

# STAR LOG

A SERIES OF FLOORCOVERING BULLETINS

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MEMBER



## ANTICIPATING THE UNEXPECTED TO KEEP FLOORING PROJECTS ON SCHEDULE AND ON BUDGET

On the surface, flooring projects may seem fairly straightforward. Specify a nice floorcovering. Negotiate a fair price with the installer. Down goes the floor and in comes the furniture and building occupants. But, scratch that surface and the potential pitfalls that can undermine your flooring project reveal themselves. What if the subfloor has hidden moisture? How about the floorcovering that's missing in action even though the furniture has arrived? What if the installation looks awful due to sub-par equipment or workmanship? Then there's the problems that sneak up after-the-fact, like the floorcovering that looks great the day it is installed, but starts to ugly-out a few months later. And, every specifier's and facility manager's worst nightmare: the floor that becomes unsafe due to trip and fall hazards. Now that straightforward flooring project is a huge issue, if not a serious liability. How do you anticipate problems, and better yet, prevent them from compromising your

**ex·pe·ri·ence** (ik-spîr 'e-əns) n.  
practical knowledge, skill, or practice derived from direct observation of or participation in events or in a particular activity

flooring project? The solution is to work with contractors who are committed to bringing your job in on time and on budget, despite all the potential pitfalls.

StarNet Member flooring contractors are the most experienced in the nation. How does that translate to avoiding the unexpected? "We've already made all the mistakes a long time ago," is the answer. There's no substitute for knowing the ins and outs of the flooring business, and we've invested a lifetime of learning about our trade. Plus, many Members have a national footprint, servicing customers with multiple locations. Collectively, we have an unlimited amount of experience we can draw from with national resources who openly share knowledge and services for the betterment of all of our customers. The payoff: our clients benefit, from initial product specifications to installation and maintenance expertise. We deliver optimum performance and value when schedules are tight and budgets must be met.



## SMART START

The flooring experts at StarNet have experience where it counts. Membership is extended only to contractors who can demonstrate financial strength, strong customer service, extensive product knowledge and excellent installation expertise.

Our committed professionals represent the top people in the commercial flooring field. To stay on top, we stay educated. Being “smart” about our business and the flooring industry in general helps StarNet Members help you select the best products, establish and manage a schedule and deliver on your project's budget.

Astute contractors want to be regarded as consultants by their customers — the architects, designers, facility managers, general contractors and end users — as part of the team that has a vested interest in a flooring project. Consultative selling enhances the decision-making process and helps all parties involved with the project make informed, intelligent product choices. Fully stocked, up-to-date sample libraries help our members recommend products from multiple manufacturers. The extensive range of products offers an array of styling and performance attributes that meet the needs of any



**HONEST PRICING AND  
PRODUCT PROMISE.  
NO SWITCHES,  
NO UPCHARGES,  
NO CHANGES.**

application. Because we have access to the broadest portfolio of products and specification tools, the floorcoverings we recommend offer optimum design and performance value. After the product selection is made, we work closely with manufacturers to ensure product availability and on-time delivery to meet tight construction schedules. Finally, we ensure that your installed-per square foot quote has no hidden surprises or added expenses resulting in change orders or overbudget projects.

Our Members have field managers, supervisors and project managers with strong installation backgrounds, which helps them understand materials issues. These are specialists with extensive on-the-job experience, not salespeople. They have a thorough understanding of how long it will take to install various floors over a variety of subfloors. And, because the best technicians want to be aligned with the best contractors, we have in-house labor and access to the best labor pools, both union and non-union, to complete the installation. These professionals know how to supervise projects to avoid pitfalls, and when the unexpected happens, they know how to manage the situation.



## COLLECTIVE STRENGTH BUILDS BETTER BUSINESS

Our dedicated, full service members look at business with floor product suppliers as a partnership. We have amassed incredible buying power that can be passed on to our customers. Our interactive, positive relationship with manufacturers helps us ensure your product delivery date. Conversely, because of

**NATIONAL STRENGTH BRINGS  
COST AND SERVICE  
ADVANTAGES TO ANY  
PROJECT, ANY SIZE, ANYWHERE.**

StarNet Members' strong client base, manufacturers are, frankly, compelled to work with us on fair pricing that you can count on, assist us with trouble-shooting and resolve product quality issues quickly. This creates a better flooring experience for the specifier, facility manager and building owner because all parties have an interest in the completed project, not just the initial floor sale. This is a collaborative approach that helps you avoid disappointment if not disaster.

StarNet Members work with all floor products and services, including:

- |            |                   |           |                |
|------------|-------------------|-----------|----------------|
| 🏠 Carpet   | 🏠 VCT             | 🏠 Cork    | 🏠 Maintenance  |
| 🏠 Vinyl    | 🏠 Access Flooring | 🏠 Wood    | 🏠 Lift Systems |
| 🏠 Linoleum | 🏠 Rubber          | 🏠 Ceramic | 🏠 Recycling    |

Each product requires specific knowledge and years of training to truly understand how to install it properly and how it will perform in an installation. If one StarNet Member is exceptionally strong in one product area, he is more than willing to share what he knows with another Member. The sum total of all this knowledge helps all of us calculate how long it will take to install each floor, what skill level of technician and equipment will be necessary and how to project manage from area to area on the job site. Compared to competitive contractors, who may be mill-aligned or knowledgeable about only a few types of flooring or be a less-than-professional sub contractor, StarNet Members are prepared to deal with multiple surfaces in the entire building. Yet another key to bringing projects in on time and on budget!



## TOTAL JOB GUARANTEE

Imagine the peace of mind that comes with a total satisfaction guarantee. StarNet Members stand behind their word and their work. They have expertise in start-to-finish project management and everything in between, including offering objective product advice and sound solutions for their customers. They know what will work based on years of experience, and can turn to other StarNet members with questions or concerns. This helps you formulate budgets accurately so that projects come in realistically.

**START-TO-FINISH  
SATISFACTION FROM  
PRE-PURCHASE TO AFTER  
BUILDING OCCUPANCY.**

Completing a flooring project on time and on budget isn't easy. Primarily, it takes the wisdom of hard-earned experience to estimate correctly in the first place. But, it also takes a passion for customer service and the integrity of owner-involvement to engender trust with all parties. It takes an understanding of and an appreciation for total project management, not just installation expertise. It takes local contractors who have earned their way to the top of their field by demonstrating excellence job after job in their regional market. And sometimes, it takes the collective of national muscle to "pull strings" and to take advantage of emerging trends and issues that affect your flooring project. Long story short, StarNet Members, with our independently owned and operated businesses, have the entrepreneurial spirit plus know-how to make your flooring experience a good experience!

### The entire commercial flooring process?

We've got it covered.

With one source and unlimited resources you get: product advice, specifying support, complete project management and finally, straight forward, hassle-free pricing.

### The best materials at the best price?

We've got it covered.

With nearly a billion dollars in service and product revenue you get the advantages of national clout.

### Experience?

We've got it covered.

With over 3,000 professional installers and over 200 locations nationwide, StarNet has the U.S. and you covered.

### Experience Counts.



## WHO'S MINDING THE STORE?

Look at any successful business and you'll see that the caliber of leadership starts at the top and makes all the difference. StarNet Members have tremendous owner involvement in the business. This hands-on commitment brings with it a passion for the service side of the business. The entrepreneurial spirit trickles down through the business, fostering an atmosphere that cares about customer service. One of the hallmarks

**THE VALUE CUSTOMERS GET IS THAT SOMEONE WHO IS AN EXPERT IN THE BUSINESS IS STILL MINDING THE STORE.**

of StarNet Members is that even as each business and the entire collective grows, each member works hard to maintain their individual excellence and offer trustworthy services in sales, installation and maintenance.

StarNet Members believe that promoting a culture of professionalism gives us the opportunity to change the flooring contractor industry for the better. This could not happen without intelligent leadership and trust-building with an expanding client base. Being passionate about your project's success means always looking for ways to improve every process you expect to deal with, and being prepared to offer solutions for those that you don't.



One in a series of Bulletins from your Commercial Floorcovering Professionals at:

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