

**“If You Aren’t Happy With Your**

**New Flooring…**

**I’ll Replace It FREE!”**

**Plus…How you can get a FREE Sebo Vacuum cleaner!**

**“Have I Lost My Mind?!?”**

Jim Armstrong

*Fearless Leader Of Jimbo’s Floors*

Dear Friend and Client,

You can rest assured that I have NOT lost my mind, that I am totally sane, and that my outrageous “No Regrets” guarantee is completely real: ***when you buy new flooring from me, if you aren’t happy with it, I’ll replace it FREE in the first 30 days!*** However, my accountant Stanley Pennyfingers *definitely* thinks I’ve lost my marbles! Before he went on vacation to Detroit with his mother, he warned me not to offer the “No Regrets” guarantee under **any** circumstances! He said I was crazy. He said I would lose my shirt. He said **no** **other** flooring dealer offers this kind of guarantee!

But I decided to throw caution to the wind! (Boy, Pennyfingers is going to be ***grumpy*** when he gets back on April 1st and finds out what I’ve done!)

Anyway, I offer this amazing guarantee because flooring is the biggest interior decorating decision you will ever make, and I want you to be head-over-heels thrilled with your selection! When you buy flooring from me, you never, ever have to worry about accidentally choosing the wrong floor. So if you are unhappy with the flooring, I’ll replace it one time free of charge with another style of equal or lesser value. If the new flooring you select costs more, you simply pay the difference. (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!



**I Make The Entire Process Fun, Easy and “Headache” Free**

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 during my World Class Installation System:

**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!

**You Are Also Protected By My 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. **(Yep…Pennyfingers is definitely not going to like this.)**

***\*\*\*\*\*Spring Special\*\*\*\*\****

**The First 13 Clients Will Get A FREE German-Made Sebo Vacuum**

**(Hoo-boy…Pennyfingers is going to blow a fuse when he finds out about this.)**

Sebo vacuums were designed in 1978 by a team of German engineers. Here are just a few of the benefits of these amazing machines: (NOTE: You can become a Sebo dealer by going to [www.Sebo-Vacuums.com](http://www.Sebo-Vacuums.com). OR substitute with your own vacuum.)

* Automatically adjusts itself to the optimum cleaning height—this guarantees optimal cleaning performance and protects carpets and hard surfaces
* Switches off automatically when jammed, blocked, or if the bag is full
* Bags load into the machine automatically…just close the cover!
* Works on all types of carpet—cleans incredibly well on hard surfaces!
* Slimline design—the automatic X is an upright but can adjust to lie flat with a clearance of only 5 ½ inches. It will easily go under your beds!
* And much, much more!

**When you buy $2,500 worth of flooring by April 30th, I’ll *GIVE YOU* one of these fabulous machines! But Pennyfingers will be back on May 1st, so this offer is limited to the first 13 clients who respond by the April 30th deadline.**  After that, you’ll still get all the guarantees, but there’s no way Pennyfingers will let me keep giving away free vacuums. (Sheeesh! Is he going to be upset!)

**What To Do Right Now—**Bring this letter into the showroom before April 30th (before Pennyfingers gets back!) and get your brand new flooring, the “No Regrets Guarantee,” the Lifetime Installation Warranty, and your FREE Sebo Vacuum!

 Sincerely,

 Jim Armstrong

 **Get a FREE German-Made Sebo vacuum when you buy $2,500 worth of flooring before April 30th!**

 **You are protected by my “No Regrets” Guarantee: If you aren’t happy with your new floors…I’ll replace them free in the first 30 days!**

**My accountant Stanley Pennyfingers *definitely* thinks I’ve lost my marbles! He warned me not to offer the “No Regrets” guarantee under any circumstances! So when he finds out that I’m not only offering this guarantee, but I’m also GIVING AWAY VACUUM CLEANERS, he’s going to be very upset. So you’ve got to take advantage of the free vacuum offer before he gets back from vacation on May 1st.**

**Who is the next person you know who needs new flooring, window coverings, counters, or bath or tub enclosures? Can I count on you to pass this letter along to them? You will be doing them a GIGANTIC favor by referring them to a professional they can trust!**

**Don’t forget about my Referral Rewards program! Every time you refer someone who becomes a client, I will send you a gift certificate for two passes to the Movies-8 Cinema. And Hey! What’s a movie without popcorn? The gift certificate will also cover a big box of hot, buttered popcorn and sodas!**

**Jimbo’s Floors**

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