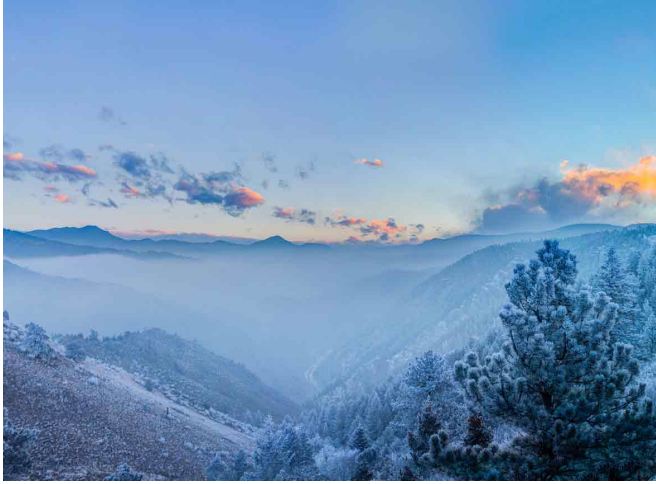




3 Flooring Industry
Lies That May Be
Holding You Back



Broadcasting From CO

Member Spotlight



***How A Floor Dealer From New York
Tripled His Revenue While Charging
Higher Prices Than His Competitors***



Jim Augustus Armstrong

FLOORINGSUCCESS
SYSTEMS



Paul Gardiner

Superior Floors
Middletown, NY

Lie #1: The Best Way To
Grow Your Business Is
By Spending \$\$\$ On
Expensive Complicated
Advertising

Lie #1: The Best Way To Grow
Your Business Is By Spending
A Fortune On Expensive,
Complicated Advertising



3 Tiers Of Marketing

Tier 1—Warm Market

Warm

- Design Audit
- Referral Connections
- Neighborhood Advisor and e-Home Advisor
- Referral relationships with other businesses

Tier 2—Targeted

Cold

- Google Ads
- SEO
- Target Farming
- Tradeshows
- Display ads
- Direct mail to targeted list

Tier 3—Broadcast

Cold

- Radio
- TV
- Billboards

Benefits of Tier 1

Inexpensive

It's simple

They trust you

Not price shoppers

Benefits of Tier 1

Easier to close the sale

Easier to get full margin

Differentiation

Instant market advantage



Higher Quality Traffic

“Jim, I replaced all my advertising with the Neighborhood Advisor and I’m busier than ever. Plus it attracts a higher quality customer. My residential margins are at 45%, and I just did a \$120,000 commercial job with 50% margins.”



“When my customers move, they give me their forwarding address so I can keep sending them the Neighborhood Advisor. None of my other advertising did this.” -Dan, MT



Tier 1: Marketing Multiplier Effect



Marketing Multipliers



Website/SEO/Google Ads

Marketing Multipliers



Website/SEO/Google Ads

- Investment: \$2,000/mo.
 - Generates 10 Walk Ins
 - 3 Closed Sales (national average)
- x \$3,000 = **\$9,000**

Marketing Multipliers



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- x \$3,000 = **\$9,000**

1. Design Audit sales system (+1)
2. Referral Connections System (+1)
3. Neighborhood Advisor past customer marketing(+1)



Marketing Multipliers



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- Investment: \$2,000/mo.
- Generates 10 Walk Ins
- 3 Closed Sales

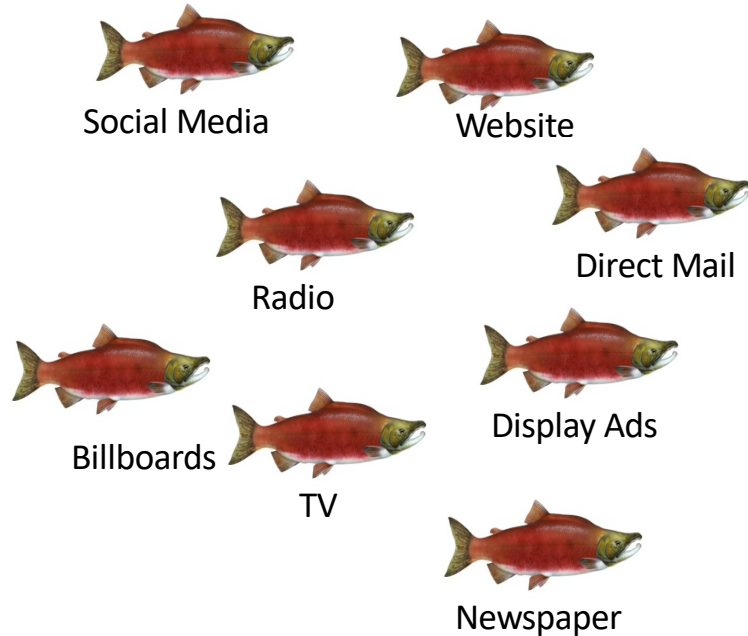
~~x \$3,000 = \$9,000~~

**5-6 Closed Sales
= \$15,000 - \$18,000**

1. Design Audit sales system (+1)
2. Referral Connections System (+1)
3. Neighborhood Advisor past customer marketing(+1)



Marketing Multipliers



1. Sales Closer System (+2)
2. Referral Marketing System (+2)
3. Market to past Customers (+1)



**Tier 1 Strategies Can Exponentially
Grow Your Revenue**



Lie #2:
Consumers Only
Care About Price

These Dealers Are Proving The Industry Wrong...

“We increased our margins from 25% to 60%. Our clients are happy to pay it, and send us referrals.”

-Norberto Rivera, LaValle Flooring, Valley City, ND

“Within 4 months of joining FSS I increased our margins from 25% to 50%. I’m consistently booked solid for two months or more.” -Jerome Nowowiejski, Brownwood Decorating, Brownwood, TX

“Over the last 12 months we increase our margins from 37% to 45%. This month we’re up \$200k over last year.”
-Scott Mangus, Vinings Floor Covering, Woodstock, GA



Strategies To
Increase Your
Margins

Implement The Core 3 (Tier 1)



Neighborhood
Advisor



Referral
Connections



Design Audit

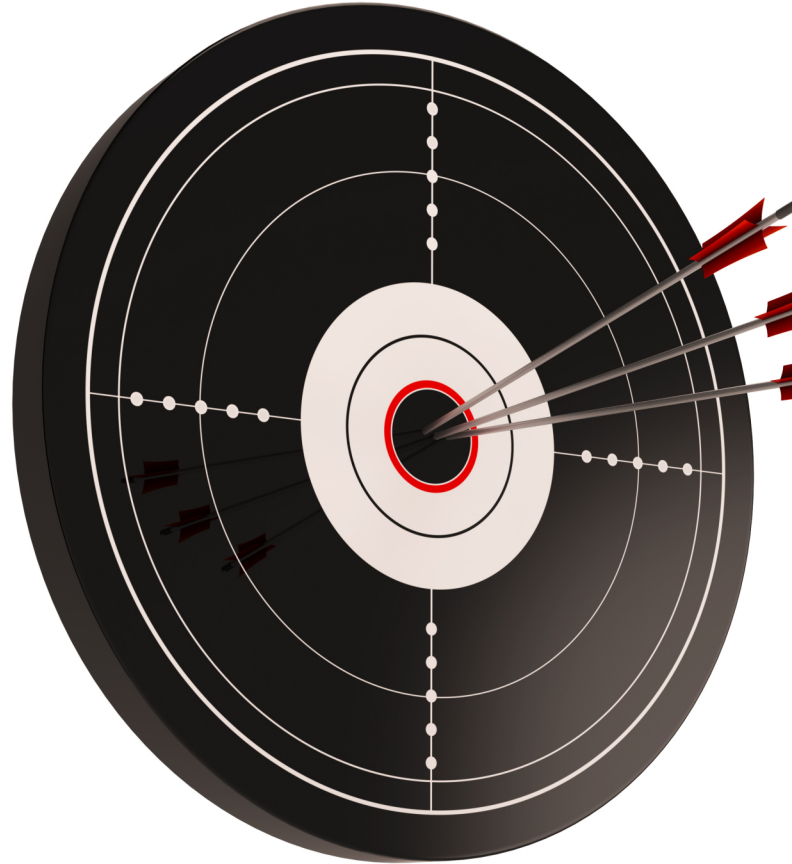
Create A Zero Resistance Selling Environment



The image features a dark grey background with three overlapping, semi-transparent blue circles arranged horizontally. A white horizontal band cuts across the middle of the circles. The text "Just Increase Your Damn Prices!" is centered within this white band in a dark blue, sans-serif font.

Just Increase Your Damn Prices!

10-Quote Challenge



Lie #3:
60+ Hour
Work Weeks



3 Steps For Taking Control of Your Business

1

Determine
where you are
at

2

Determine
where you'd like
to be (Goals)

3

Create a plan to
bridge the gap

Q&A

The image features the text "Q&A" rendered in a bold, three-dimensional blue font. The letters are thick and blocky, with a slight shadow cast beneath them onto a light yellow rectangular base. The background is a plain, light gray gradient.