in your lifetime. When redecorating your entire home, the floor covering represents a big part of this investment. A home means different things to different people, but to most, it’s a sanctuary; a haven of security, safety, rest, and memories. And beautiful, quality flooring provides the foundation for the interior beauty of your home.

So people want to get the right flooring, but with thousands of products to choose from, deciding which flooring to buy can be overwhelming.

Second, choosing floor covering (and a floor covering store) isn’t easy. Why? Because you’re bombarded with misleading advertising, confusing claims and simply bad information.

* Unrealistically low prices (For example, $39 whole house installations promoted by the “mega depot” stores. These stores pay their installers much more than $39, then make up the difference by increasing the price of the materials.)
* Thousands of products.
* High-pressure sales.
* Unqualified or unscrupulous “sales people.”
* To unethical, bait-and-switch dealers, or “discount,” “Bargain Corral,” and “Mega-Depots” stores…

…how do you ever find a qualified, competent, professional floor covering expert? Let alone figure out which of the thousands of flooring options is right for you?

Easy! You go to Jimbo’s. Here are…

**6 Ways Jimbo’s Makes The Floor Buying Process Simple,**

**Fun and Hassle-Free!**

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**Free Design Audit™**

This is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They’ll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They’ll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.



**You Are Protected By My 100% Iron-Clad, Bullet-Proof “Zero Regrets Guarantee”: *You’ll love your new floors, or I’ll replace them…FREE!***

A big concern when investing in new flooring is accidentally getting a color or style you don’t like, and having to live with a decision you’ll regret. I’ve TOTALLY eliminated that concern for my clients.

If at any time during the first 30 days after 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.)



**FREE Lifetime Installation Warranty**

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at Jimbo’s Floors. You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.



**You’re kept updated throughout the process**

From the time you select the product until after it’s installed, you will be contacted no fewer than six times by phone and by mail. You’ll never have to wonder what’s happening with your flooring.



 **Installer professionalism guarantee**

Jimbo’s Floors’installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!



**A “Shameless Bribe”!**

**Get $103.00 In “Flooring Bucks” For Every $1,500 You Spend!**

Bring this letter to Jimbo’s this month, and for every $1,500 you spend, you’ll get $103.00 in credit that you can apply to your purchase, or to buy other products. There’s no limit to how many $103 you can stack up.

 Spend $1,500, get $103 in flooring bucks.

 Spend $3,000, get $206 in flooring bucks.

 Spend $4,500, get $309 in flooring bucks.

This offer is NOT being made to the general public; only to preferred clients of Jimbo’s Floors, and only during the month of March.

**Don’t need flooring right now?** No problem. Any friend of yours is a friend of mine. Pass this letter along to them and I’ll extend this offer to them.

**Don’t Delay!** Bring this letter to Jimbo’s Floors right now. This offer absolutely, positively ends at the end of March. If you wait until April 1st, you’ll be outta luck!

*Your Friend,*

*Jim Armstrong/Owner, Jimbo’s Floors*

**During April you can get $103 in FREE flooring bucks for every $1,500 you spend. You can use your flooring bucks towards your purchase, or to buy other products. This offer absolutely, positively ends this month.**

**Who is the next person you know who needs flooring? Can I count on you to pass this letter along to them? You’ll be helping them turn THEIR floor buying nightmare into a dream come true!**