



Dobson's Flooring America Making a Good First Impression

WALK INTO ANY ROOM of any size in any building, and you'll find a floor. No other surface takes as much abuse as the one underfoot, or has more potential to make a lasting first impression. The professionals at Dobson's Flooring America know this; but with almost 40 years of experience to their name, they don't just know flooring, they also know how to provide a superior floor-buying experience for their customers.

"We're trying to provide people with a different shopping experience," says Dobson's Flooring America President Suzanne Brown. "Customers can see that it looks and feels different here." That difference, apparent in every aspect of Dobson's approach, begins with the very construction of their Frisco facility. In business since 1973 in Dallas, Dobson's Flooring America expanded to a new location in Frisco in July of 2009. When it opened, the 9000 square foot store at 8810 Lebanon Road was the first LEED-certified structure in the city of Frisco. Certification of Leadership in Energy and Environmental Design (LEED) provides independent, third-party verification that a building project is environmentally

responsible and a healthy place to do business.

Dobson's Flooring America has also embraced its environmental responsibility from a product standpoint as well, says Ms. Brown. "We try to have a superior offering of products that are environmentally responsible. For some customers that may mean products containing recycled content, or products that contain low VOC emissions, because a lot of people are chemically sensitive now." With the surge in popularity of hardwood floors, Dobson also promotes wood flooring endorsed by Forest Stewardship Council, which is concerned with the responsible harvesting of trees. "We try to have a lot of products on the hardwood floor side that are domestically made," says Ms. Brown. "The Forest Stewardship Council wants manufacturers to be able to provide documentation from start to finish of the forest where the trees came from. With a lot of these imported products you don't know if the wood was responsibly harvested." Ms. Brown says that buying materials that are made domestically allows Dobson to not only remain environmentally responsible,

but also allows the company to support American workers.

As a company that places a high value on responsibility and the good stewardship of resources, Dobson's Flooring America recognizes that its most important resource is its people. Ultimately, says Ms. Brown, Dobson's provides customers with the best floor buying experience because of their outstanding staff. "We don't really view our sales people as just sales people. We don't even like to use that term. Our people are really more flooring consultants." In an industry marked by high employee turnover, Ms. Brown says that the members of Dobson's sales staff have an average tenure of more than ten years with the company. "In our industry, that is kind of unheard of," says Ms. Brown. Because it is an employee-owned company, customer service takes on a new level of importance at Dobson's Flooring America. "Every employee from sales to accounting to the warehouse has a vested interest in making sure we have happy customers who want to come back," says Ms. Brown.

Unlike the shopping experience offered by many of their competitors, Dobson's

customers are uniquely able to depend upon one skilled representative to act as their consultant and advocate through the entire process of selecting and installing their new floor. "In our company, the consultant who works with you in the showroom is the same one who comes to your home, puts your estimate together and communicates all the instructions for the installation department. They basically walk with you through the whole process, from start to finish." And when the job is ready for installation, customers can rest easy about the Dobson employees who enter their home. "Our installers have all worked for us for years, but we still require background screenings annually," Ms. Brown explains. "Even though we see them every day, we want to be sure we're sending reputable people out to our customers."

While Dobson's Flooring America offers an array of high-end flooring options, they also have a wide variety of value-priced products to meet any budget. "A lot of our clients want someone who can help them create a custom floor at a reasonable price." Ms. Brown says that Dobson's also frequently works with customers who want to install flooring in a home they are trying to sell. "We make sure we have a great selection of value priced products for people who aren't going to be in their home for a long time."

Customers who are looking to sell their homes are often on a tight schedule, and Ms. Brown says that Dobson's is able to provide next-day installation with many of its in-stock products. Another convenience that Dobson's provides is a "shop-at-home" service. "We like to call it



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an in-home consultation," says Ms. Brown. "We know how busy people's lifestyles are. If someone wants to look at colors in their home or maybe the showroom hours aren't convenient for their work schedule, we'll bring samples to them, and there's no cost or obligation." While customers have the option of completing the entire floor buying process in their home, they still have the benefit of using a Dobson's flooring consultant to help guide the process and meet their unique needs. "We are able to provide a custom-tailored product selection based on what customers tell us they want, instead of just a 'program in a box' that is carried

around in every vehicle."

Once their floor has been installed, Dobson's customers continue to benefit from the company's superior customer service. One example of this is the lifetime installation warranty provided on many of Dobson's products. "If a customer has a problem, say, five years down the road, they can just pick up the phone and call us," says Ms. Brown. Dobson's also offers something called the Ultimate Confidence Guarantee at no additional cost with many of their products. "It's kind of like a goof-proof warranty," explains Ms. Brown. "If the customer feels for any reason they have made a bad flooring choice, they have the option to change it out within 60 days."

A brand new program called "Move or Improve" will provide another level of confidence for Dobson's customers. For \$39, customers who opt for "Move or Improve" will be given a certificate upon purchase of their flooring. If the customer either moves to a new home or decides to change their flooring within the next ten years, the "Move or Improve" program will allow them to pay a prorated amount on their new floor. Ms. Brown says that "Move or Improve" is perfect for the customer who wants to put new flooring in a home they are trying to sell. "With this program, they don't feel like they are just throwing that money away. They'll be able to invest a portion of that purchase toward their next purchase of flooring."

It is this kind of thinking that has made the name "Dobson's" synonymous with excellence in the flooring industry for nearly 40 years in Dallas. "We have clients all over the Metroplex who will come to us because they know they're going to get the service they expect," says Ms. Brown. Lucky for their Frisco customers, there's no longer any need to drive far to find just what they need in a new floor.