

A living room featuring a wood-burning stove on the left with a fire burning inside. The floor is made of wide, light-colored wood planks. In the background, there are wooden cabinets and a television mounted on the wall.

THE FLOORING GAME

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

FlooringbySammer.com

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HOW TO CONTACT US

T: [214-650-8030](tel:214-650-8030)

info@flooringbysammer.com

<https://flooringbysammer.com>

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<https://flooringbysammer.com/estimator/>

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 floor manufacturing brands. We also work directly with the highest quality flooring industry 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 flooring 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 7 Critical Questions You Must Ask BEFORE choosing an installer.

1. How Many Parties Are Involved in Your Flooring 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 flooring 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 the flooring 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 flooring 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?

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 flooring 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 a great 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 really lucky and everything goes just right, you may save a few bucks by going the route of discount flooring providers.

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 that allow our customers to get incredible value and as a stress-free experience as possible 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 glues, use unqualified installers or install flooring that has not been properly acclimated.
- 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. Will they properly acclimate your wood flooring?

This is a real hot button for reputable installers. Every week we get a call from a consumer looking for help because their new floor is buckling as a result of not having been acclimated. To add insult to injury we then get to inform them that the manufacturer warranty is void because the wood was not properly acclimated.

WOOD FLOORING MUST BE ACCLIMATED!

The larger the area, the more critical this becomes. It should sit in your home between 24-48 hours before a board is installed for engineered hardwood, depending on the manufacturer's recommendations. For solid wood, 5-10 days depending on the area and for bamboo – up to 14 days prior to installation.

Failure to do so will void most manufacturer warranties as well as increasing the chances of your floor buckling.

We follow the National Wood Flooring Association's (NWFA) recommended guidelines when acclimating wood floors.

Why would any installer not properly acclimate the wood?

It's all about the money and wanting to get the job quickly at any cost! The scenario we see play out is that installers get a call from a home owner wanting a wood floor installed by a certain date. Allowing the boards to acclimate properly would push the date beyond the customer's desired window. To get the job and satisfy the customer, some installers skimp on how much time the floor needs to acclimate, simply crossing their fingers that it will work out. When it doesn't the consumer is left holding the bag.

Every week we turn down work because a potential client has been told by another installer that the installation can be fast tracked and that the recommended acclimation times are just a suggestion and "not really necessary". If you hear that from someone you are considering, it is a red flag. Walk.

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4. Will they moisture test before installing your floor?

One of the primary causes of failure and lifting of wood flooring is installing it over a concrete slab that will emit too much moisture. Moisture test all concrete slabs prior to installation with the proper instruments.

Why do most installers not test for moisture emissions? The first reason is simple lack of knowledge. The second reason is more sinister. Time is money and taking the time to test and properly dry out the slab with the correct equipment does not fit into their bargain basement price mentality. By the time you start having issues they will be long gone!

We can tell you many tales of customers getting royally screwed over because of failing to test for moisture; which only takes a few minutes.

Natural diffusion of moisture through a concrete slab is normal. In fact, the correct adhesives also act as a moisture barrier and offer protection for such natural levels. Excessive moisture however needs to be isolated and dealt with before the installation because afterwards is too late when the floor starts coming up.

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

The average consumer has been tricked into focusing on price per square foot of the flooring material but a significant part of the cost of laying wood flooring is the glue that is used. Floor manufacturer's warranties count on the proper adhesive being used. In other words, if your floor fails and the installer used an inferior glue, your warranty is void.



Equally important as discussed in point number 5 is using an adhesive that can deal with the specific moisture content of the surface the floor is being applied to.

One of the biggest cost-cutting scams is when installers use the cheapest adhesive possible. Once again by the time you start to have issues, the installers are long gone.

6. What “OTHER” costs are you on the hook for?

All hardwood flooring installation is not the same irrespective of whether it's engineered or solid. Some woods are harder than others. Some change colors more than others. Some are thicker. Some are hand scraped. If you want to ignore all of this, then price is all you have to go on.

Unfortunately, 95% of retailers out there advertise low prices without explaining to you what you are getting.

The most common “deal” scam.

It goes something like this. You see hardwood floors advertised for a ridiculously low price like:

“\$3.99 SF installed!” And you think “OMG!” **STOP!** - Put your car keys and wallet down.

If you see this, you are likely about to buy a load of junk and/or get the add-on deal scam.

A wood that cheap, is very likely to be a batch of seconds (aka “shorts”) not really made for a family home. They usually carry no warranty and are widely used to flip houses or rental properties. The boards are very short and you won't like it. The more common ploy is to advertise an outrageously low square foot price and then make up the difference on the extras.

These include transition pieces like reducers, T-molds and molding like quarter round/shoe molding and/or baseboards, floating or leveling the floor, moving furniture and restoring it, tear out and disposal of old floor and sometimes even the shortage if it happens.

It is actually industry standard practice in Dallas to charge for these extras but when folks “make up the difference” on these, pricing can get outrageous (\$10/linear foot to supply and install baseboards is just one example I've seen!). So you end up paying the same if not more than anywhere else.

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We are also aware of certain companies who after the customer places their order, changes it to a less expensive product so they pocket the difference!

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 scratch 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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