



**The “Coach”**

Greetings Flooring Success Systems Member,

I developed the *e-Neighborhood Advisor* system to give Platinum members a powerful tool to stay in constant contact with their past clients with **fun, informative, welcome, value-added communication**. Using this system, you will be able to “touch” contacts on your list every single week with virtually no cost.

**WARNING:** The *e-Neighborhood Advisor* does not replace mailing the printed *Neighborhood Advisor* each month to your list. It’s a *supplement* to the printed newsletter. I’m a big believer in using email as part of an overall marketing mix, along with direct mail and other marketing. However, if you rely strictly on email, your results will suffer. So I’ll say it again: the *e-Neighborhood Advisor* is a supplement to, not a replacement for, the printed *Neighborhood Advisor*. Ignore this advice at your own peril.

Having said that, just between the *e-Neighborhood Advisor* and the printed *Neighborhood Advisor*, you’ll touch the contacts on your list 64 times per year! There are a LOT of benefits in doing this, including:

* You’ll make more money
* You’ll get more referrals
* Total “top of mind awareness”
* Differentiates you from all the other floor dealers
* Positions you as a Trusted Advisor
* Helps lock your clients in an “iron cage” away from competitors

The e-Neighborhood Advisor is designed to help you profit from many segments of your list:

* Past clients
* Referrals
* Prospects
* Delayed leads
* Joint Venture partners

Everyone who comes through your business should be subscribed to the *e-Neighborhood Advisor* as well as the printed *Neighborhood Advisor*. Many of the prospects that leave without buying *will* buy from you in three to twenty-four months…*if* you stay in front of them.

**Audio Tutorial**

To learn how to maximize profits with the e-Neighborhood Advisor, as well as get tips on setting it up to run on auto-pilot, listen to the “E-Neighborhood Advisor” coaching calls on the Platinum members-only site.

**Instructions**

1. **Email manager.** If you don’t currently have a system for managing bulk email, you need to get one. A couple of free/inexpensive options are Constant Contact and Mail Chimp. I’ve used Constant Contact, it works well, and I’m familiar with its functions.
   1. To make email marketing easier, your email manager should be able to send out bulk emails on dates you specify ahead of time. For example, you should be able to create four e-Neighborhood Advisor emails for December. Then specify which date each email will get sent. Constant Contact does this.
2. **Copy and paste the tips into the blank email editor.** 
   1. You’ll notice that the e-Neighborhood Advisor email messages are formatted so they are only about 1/3-page width, and they are broken up into 1-3 sentence paragraphs. This is done on purpose so the emails are easier to read. If someone opens your email and sees big blocks of text, they are less likely to read it.
   2. Always use Ariel font or another sans serif font. Sans serif fonts are easier to read on computer, and marketing tests have shown that marketing messages get better response when using this kind of font.
3. **Import the *e-Neighborhood Advisor* graphic.** 
   1. Use this as the email header
   2. An easy way to do this is to create an e-Neighborhood Advisor template in your email manager. Paste the graphic into the template and save it. Now you can just copy this template each time you create a new e-Neighborhood Advisor message.
4. **Subject line.** The subject line is the “ad for the email.” These function as attention-grabbing headlines, just like you’d have in a good direct response sales letter. These should make the contact curious, so they open the email. We’ve included subject lines with each installment.
5. **The P.S.** The Postscript contains a different U.S.P. each week. Feel free to change these as the situation warrants.
   1. Use testimonials in your P.S. Include photos and a link to an audio of the testimonial.
6. **Special offers.**
   1. You can put in a special offer for the P.S. instead of the message we’ve provided. Keep in mind that the e-Neighborhood Advisor is using the “infotainment” strategy. It should be a mix of 80% fun, informative, valuable information, with 10%-20% about your services. If you make it into 100% sales pitch, your contacts will get bored and simply delete the messages. That’s why the special offer is in the “P.S.” Keep the special offers about the same length as the P.S. we’ve provided.
   2. Option: Refer them to your printed Neighborhood Advisor when making an offer. For example, “P.S. Don’t forget that until November 15th you get every fourth room of flooring FREE! See the insert in the November Neighborhood Advisor for details.”
7. **Sending it out.** The easiest way to do this to take 30 minutes and load up an entire month’s worth of e-Neighborhood Advisor messages into your email manager and schedule them to go out automatically. Do this once per month.
8. **Managing your subscriber list.** There are lots of ways to do this, so I’ll outline how I did it when I used Constant Contact (before I switched to specialized software for managing my marketing campaigns).
   1. Create an “E-Neighborhood Advisor” subscriber list in your email manager.
   2. Import all the contacts that you want to get the e-Neighborhood Advisor.
      1. Past clients
      2. Referrals
      3. Prospects
      4. Delayed leads
      5. Joint Venture partners
   3. Work directly in this list whenever you add or delete subscribers.
   4. Again, there are other ways to manage your list, but this is the simplest without getting into using specialized software.
9. **SPAM compliance.** There are two parts to SPAM compliance:
10. **Permission.** Whenever you send out bulk email messages, you have to have permission from everyone on your list to email them. If someone gives you their email address, this constitutes permission. (i.e. when you get their email address during the Design Audit, or if someone opts in to get the Consumer’s Guide via your website, or if someone signs up for a contest and gives you their email address, etc. These all constitute permission.)
11. **Opt out method**. You must provide a method for them to opt out. The nice thing about Constant Contact is it manages opt outs for you. It includes an opt-out link at the bottom of every message you send. It also manages the opt outs in the database. For example, let’s say a person with the email address Grumpy@Grump.com opts out. Constant Contact tags this email address as having opted out and blocks emails from ever being sent to it. Even if you don’t delete this contact, or if you accidentally upload it again, Constant Contact recognizes this address and blocks emails from being sent to this address. Bottom line: the SPAM management happens automatically so you don’t have to mess with it.

**Send Out An E-Mail Version Of The Monthly Insert**

Another effective way to market to your list is to convert the *Neighborhood Advisor* insert into an email and blast it out to your list.

Platinum Member, Mike Phoenix of Orange Connecticut, took a November *Neighborhood Advisor* insert and converted it into an email campaign. He sent me the following message:

*Jim, this is an email version of this month’s Neighborhood Advisor insert. So far we have $31,365.51 in sales on ten orders. We still expect to write more sales as we have until 11/19.  
  
We give everyone that shops our store a copy of the Neighborhood Advisor along with the insert and tell them about the promotion which helps close orders by putting a sense of urgency on it.  
  
In a time when I have had several sales reps come in and tell me how bad business is throughout Connecticut, we are up 44% over last year.  
  
Thanks,  
  
Michael J Phoenix  
Flooring Design Specialist  
Floor Décor*

Think about this… so far Mike has made over $31k with a marketing strategy that cost him ZERO! Way to go, Mike!   
  
Below is the email Mike sent out. This is a virtual word-for-word email version of a Neighborhood Advisor insert. He used Constant Contact for this.

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| |  | | --- | |  | | |  |  | | --- | --- | | |  | | --- | |  | | | |  | | --- | | ***Floor Decor's***  *Thanksgiving for All* |  |  | | --- | | ***Floor Decor***  363 Boston Post Road Orange, Connecticut 06477 203-298-4081 |  |  | | --- | | **Dear Michael,**  Thanksgiving is one of my favorite holidays, but for some less fortunate families, Thanksgiving is not so great. While the rest of us are enjoying turkey, sweet potatoes, gravy, and stuffing there are many families going hungry.  This holiday season, Floor Decor has teamed up with the Connecticut Food Bank for their annual **"Thanksgiving for All Food Drive."** The good people at CFB are collecting hams and turkeys to distribute, but they need side dishes and other fixings.  Now you can get a Thanksgiving Discount on Gorgeous New Floors for the Holidays **AND** Help a Family in Need at the Same Time!  Your Friends at Floor Decor | | | Anchor   |  | | --- | | ***So for every 5 canned food items you bring to Floor Decor from***  ***11/1/11 through 11/19/11***  ***you'll get a special appreciation discount on your flooring purchase:***  Donate 5 Cans - Purchase $ 997 in New Flooring - Get a $103 Discount.  Donate 10 Cans - Purchase $1997 in New Flooring - Get a $211 Discount.  Donate 15 Cans - Purchase $3997 in New Flooring - Get a $327 Discount.  Donate 20 Cans - Purchase $5997 in New Flooring - Get a $451 Discount.  Donate 25 Cans - Purchase $6997 in New Flooring - Get a $583 Discount.  **All the food will be donated to the Connecticut Food Bank's East Haven Warehouse. We need your food donations in time for Thanksgiving, so you must bring your donation to our showroom by Saturday November 19th**  **to get the discount!**    **Don't need new floors right now? You can still help! Just bring your canned food items to Floor Decor by November 19th and we'll make sure it gets delivered to the Connecticut Food Bank.** | | | |  | | --- | | *Happy Thanksgiving*! | | | | |  | | --- | |  | | |  |  | | --- | --- | |  | 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? You'll be doing them a really big favor by recommending a flooring professional that they can trust.  Plus, I'll send you your choice of a gift certificate for two passes to the Connecticut Post 14 Cinema De Lux or a $50.00 Gift Certificate for dinner for two. | | **Offer Expires: November 19th, 2011** | | | | |

TIP: If you send out a promotional email like this and get good results, send it out again a few days before the deadline, but include the following message above the original email:

Subject line: Did I forget you?  
  
Hi <first name>,  
  
I sent out an important, time-sensitive message last week explaining how you can help a family in need this Thanksgiving AND get a big discount on your holiday flooring. Here’s the message again in case you missed it.  
  
Mike  
  
**Message I sent last week:**  
  
(original email)

**This Month’s e-Neighborhood Advisor Installments**

**Begin On The Next Page**

# Week #1

# *Subject line*: Best Christmas Trivia

### Whether you're looking to liven up your family Christmas get-togethers or want an edge against a competitive (but fun!) family trivia contest, Country Living magazine has got you covered with the best Christmas trivia questions for you to challenge your holiday guests with at this year's Christmas party. Test your friends' and family members' knowledge of the most wonderful time of the year with these fun trivia facts, perfect for a lively game post-dessert.

**Question:** When were gingerbread houses invented?

**Answer:** Quite a while ago, actually! They're thought to have been invented in Germany during the 16th century and rose in popularity with the Brothers Grimm's Hansel and Gretel story, according to PBS.

**Question:** How many U.S. households celebrate the holiday season by putting up a Christmas tree in their homes?

**Answer:** If you guessed more than 95 million, you'd be right! According to the American Christmas Tree Association, 77 percent of American households displayed a Christmas tree in 2019.

**Question:** How many packages does USPS deliver during the holidays?

**Answer:** Per estimates from the United States Postal Service, USPS mail carriers delivered more than 28 million packages every day between Dec. 16 and 21, 2019, and averaged 20.5 million packages per day through the remainder of the year. They projected 800 million packages reaching Americans' doorsteps between Thanksgiving 2019 and New Year’s Day 2020.

**True or false:** "Jingle Bells" was always intended to be a Christmas song.

**Answer:** False! The now-classic holiday tune "Jingle Bells" was written in the mid-19th century by James Pierpont while he experienced a bout of homesickness while living in Savannah, GA. Though debated, some believe it was originally written for the Thanksgiving program at his father's church.

**Question:** What two things made red and green popular Christmas colors?

**Answer:** Holly and Coca-Cola. While the tradition of red and green holly dates back to Roman winter solstice celebrations, the Coca-Cola company also played a role. The soda makers popularized the plump and jolly red-suit-wearing Santa in an ad in 1931, Arielle Eckstut, co-author of Secret Language of Color told NPR.

**Question:** How many Americans buy artificial Christmas trees?

**Answer:** More than 80 percent. In 2018, 82 percent of Christmas trees in American households were artificial, according to the American Christmas Tree Association.

**Question:** How long have candy canes been around for?

**Answer:** The first record of candy canes in America goes all the way back to 1847 when a German immigrant used them to decorate his holiday tree, according to the National Confectioners Association. (Prior to that, legend says they were invented in 1670 by a choirmaster in Cologne, Germany.) Nowadays, the iconic Christmas candy is a holiday staple with more than 1.2 billion produced and sold each year.

**True or false:** Sending Christmas cards is no longer a popular tradition.

**Answer:** False! Though numbers are down from previous years, over 1.6 billion cards are sold in stores around Christmas, the Atlanta Journal-Constitution reported in 2016. Plus, there are even more that are handcrafted and mailed or sent digitally.

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S.** **All of our products come with a 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. 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.**

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**Week #2**

# *Subject line:* Weird human body facts

The human body is one of the weirdest things around. We’re full of all kinds of squishy fluids, we got our start as a single cell, and we each have a skeleton inside of us. But the weirdness doesn’t stop there: *Lifehacker* shares strange facts about the human body that you probably never realized.

## Babies have more bones than adults

You may have heard that a person has 206 bones. That’s sort of true: Most adults have somewhere around that number. You’ll never know exactly how many you have, anyway, since a lot of them are little bitty bones like sesamoids in your finger joints.

Babies, though? They have even more. The average baby has about 300 bones. That’s because a lot of things that are one bone in an adult are actually multiple separate bones, joined by cartilage, in little ones. Take the skull, for example: babies’ “soft spot” is just the cartilage in between some of the head bones that haven’t fused together yet.

### Humans glow

Do you think bioluminescent animals, like anglerfish, are cool? Good news: You glow too, in a similar process called biophoton emission. The chemical reactions in our cells throw off tiny amounts of light that scientists have been able to capture with ultra-sensitive cameras. You can’t see the glow with the naked eye, though—it’s a thousand times weaker than what we can detect.

**Your appendix isn’t useless**

The appendix, that little wormlike thing that dangles off our large intestine, was once thought to be a mystery, a vestige of something in our evolutionary past. (Rabbits, for example, have a much larger intestinal pouch in that same area, which they use for digestion.)

It turns out that our appendix, far from being a useless lump of flesh, is full of tissues associated with the immune system. The current thinking is that it may serve as a backup storage site for our “good” gut bacteria, the better to replenish them after something like a bout of diarrhea.

**Goosebumps are your skin trying to fluff up your body hair to keep you warm**

Have you ever seen a bird on a cold day with its feathers all ruffled up, so it looks like a little puffball? Or a squirrel, doing much the same thing with its fur? That’s what your body is doing when you get goosebumps: Standing up each of your body hairs to better trap air underneath them to keep you warm.

It doesn’t work very well, of course, since we don’t have that much body hair. But if you look closely, you’ll notice that each goosebump is located at a hair follicle. There is actually a tiny muscle that contracts to pull the hair upright.

## You only breathe through one nostril at a time

When you get a cold and have a stuffy nose, you may notice that only one nostril is stuffed up at a time, and which nostril that is changes throughout the day. That’s because we only breathe through one nostril at a time, even when we’re healthy. (The nostril that’s stuffed is just the one that happens to be resting at the moment.)

This is called the nasal cycle, and you can prove it to yourself by putting a hand under your nose. You’ll probably feel your breath more on one side than the other; if you feel it in both, you’ve caught the cycle during its transition. Wait a little while and feel again.

## We have invisible stripes

Tiger stripes aren’t just for tigers; human skin has a similar stripey pattern. We just can’t usually see it.

Our stripes, called Blaschko lines, are formed as our cells are dividing and our body is growing in utero. These rows of cells, including skin cells, look identical and are thus not visible as stripes—most of the time. But certain rashes will follow the lines, making them visible, and sometimes they can be seen under powerful-enough ultraviolet light.

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

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**Week #3**

# *Subject line:* Holiday cooking and baking fails & fixes

If you’ve ever searched for recipes or baking ideas on the internet, you’ll see a treasure trove of beautiful glossy images. Cookies perfectly decorated, a roast cooked to perfection and vibrantly colored vegetables that make the perfect pairing.

But for as many beautiful images there are flooding the internet, there are an equal amount of... let’s say honest images. From those bakers who gave it their all, taking on the seemingly easy task of creating perfection only to land a little short. Self-proclaimed FAILS.

Now these ambitious bakers didn’t do it all wrong. Baking is a science! One missed step could have led their recipe astray. Not enough water? Too much heat? One slight deviation from the recipe can lead to a FAIL.

*Improving Life at Home* shares the most common holiday baking fails and how to fix them.

**HOMEMADE PIE CRUST**

**FAIL:** Crust cracks when rolled, baked, burns easily or shrinks.

**Fix:** Think cold! When making pie crust chill all your ingredients in advance (and not just the shortening). After mixing, form a flat disc, cover with plastic wrap and allow it to rest in the refrigerator before rolling. Roll your choice from the center out, not back and forth, in all directions applying even pressure. Unlike bread dough, you want to handle pie crust as little as possible to keep the dough light and flaky.

**UNEVENLY COOKED MEAT**

**FAIL:** Burned on the outside, frozen or rare on the inside.

**Fix:**If you’re working with a frozen turkey or roast, allow proper time for it to defrost. Sometimes this process can take days, so plan ahead. When you are ready to cook, give your meat some time to reach room temperature. Thicker meats that are transferred from the refrigerator to the oven will often have a bullseye effect – well done on the outside and rare on the inside.

**COOKIE CUTTER COOKIES**

**FAIL:** Cookies spread when baked and lose their shape.

**Fix:** Use parchment paper to line baking sheets and chill dough. After you’ve made your dough, let it rest in the refrigerator for an hour before you begin to roll and cut out shapes. After you’ve cut out shapes, place the baking sheet back in the refrigerator and allow the cut outs to chill for an hour or more before baking.

**HARD BOILED EGGS**

**FAILS:** Eggs turn brown between yolk and egg white. Hard to peel.

**Fix:** Bring eggs and water to a boil together. This will allow the eggs to cook evenly and lessen the chance for the eggs to overcook. After bringing to a boil place the eggs in an ice bath to stop the cooking process. For easy peeling, use older eggs. Newer eggs have lower pH and cause the egg white to adhere to the membrane. If you don’t have older eggs, you add some baking soda to into the water to increase the pH.

**VEGETABLES**

**FAIL:** Veggies turn mushy and colors become muted or even turn brown.

**Fix:** Don’t forget to shock your vegetables. Adding vegetables to an ice bath can stop the cooking process, keeping your vegetables crisp and colorful. Try adding salt to the ice bath for additional flavor. The salt will be absorbed into the outer layer of the vegetable to add flavor.

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S. When you buy floors from us, you are protected by our Installer professionalism guarantee!**

**Our 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!**

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**Week #4**

***Subject line:* Exercises to offset too much sitting**

Prolonged sitting is an unavoidable reality for many. Between holiday lounging and lots of us spending more time inside as the pandemic continues, it's inevitable that we're spending even more time being sedentary.

All that added sitting is putting our health at risk, according to *CNN*. In addition to being a risk factor for many life-threatening cardiovascular and metabolic diseases, excessive sitting can lead to depression, chronic pain and increased risk of physical injury. It's important for us to become aware of our sitting habits and do what we can to counteract them. **Our cat, Fifi tried to help us model the breathing bridge exercise. We think he nailed it!**

**Important note:** Consult your physician before starting any new exercise program. Use caution and stop if you feel any pain, weakness or lightheadedness.

### Supported warrior one with hip flexor release

This move stretches out tight hip flexors and compressed side waist muscles from too much sitting.

Place your left hand lightly on top of a chair or desk and move your right foot back so that your left leg is in a short lunge position. Drop your back heel and point your toes out slightly.

Bend your front knee to align above your ankle, keeping your back leg straight. Inhale as you lift your right arm up and over your head. Exhale as you side bend to the left, feeling your left lower ribs rotate inward. Avoid arching your lower back.

Press the front of your right hip forward to release your right hip flexors. Hold for three long, deep breaths. Repeat on the other side.

### One-arm doorframe stretch

This stretch provides relief of tension in your chest muscles and the front of your shoulders that come from slumping in a seated position.

Standing and facing an open doorway, place a forearm on the doorframe with your elbow bent to 90 degrees at shoulder height. Your upper arm should be parallel with the floor.

Rotate your body away from your arm until you feel a stretch in the front of your chest. Hold for three long, deep breaths, keeping your back neutral and lower ribs down. Repeat on the other side.

### Supported windmill twist

This exercise relieves the upper-body rigidity caused by a static sitting posture.

Standing and facing a desk or counter, sit back slightly into a shallow squat position, then hinge from your hips to bend over and place your left forearm down on the desk or countertop.

Keeping your knees bent with your hips and low-back neutral, inhale as you reach your right arm forward and rotate from your shoulder, mid-back and rib cage to twist open to the right, reaching your hand upward. Hold for three breaths, using your respiration to facilitate the twist.

Focus your inhalations on the open side of your rib cage (the side you're turning to) and exhalations on the opposite side, where you can use side waist muscles to internally rotate your ribs and enable further rotation of your rib cage and mid back. Unwind and practice the rotation to the left from the same starting position with your right forearm down.

### Wall angels

Wall Angels, also known as scapula (shoulder blade) wall slides work to strengthen your back muscles to counteract the overactive muscles in the front of your body that pull you into a slouched position while seated.

Stand with your back against a wall, keeping your feet hip distance about 6 to 8 inches from the wall. Bend your knees slightly to use some leverage from your legs and core to help push your entire back into the wall with your lower back as flat as possible. Rest the back of your head against the wall, directing your gaze forward.

Raise your arms up to shoulder height, bending your elbows to 90 degrees with your shoulders, elbows and backs of your hands against the wall. Inhale as you slide your hands and elbows up the wall until you start to feel like it's difficult to maintain the touch points of your back, head, shoulders, elbows and hands against the wall. Exhale as you slide your arms back to 90 degrees.

Repeat this motion through five long, deep breaths. With every exhale, concentrate on moving your lower ribs in, back and down while also pulling the base of your shoulder blades down.

### Breathing bridge

This positional breathing exercise strengthens your diaphragm, core and glutes while releasing your hip flexors to establish an optimal rib cage and pelvis position for better overall posture.

Begin on your back with your knees bent and feet on the floor, hip distance apart. Place a foam yoga block, foam roller or rolled towel between your legs to engage your inner thighs and avoid your hips externally rotating and knees splaying out. Place your hands on your lower ribs so you can feel them moving in and out horizontally with each phase of your breath.

You want to avoid upward movement of your rib cage while breathing, and you shouldn't feel any stress or tension in your jaw, neck or shoulders.

Exhale fully, drawing your lower ribs in toward each other, feeling your core turn on and your ribcage move downward. At the end of that exhale, without breathing in yet, tuck your tailbone, flattening your low back and lifting your hips approximately 3 or 4 inches off the floor.

Avoid arching your low back. Maintaining the bridge posture, inhale, trying to expand your ribs out to the sides.

Hold this position using the strength of your core and glutes, taking five long, deep breaths, focused on horizontal rib movement. Repeat for a total of two sets of five breaths.

Adding these simple exercises to your daily routine will help improve your posture, reduce neck pain and backaches and boost your overall health and wellness.

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S.** **End the headache of shopping for new floors with our FREE Design Audit!™**

**The Design Audit™ 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.**

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