

**“5 Reasons To Drop Everything**

**You’re Doing And Race Over To**

**Jimbo’s Floors In September**

**And Beat The Holiday Rush!”**

**Reason #1: Get A “Preferred Client” Discount AND Help A Family In Need With Jimbo’s Floors 50/50 Program!**

Jim Armstrong

Dear Friend & Client,

It’s hard to believe that Summer is just about over and we’re heading full steam into the holidays. Because you are a preferred client, I want to make sure you get this important message and beat the holiday crowd.

**Jimbo’s 50/50 program…**

The holidays are a precious time for gathering with family and celebrating. However, there are a lot of families in Yuba and Sutter counties who are facing a bleak holiday season. We want to do our part to make their holiday gatherings bountiful, and give you an opportunity to help. So during September, for every $1,000 you spend on flooring, Jimbo’s will donate $50 to the Yuba/Sutter Food Closet, and give you $50 off your purchase. No purchase limit. (If you buy $10,000 in flooring, you’ll get $500 off your purchase, and the Food Closet will get $500.) Let’s help make it a happy holiday season for our less fortunate neighbors.



**October is already half full…**

**And we are booking up fast!**

I want to make sure that you and all the rest of my **preferred** clients have the chance to get the few remaining openings I have in my schedule before Thanksgiving and Christmas. So I need to warn you that…

As I write this letter, my October schedule is over half full, and filling up quickly!! Last year when November 1st rolled around the entire month of November was booked solid as well as 2 weeks in December! It was very difficult, if not impossible, for my preferred clients who called at the last minute (or even 2 weeks ahead of time) to get an appointment before the Holidays.

Dozens of new clients from the general public are buying flooring and scheduling installations each week, and I don’t want my previous clients to get locked out. I implore you to RUN (don’t walk) to Jimbo’s Floors. I am taking appointments up through January. If you book your installation 2, or 4, or even 6 weeks in advance, you will be sure to get the exact time you want!



**Free “Early Bird” Christmas Gift For Preferred Clients!**

The first 14 clients who visit my store by Wednesday, September 30th and buy flooring will receive a gift certificate for a dozen cookies from the Cookie Tree! Ah, the magic words…*Cookie Tree*! I love Cookie Tree cookies, and so do most of you. They’re a confectionary miracle! So, the first 14 clients who buy flooring by September 30th will receive a gift certificate for a dozen Cookie Tree cookies! You’ll get the gift certificate even if your flooring is not installed until after Christmas.



 I am only giving away 14 gift certificates! Last year when I made this same offer, we got 14 visitors
immediately, and we ran out! If you delay, it’s a sure thing that someone else will get your gift certificate.

Also, September 30th is only a short time away, so don’t wait. Put down whatever you’re doing and sprint on over to Jimbo’s Floors!!





**Make Your Home Sparkle For The Holidays!**

All interior decorators know that the first thing people notice is your floor. Wouldn’t it be nice to impress your holiday guests with gorgeous new floors! Think how fantastic your holiday decorations and trimmings will look with brand new, beautiful floors!



**You Get A “100%, Iron-Clad Triple Guarantee!”**

**1. Zero Regrets Guarantee! If you don’t like your flooring, I’ll replace it FREE in the first 30 days!** (You only cover the installation cost.)

**2. Lifetime Installation Warranty!**

**3. Installer Professionalism Guarantee!**  My installers are neat, clean, well-groomed, well-spoken and professional. AND they are trained and certified.

I’m **NOT** making these offers available to the general public. It’s for previous clients of Jimbo’s Floors only.



Any Friend Of Yours Is A Friend Of Mine!!

Who is the next person you know who is in need of new flooring for the Holidays? Please pass this letter along, and I’ll extend this offer to them as well. You’ll be doing them a really big favor by recommending a flooring professional that they can trust.

Sincerely,



Jim Armstrong

President, Jimbo’s Floors

530-790-3338



 **Get new floors for the holidays AND help a family in need! With Jimbo’s Floors 50/50 Program, for every $1,000 you spend during September, we’ll give you a $50 discount AND donate $50 to the Yuba/Sutter Food Closet!**

**As I write this, October is half full and filling up quickly. Book your installation NOW before it’s too late!! Call me at 530-790-3338, or visit my showroom at 479 Jones St. in Yuba City.**

 **The first 14 clients who buy flooring by September 30th will receive a FREE gift certificate for a dozen Cookie Tree cookies! Don’t Delay!**

 **Who is the next person you know who could benefit from my service? Can I count on you to pass this letter along to them? You’ll be doing them a gigantic favor by referring them to a flooring dealer they can trust.**

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

**What Others Are Saying About Jimbos 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**
* “My husband and I were referred to Jimbo’s by our Realtor after we experienced ongoing “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.

**Jimbo’s Floors**

**479 Jones St., Yuba City ● 530-790-3338 ● www.JimbosFloors.com**