



My Flooring WARRANTY[®]

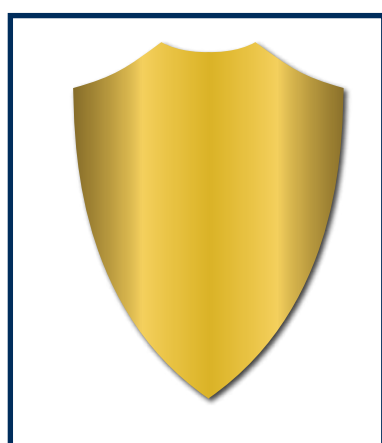
Become an Authorized Retailer

My Flooring Warranty is a Turn-Key, Branded, Automated, Customer Retention and Closing Machine.

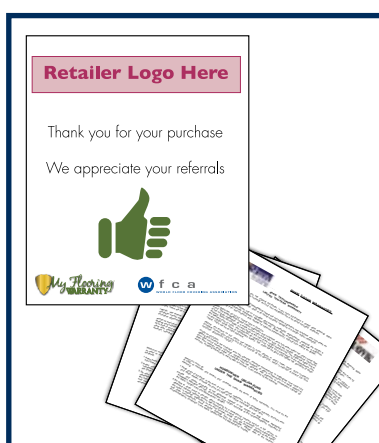
- Provide Your Customer with a One Year Spot and Spill Warranty for Their Carpet Purchase at NO COST TO YOU*
- Create a Competitive Advantage Over the Big Box Stores and Other Competitors
- Establish an Automated Customer Retention Program

WFCA Exclusive - Enrollment is FREE for WFCA Members (\$695 value)

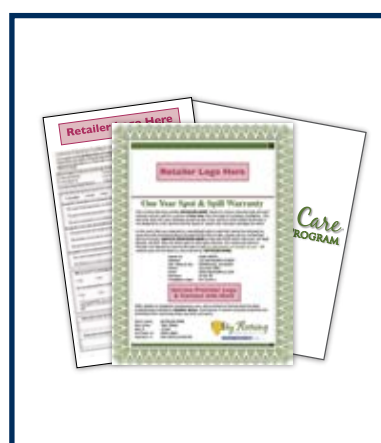
The Program is as Easy as 1 - 2 - 3!



1. Access Your Private Portal and Enter Customer Data.



2. An Activation E-Mail and Warranty Information sent to your customer.



3. The Use and Care Guide and Spot and Spill Warranty Certificate* generated and sent to your customer.

AND - We Take Care of the Follow Up!



10 days after installation, the WFCA's Flooring Care & Cleaning Guide is automatically emailed to the purchasing consumer.



Timed and triggered cleaning reminder notices, co-branded with your logo and info are sent according to the original manufacturers cleaning requirements.

All YOU Need to do is go to www.enrollmystore.com/wfca and SIGN UP!

DID YOU KNOW?

Increasing customer retention rates by as little as 5% can increase profits by 25% to 95%!¹



ENDORSED BY  **w f c a**
WORLD FLOOR COVERING ASSOCIATION

“Unlike anything ever developed before, this program uses critical ‘touch points’ to digitally deliver your brand and enhance your store’s image in a fully automated format. The My Flooring Warranty[®] Program is the edge over the big box stores you’ve been waiting for. The WFCA urges you to consider and enroll in this extraordinary brand building program.”

- Scott Humphrey, CEO, World Floor Covering Association

* The Use and Care Guide and One Year Spot and Spill Warranty are included when the Retailer partners with an Authorized Service Provider.

Authorized Service Providers are a group of certified cleaning companies all over the country. My Flooring Warranty has verified certification, insurance and customer feedback to ensure you have the best service available in your area.

1. From a study by Bain & Company, working with Earl Sasser of Harvard Business School, “Zero Defections: Quality Comes to Services,” Harvard Business Review, September-October 1990

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We're a member of these organizations



We proudly support



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