



**WORLD FLOOR COVERING
ASSOCIATION**

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World Floor Covering Association Presents Financial Benchmarking Webinar Series

***Chief Financial Officer Steve Abernathy Will Share Benchmarking
Strategies with Floor Covering Retailers***

August 9, 2021 - Dalton, GA – World Floor Covering Association (WFCA) invites flooring retailers to join its “*Profit Matters: Financial Benchmarking to Boost Your Bottom Line*” webinar series that will kick off on August 16, at 2 PM ET.

Led by Steve Abernathy, CFO of the WFCA, this virtual series will share 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 will provide business leaders a step-by-step playbook on how to maximize profitability of their business. He will focus on key areas including improved expense ratios, margins, staffing and more. The ten monthly online sessions will be complemented with regular features in *Premier Flooring Retailer*, WFCA’s quarterly magazine.

“Benchmarking is an important tool to ensure your business is financially sound as possible and operating at maximum efficiency,” said Freida Staten, WFCA VP

Marketing, Communications & Membership. “Steve’s expertise with annual budget projections, ongoing performance monitoring, and tactical decision-making will be invaluable to owners that want to take a deeper look at the financial structure of their businesses and lay the groundwork for success in 2021.”

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](#).

Abernathy will also launch a weekly video series, *The Bottom Line*, delivering very specific messages and information focused on a singular topic at a time, all with the goal of helping members create monitoring habits for the growth of their business.

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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