



**WORLD FLOOR COVERING
ASSOCIATION**

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World Floor Covering Association to Host Second Financial Benchmarking Webinar on the Impact of Gross Margin on Profitability

October 26, 2021 - Dalton, GA – World Floor Covering Association (WFCA) will hold the second installment of its "Profit Matters: Financial Benchmarking to Boost Your Bottom Line" webinar series on November 2, at 2 PM ET (US and Canada).

Presented by WFCA CFO Steve Abernathy, the webinar will examine gross margins in detail and illustrate the impact they have on the bottom line. Topics will include:

- Margin vs markup
- Formulas and calculations
- How to set prices from cost
- Labor and gross margins
- Margin leaks and how to control them

The Profit Matters webinar series shares financial benchmarking tools to help floor covering retailers improve the operational and financial management of their business. Using research results provided by RFMS, Inc. that includes aggregated data from over 1,000 flooring dealer locations throughout the US and Canada, Abernathy provides

business leaders a step-by-step playbook on how to maximize profitability of their business.

The complimentary webinar will start promptly at 2 PM ET and last one hour. It will be recorded and posted on the World Floor Covering Association [website](#) for those who are unable to join the live session. Attendees can register [here](#).

About WFCA

The World Floor Covering Association (WFCA), the official sponsor of The International Surface Event (TISE), 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) to resolve the industry's largest issue - the shortage of qualified installers. The WFCA runs fcB2B, a program committed to helping businesses 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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