



# Hard Surface PK 1-2-3

## **Benefits of Installing a Hard Surface Floor**

- Versatile product selection
- Allergen reduction
- Easy and simple maintenance
- Many eco-friendly choices

## **Pre-Qualifying for All Hard Surface Jobs**

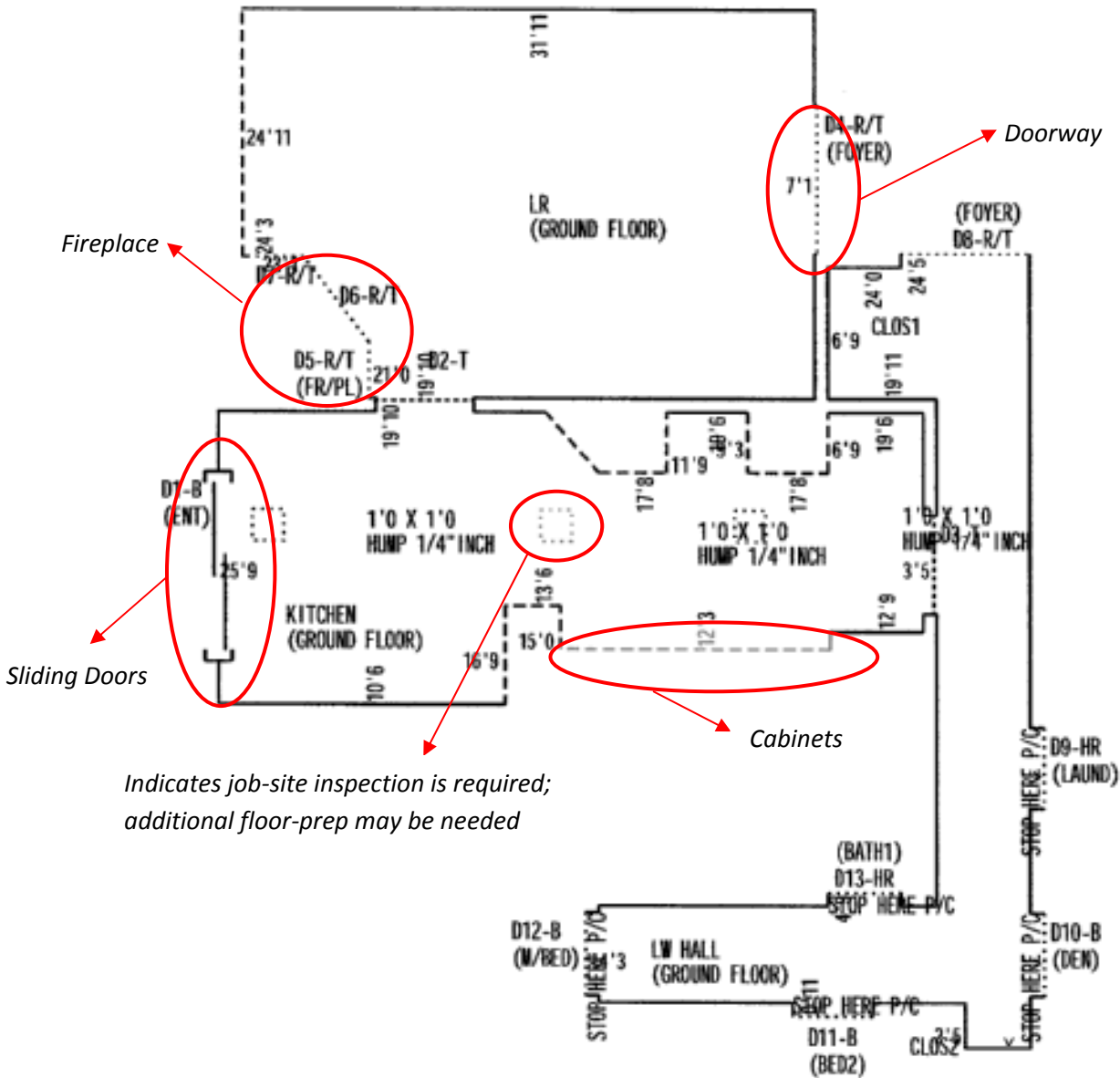
- Ask about current floor – does it contain 9 by 9 tiles?
  - Ask when home was built or when tiles were laid
- Is wood the correct material to be used in the desired installation areas?
  - Laminate cannot be installed on stairs without flush mount stair nosing
- Is customer aware that stone tile is porous and if used in kitchen or bath must be sealed?
  - If installing tile on stairs, use non-skid product
- Is the customer aware that Hard Surface materials are and can be loud underfoot?
- Explain difference between “flat floor” and “level floor”
- Is floor flat and ready for wood installation?
  - Glue downs must be flat to ensure proper coverage and contact is solid under all wood
- Floating floors (click-lock) require a flat, level sub-floor
- Is sub-floor in good shape?
  - Plywood sub-floor only – press wood not suitable
  - Thickness minimum of 5/8 inch
- Does installation area have correct moisture level?
- Explain the acclimatization process and guidelines
  - All wood and laminate product must acclimate to job-site conditions prior to install
- Discuss humidity, shrinkage and contraction
  - With hard wood, home must remain climate controlled throughout the year
- Explain why wood is laid across floor joists
- Discuss transitions and current flooring in rooms that are adjacent to installation area
- Is the installation taking place in a condominium or high rise building?
  - Ask about access
  - Discuss sound barrier and Condo/Homeowner Board approval
- Is there radiant heat in the installation area currently?
  - If so, need type of system
  - Discuss cautions and restraints
- Always ask if plumbing has shut-offs for kitchens and baths
  - Customer may need to have plumber repair prior to installation
- For more details, visit [www.gsfloor.com](http://www.gsfloor.com) and read the “Ground Floor News”



# How to Read a Measure

MEASURE #5411224	MEAS DATE: 06/06/09	STORE-ORDER: ST1975-99214	SALESPERSON: MJG337	PAGE: 1/2
CALC DATE: 06/11/09 16:14:07	CUSTOMER: WRESCHINSKY, MIKE	LINE ITEM: 2	MATERIAL: WOOD 5/16" INCH THICK	
ADDRESS: 20 WINROCK RD.	CITY: MONTGOMERY	MEAS BY 0625	HOME (630)859-2953	CEL (630)564-3953
SITE TYPE: RESIDENTIAL	MATERIAL ACCESS:	NEW PAINT: Y	HEAT: Y	ELEC: Y
PETS: Y	RESTRICTED PARKING: N	ELEVATOR: N		
EMPTY GARAGE: Y	PAVED: Y	FURNITURE MOVE: N	APPLIANCE MOVE: Y	REMOVAL: Y
DISPOSAL: HAUL AWAY SCRAPS & PACKAGING ONLY				
APPLIANCES: 2	FURNITURE: LIGHT	COVING: 0	CAPPING: 0	SPINDLES: 0
STAIRS: 0				
ROOM INFORMATION				
KITCHEN (GROUND FLOOR)	LR (GROUND FLOOR)	LW HALL/CLOS1/CLOS2 (GROUND FLOOR)		
EXIST: VINYL SOFT FULL SPRD NO EMB 2nd Lyr: VINYL CAN'T TELL TYPE SUB: CONCRETE WALL MOLDING: BASE, NO SHOE BASE MOLDING: STAINED CAB MOLDING: SHOE, NO BASE REFRIG: 1, NO ICE MAKER, 1+ in STOVES: 1, GAS W/ SHUTOFF, 1+ in DISHWASHERS: 1, <1/4in HEAT: FLOOR VENT FURNITURE: LIGHT FURN AMT: NORMAL (1-5 PCS) 175 SQ FT WALLS: 32 LF, CABS: 27 LF	EXIST: CARPET TACKLESS SUB: CONCRETE WALL MOLDING: NONE CAB MOLDING: NONE HEAT: FLOOR VENT ELEC EQP/ENT CTR, BIG SCREEN TV(S) FURNITURE: LIGHT FURN AMT: NORMAL (1-5 PCS) 204 SQ FT WALLS: 37 LF, CABS: 8 LF	EXIST: CARPET TACKLESS SUB: CONCRETE WALL MOLDING: BASE, NO SHOE BASE MOLDING: STAINED CAB MOLDING: NONE HEAT: NO VENTS FURNITURE: NONE 134 SQ FT WALLS: 64 LF, CABS: 0 LF		

Customer &  
Room  
Information





# Close the Sale

- Ensure your customer has been pre-qualified on the product and installation process
- Build the quote in timely fashion and be sure it's complete
- Bring the customer back to the store to discuss the quote
- Understand and explain to your customer the full value of the project :
  - *Job backed by The Home Depot*
  - *Fully certified and insured installers that have passed a rigorous background check*
  - *Full one-year labor warranty*
  - *Guaranteed pricing*
  - *Creative financing options*
  - *Quality products with full vendor warranty*
- Try to be the one point of contact for the customer to avoid confusion
- Don't be afraid of questions
- Explain and discuss the floor plan to give the customer confidence and eliminate surprises
- Offer to quote in other areas of the home as well
- Explain all services offered and express product/process excitement
- Ask for the sale