



CONTACT:

Leah Gross-Harmon
Story Dept.
626.296.3322
leah@storydept.net

Mount Vernon Carpet One Floor & Home
Outshines Competition for
Gold Standard Award

World Floor Covering Association Awards
Washington-based Retailer National Honors

February 7, 2012 - Anaheim, CA – D. Christopher Davis, President and Chief Executive Officer of the World Floor Covering Association (WFCA) recently announced the annual winner of the Gold Standard Award for excellence in retailing. Mount Vernon Carpet One Floor & Home, an independently- owned shop in Mount Vernon, WA, took home the honor, which included a \$5,000.00 check, press recognition, a trophy, acknowledgement on the WFCA website and a customized WFCA seal for their store entrance. The award was presented in-person by representatives of the WFCA at the store.

“There were a number of stand-out components of Mount Vernon Carpet One’s entry,” said Davis. “Most notably, their new business is comprised of 75% existing customer referrals which speaks volumes on their customer service and retention program. I noted in their submission that their #1 asset as a company is their ‘customer base.’ They view the business through the eyes of the customer and keep their focus not on product or sales but on ‘people.’ This retailer has also set up some stand out marketing programs for their customers including in-home consultations with designers, customized flooring décor packages and ladies night out events that include wine and massages.”

-MORE-

In response to receiving the award, Debbie Monetti, Co-Owner, Mount Vernon Carpet One stated, "We work very hard everyday in our efforts to consistently create an outstanding customer experience. Taking advantage of the diverse educational programs, scholarships and the relevant research and resources provided by the WFCA has been and continues to be a critical component in our efforts. When we ran our final numbers in 2011, the average close rate for our design consultants was up 28% and there is no doubt in my mind that WFCA and Carpet One's programs had a lot to do with it." Monetti continued, "Winning the Gold Standard Award was a powerful validation and a great honor for our team. It gives us added encouragement to continue to creatively and consistently raise the bar."

To receive the Gold Standard Award, companies are reviewed and judged based on:

- Knowledge – ensuring a knowledgeable management and staff who work to remain actively informed on the industry;
- Customer Service – providing courteous service and offering customers help throughout the purchase and after-purchase process;
- Quality of Store Image – a clean, professional, well maintained store must be presented at all times;
- Code of Conduct — the facility must adhere to the WFCA Code of Conduct.

In addition, companies must also be a member of the WFCA, have been in business for at least 3 years and have a clean Better Business Bureau report.

To enter, applicants filled out a multiple page submission form and presented multimedia marketing materials and other collateral that were factored into the review process. The deadline cutoff for submissions was December 31, 2011.

Companies interested in entering or nominating an entrant for the 2012 Gold Standard Award can visit wfca-pro.org for more details.

-MORE-

ABOUT WFCA:

The WFCA, official sponsor of Surfaces, is the floor covering industry's largest advocacy organization representing floor covering retailers, contractors, cleaners, inspectors, installers, manufacturers, distributors and allied service providers throughout North America and the world.

The association is a recognized leader in marketing research and industry certification programs and operates the premier consumer flooring website, wfca.org, providing unbiased information about every type of floor covering and connecting customers to member retail stores. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit WWW.WFCA.ORG and WWW.WFCA-PRO.ORG.

###