



**WORLD FLOOR COVERING
ASSOCIATION**

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**World Floor Covering Association Partners With
ESR Commercial to Help Ensure the Most Stable
Foundation for Members to Grow Their Business**

***Leading National Commercial Real Estate Firm
Committed to Ensuring WFCA Member Businesses
are on 'Solid Ground'***

January 16, 2018 – Dalton, GA – Today Freida Staten, Vice President, Marketing and Communications, World Floor Covering Association, announced the organization's new business partnership with ESR Commercial, the country's largest trade association real estate broker.

With more than 35 years' experience, ESR offers a multitude of real estate services for clients of all sizes whether opening their first location, expanding or relocating. ESR services include identifying, researching and analyzing potential sites for expansion or new locations, negotiating lease and purchase terms, and guiding clients through the spectrum of issues and concerns in the acquisition process. Access to ESR's business portfolio of services will be available to WFCA members free of charge.

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“As part of our mission to ensure the success of our retail members, WFCA is committed to providing our members with the tools they need to thrive and succeed,” said Staten. “ESR is at the top of its game, equipped with the expertise and business tools our members can tap into at any time to ensure they are making sound business decisions for their companies.” She noted that growth and expansion are critical components of every business and said that the new partnership with ESR would enable WFCA to equip its constituents with tools that will be integral to their ongoing success.

For WFCA members interested in more information on ESR please call or visit: Garrett Aries at 818.519.5040 or garrett.aries@esrcommercialrealty.com and <http://www.esrcommercialrealty.com>.

ABOUT WFCA

The World Floor Covering Association (WFCA), the official sponsor of the annual Surfaces tradeshow, is the floor covering industry's largest advocacy organization, representing floor covering retailers, contractors and allied service providers throughout North America.

The WFCA is a recognized leader in marketing research and industry programs for flooring professionals. In addition, it publishes the only retailer-oriented trade periodical, *Premier Flooring Retailer*. As part of its mission to enhance the business environment for the independent flooring retailer the WFCA acquired the Certified Floorcovering Installers Association (CFI) in an effort to resolve the industry's largest issue – the shortage of qualified installers. The WFCA runs fcB2B, an organization committed to helping business in the industry transition to an e-commerce platform for all business transactions. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit WFCA.org.

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