**The Jimbo’s Floors “Man Cave”**

**Makes Floor Buying a Blast for The Guys!**

**Ladies… Do you want new floors, but you have trouble getting your man to go floor shopping with you?**

**Guys… Does being able to take a break and enjoy an ice cold beer or soda while you watch sports on our flat-screen TV sound like it would make floor shopping a little more fun?**

Dear Friend and Client,

 About 80% of our clients are women. That’s because it’s usually the ladies who are in charge of making most of the home decorating choices. I’ve discovered that most guys want a home they can be proud of, but they’d rather let the Lady of the house handle the decorating details. I think it’s because men generally don’t like shopping… Hey, I’m the same way!

 Well, Jimbo’s Floors makes the floor buying process fun for guys AND gals…

**End The “Headache” Of Buying New Floors**

I figure you have two options when buying flooring…

**Option #1—**Take a couple of Aspirin every four hours while you schlep from store to store, website to website, wading through the thousands of options, trying to figure out what’s what, losing sleep worrying about ACCIDENTALLY choosing a product that won’t match your décor, or look different once it’s installed, or fall apart in a year (in spite of the promises made by the company).

**OR…**

**Option #2—Visit Jimbo’s!!**

You see, we make the entire process Fun, Easy and “Headache-free!” Unfortunately, we’ve all heard the nightmare stories about buying flooring. Well, to turn the nightmare into a “dream come true,” I have developed a World Class Installation System. I specialize in knocking the socks off my clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and “Headache Free”! Here’s what you’ll enjoy when you visit Jimbo’s:

 **Man Cave—**Guys, while your lady is looking at our huge selection of flooring, you can join her or take a break and put your feet up in the Man Cave. Enjoy a nice cold beer or soda while you relax and watch our flat screen TV. We also have coffee, cookies, popcorn, and other goodies. (Ladies, we also have red and white wine. Enjoy a glass during your “Design Audit” and while you browse our store.)

**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’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 Floorsinstallers 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!

**Get Every 4th Room FREE During May!**

 Bring this letter to Jimbo’s Floors this month. Once you select the product you want, get flooring for any 4 rooms and get the materials for the smallest one FREE! (You only pay the installation!) Use on as many rooms as you like.

 **Also…** any friend of yours is a friend of mine. You can pass this letter along to a friend or relative who needs flooring, too. I’ll extend this same offer to them. You will be doing them a gigantic favor by referring them to a company they can trust. **PLUS…** you’ll be rewarded for your referrals!

 Okay, ladies—and gentlemen—I hope to see you soon!

*Your Friend,*

*Jim Armstrong/Owner, Jimbo’s Floors*

**During May you can get every 4th room of flooring FREE. But DON’T DELAY!! This offer 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!**

**What Others Are Saying About Jimbo’s Floors**

**“**We appreciated the Thank-you letters and the gift card. What a pleasant surprise! Roberto was very professional and easy to get along with. He always responded in a timely manner. Thank you for keeping us involved in the entire process. We were never left in the dark. You always kept us up to date and the entire process was completed in a very timely manner. You made us feel like we were your favorite clients! Oh, and the carpets are fantastic!”

 -**Ben and Laura Ubert, Pharmaceuitcal sales and Home Maker, Gridley**

“If I know of any of my friends that are looking to re-carpet their home, and I will certainly recommend Jimbo’s Floors. Thanks again, Jim, Sheryl and Roberto, for everything.

 **-Jeanette Ellington, Nurse, Marysville**

“My husband and I were referred to Jimbo’s by our Realtor after we experienced on going “nightmares” with the flooring store we originally had. We were told that if we wanted someone that was “phenomenal” and that would “hold our hand” and see us through until the very end and she knew the perfect person to do that for us. Roberto Gonzales of Jimbo’s Floors was that perfect person! He turned the nightmare we were having into an enjoyable process in purchasing flooring for our new home. He informed us of things we were completely unaware of and completely demonstrated the true meaning of customer service. He treated us like family and continues to do so even after our new hard wood floors were installed. They look AWESOME! We will be referring everyone we know to Roberto and Jimbo’s Floors!”

 -**Barry & Dianna Waller, Retired, Yuba City**

# “My tile and laminate look fantastic! Throughout the process, Sheryl always returned my phone calls and kept me updated on the progress of the new floors. She kept track of all the little details—I didn’t have to worry that something was going to be missed. A couple of problems came up during the installation, and I was so happy that Sheryl worked hard to make sure they were resolved. My experience with Jimbo’s Floors was fantastic! Thank you Sheryl for doing such a great job! I will recommend you to everyone I know!”

#  -Eva Sibley, Social Worker for Sutter County, Yuba City