

A photograph of a bedroom. In the foreground, a black metal frame bench with a tufted white cushion sits on a light-colored carpet. Behind it is a bed with white linens and a patterned headboard. To the right, a large green potted plant stands near a window with a white frame. A nightstand with a lamp and a vase of flowers is visible in the background.

THE CARPET GAME

**A Guide To Avoiding Common
Carpet Buying Mistakes.**

FlooringbySammer.com

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Welcome

Hello and Welcome. We believe in educating over selling. If you choose to become a client that's great!



With decades of experience, we feel the best way forward for buyers and sellers is to educate consumers on how to make purchasing flooring as stress free as possible; all while ensuring they receive value and a finished product they will appreciate for years to come. To that end we have prepared this brief book that contains critical information that will greatly benefit anyone considering a flooring purchase.

Should you have any further questions we are happy to help!

Flooring by Sammer works with all the major direct to consumer carpet brands. We also work directly with the highest quality carpet suppliers that are not directly available to the public. Our business is focused on serving home owners throughout DFW.

We provide a unique combination of flooring expertise with veteran skilled carpet installers. Combined with more than 20 years of experience; you receive service beyond compare as well as

From selection to delivery we do NOT use any pushy commission salespeople. Everyone you deal with is a long-standing full-time dedicated team member of Flooring by Sammer. Every team member understands that we are here to serve and educate, and that done properly, is good for everyone.

The 5 Critical Things You Must Know Before Buying Carpet & Choosing an Installer.

1. How Many Parties Are Involved in Your Carpet Purchase and Install?

Ever heard the old saying “Too many cooks in the kitchen spoil the soup.”? One consequence of this shift towards trying to make price per square foot the sole focus of buying and installing carpeting is how the project is managed and who is involved. Trying to cut costs at the expense of having one provider in charge from start to finish can cause major issues.

There is nothing worse than being in the middle of a project where everyone is pointing the finger if something goes wrong. Flooring by Sammer takes care of the project from start to finish and we have great relationships with all carpet suppliers, home builders and contractors serving the Dallas/Fort Worth area. Our installers are long time experienced and trusted pros who specialize in their craft. We handle all project management in house.

Since the installers will be in your home you want to make sure they are someone you can trust. Ask the carpet provider you are considering working with who actually project manages everything – this is very important! You can just imagine the extra layer of problems that might arise if sub contractors are being used to look after your project and something goes wrong. Ask if background checks have been done. Who is responsible for any on site damage or issues related to installation or warranty work?

If you’ve never dealt with flooring installation you probably wouldn’t know to ask these questions, and therefore, you’d be leaving yourself vulnerable to an unpleasant experience. Flooring by Sammer maintains the highest rating with our customers and even though this industry is unregulated, we want to hold ourselves and others in the business to the highest standards. We’re happy to answer any of these questions for our customers...all you have to do is ask!

2. BEWARE Price Per Square Foot Sales Pitch. What other hidden costs/risks are involved?

It is a sad reflection on our industry that this point has to be included. In the past few years advertising methods for selling carpeting have sunk to new lows following trends in such industries as car sales. Price per square foot headlines in ads are getting lower and lower yet oddly the cost of buying, transporting and delivering an acceptable product has increased. How is this possible?

Simple. Bait and switch tactics and a laundry list of hidden fees are being used to pad the final price. There is also a churn and burn mentality that has struck our industry. There is real cost to providing proper project management, customer service, follow up calls and taking responsibility for mistakes. These areas are the first to be abandoned when competing solely on price. Repeat offenders drive a company's reputation until the wheels fall off then set up shop under a different name. If you are lucky and everything goes just right, you may save a few bucks by going the route of discount carpet provider.

Here is what we are willing to say about our pricing and approach. WE LOOK EXPENSIVE! Do we really cost more than the other guy? It depends. If you are referring to a company that will take shortcuts and not service client issues, then we probably are slightly more expensive. The truth is we charge competitively allowing our customers to get incredible value and a stress-free an experience while ensuring that we will be here to serve them for years to come.

We ask you to ignore the hype around this price per square foot nonsense and consider the following:

- We refuse to install inferior products, use inferior pads, use unqualified installers or install carpeting not designed for intended use and expectations.
- We save on advertising due to an incredible repeat and referral business
- We do significant volume.
- And finally, we have unrivaled client satisfaction rates. If we were not competitive in all aspects of our business this simply would not happen.

3. How They Measure for Carpet Will Cost You!

This is one of the biggest secrets and weirdest things in the carpeting industry.

Pretty much anyone you ask would think that measuring how much carpet you need is very straightforward. When we educate clients, they are shocked to learn that the vast majority of flooring salespeople do not have a solid grasp of how to correctly measure carpet for a home; much less where to run the seams (more on that below).

How complicated is it? Sales people and suppliers actually send certified installers such as us their drawings and ask us to work up how much carpet they need for their own jobs!

To be fair we all started out like this since it's not a simple length by width measurement. It gets much more complex due to seams etc...

Unfortunately, this will either cost you a huge delay or inflate your costs dramatically. If the measurements are light the installers invariably fall short on materials which delays your installation by several more days and possibly weeks! It can be much worse if you purchased a "deal" of last in stock/out of production carpeting.

The opposite scenario also happens frequently. After the first time a supplier or salesperson feels the heat for coming up short on an order their natural reaction is to overcompensate. They just over-order to avoid falling short and you end up having extra rooms of carpet left over - that you unnecessarily paid for.

The last and most sinister practice that occurs in this industry is deliberate over measuring in order to charge you more than required which is outrightly deceptive.

We measure correctly the first time, so your installation is as efficient and smooth as possible.

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4. The #1 Secret That Determines Carpet Quality

When your choosing carpet, other than color and price, you want to know if its good quality. Professional installers know that the biggest factor in determining quality is NEVER talked about. Is there some big conspiracy? Not really. The issue is that marketing departments learned a long time ago that if its complicated or not obvious, you don't use it in marketing. So we end up with silly things like density, weight and flexibility when it comes to carpeting.

Have you ever heard of "the twist"? Not the dance 😊 but as it relates to carpet. It is the most important factor in how long your carpet will last and how it will look after time. What is "the twist"? It is how many times the yarns are twisted per inch and this is something even carpet salespeople either do not understand or never bother clouding the customers mind with. Instead we end up with foolish observations like "feel how heavy this is".

To put it in perspective a 35oz carpet with a high twist will outlast a 50oz carpet with a low twist if all other variables remain equal.

5. What under pad will they use? This is hugely important!

The average consumer has been tricked into focusing on price per square foot of the carpet material but a significant part of the cost of laying carpeting is the under pad used.

This is just as important as the carpet itself as it directly affects the carpet's performance.

A lot of too good to be true carpet "deals" throw in cheap, lower quality pads but we strongly advise against this unless you just want to put something down to sell.

However, if you're living in the home, it's wise to get a decent quality pad; preferably with a moisture barrier / Spill Guard type pad to help prevent any spills from getting to the pad. Cheap pads don't have those, so you truly get what you pay for.

Also, don't be lured into thinking denser pads are better. The standard is 1/2", 8lb but you may see offers for 10lbs and above out there - don't be fooled. Too dense a pad can damage your carpet and not even give you the desired feel.

6. Seams & Installer Will Determine The Final Outcome

2 major factors will influence the outcome. Seams & Installer Skill. As mentioned in point 3 most salespeople do NOT know how to measure properly so that the carpet can be laid in such a fashion as to minimize the impact of seams.

Seams:

Let's say you have a 16 x 16 room. If you simply order 256 square feet (16 x 16); you will be short on material.

Here's why:

Most carpet comes 12 feet wide, so your first cut would be 12 x 16. But now, you need a 4 x 16 piece (fill). Now here is where it gets a little tricky.

Most salespeople won't ask you how you want the carpet to look or where to run the seams, so they will just order the cheapest option for that piece which gives you what is known as a T-seam. This means you have that 4 x 16 section filled with two separate pieces instead of one and it looks horrible if not done correctly.



Bad Seams After Only 6 months.

CFI Certified Installers:

Having your carpet installed by a CFI (Certified Floorcovering Installer) certified means having it done right in every way possible. They are exceptional at installing any type of carpet and no challenge is too great for them be it seaming, repairs, tricky corners, staircases, patterns or anything else you can throw at them.

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They have been trained and tested on these items during their certification. They are more expensive to staff but totally worth it and are a key indicator you are dealing with a professional outfit.

If you are going to invest in your home, slow down and know what you are buying. Don't let anyone sell you a price. A smarter way to do it is to find a good quality wood you love, and then look for the best overall deal.

HOW CAN WE HELP?



We would love the chance to work with you but even if you don't choose us, we are happy to give you the benefit of our experience.

A simple call to us can save you a ton of heartache and frankly we LOVE talking flooring (that probably makes us a bit weird)!

In minutes we can help you determine the right fit for your application. Is it a rental unit? Investment property? Forever home? Do you need something more resistant for pets or kids? Is the "deal" you are being offered really what it seems?

Give us a budget range, tell us a bit about your vision and we will happily provide some no pressure advice and options. If you do decide to work with us, you have our guarantee you will be treated like family and of course receive our 12 month workmanship industry leading warranty.

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