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HOME

DESIGN & DECOR



Contributing Editor
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R A N D Y
H U G H E S



BUYING FROM A SMALLER FAMILY OWNED FLOORING BUSINESS

One of the most significant components to a new or renovated home is the flooring system.

Over the last few years, there has been a major push for consumers to choose smaller businesses for their buying needs. Why is that, you might ask? Well, there are several reasons. The biggest reason, especially when it comes to flooring, is quality of service. Large chain stores outsource their labor to other contractors. The installation process is often tailored to meet the needs of the company instead of the customer. With a small business, the quality of work is more closely monitored and often the



installers are more experienced. In addition, the turnaround time is shorter and better meets the customer's needs.

If you know very little about flooring, the selection process can be overwhelming. Chain stores employ sales representatives that often work in multiple departments. The individual has a basic knowledge of flooring, but is not an expert. At a smaller company, the sales representatives usually have participated in their line of work for decades. In fact, many of them have been installers, as well. This allows them to better assist the customer in their decision-making process. When shopping at a small business, you will continue to work with the same sales person from start to finish. There is no middleman. If you have an

issue, you know exactly with whom to talk.

Smaller family-owned flooring companies usually have larger showrooms with a wide variety of materials and samples. Not only do they have the basics, but many of these companies have specialty products that you would not find elsewhere. If something is not available, it can be ordered immediately and arrive within a few days.

One of the biggest misconceptions among consumers is that smaller businesses charge more than chain stores. While this may be true at times, it is not always the case. Many of the mom-and-pop stores you visit have access to wholesale prices and can offer a variety of discounts, sales and finance options. Cheap is NOT always better. When it comes to flooring, you are not just paying for a product. You are paying for expertise, installation, customer service, the experience and the assurance that you will get what you paid for. So the next time you are in the market for new flooring, do not exclude your local family owned store. ♦



Randy Hughes, founder of Hughes Floor Covering, has been in the flooring business for over 40 years. Their family-run showroom carries one of the best selections of carpet, hardwoods, vinyl, laminates and ceramic and porcelain tile in the Charlotte area. Visit them at 4312 Monroe Road, call them at 704-372-7486 or visit www.hughesfloorcovering.com.