



Visit our 8,000 sq. ft. Showroom

FLOORS ETC. OF SOQUEL

Locally owned and operated, Floors Etc. offers an extensive variety of carpet, hardwood laminate and vinyl flooring.

"Other than us being family-owned and operated for over 25 years, we feel we have a unique service in that we take care of our customers from start to finish of their project to make sure that they are satisfied and happy with what we've done for them," says owner Lisa Sabini. Floors Etc. understands that an investment in a new floor is an investment in your home's ambiance. They do everything they can to make your flooring decision easy and satisfying. Unlike large chain stores that toss customers from department to department, at Floors Etc. salesperson will handle your project through the entire process.

"I think the difference with us is that customers have one person that can handle their process from start to finish," says Sabini. "We just think our staff is great."

Although Floors Etc. is not made up entirely of blood-relatives, the Sabini's say they still consider themselves family operated because all of their staff members have been around for years.

Our installation crews have been with us for well over a decade" says Sabini. "The sales staff have also been with us well for years, Mike's been there three years but we've known him for a number of years. We consider everyone family."

Floors Etc. has everything you need from start to finish of the flooring process. Aside from their friendly, knowledgeable, and reliable staff, they offer a number of helpful services. For example, their sample check-out service allows customers to take a sample of carpet or flooring home to visualize what it will look like when it fills your room. They offer in-home consultations and guaranteed installation. Floors Etc. also understands the economic times, so they offer finance options and complete warranty service.

On the Floors Etc. website, they provide useful buying tips specified for carpet, hardwood floors, laminate floors and vinyl floors. For example, one carpet tip states, "Don't judge the quality by feel alone. Thick and luxurious carpet can fool you at times. Determine the performance you want and the conditions that will affect how your carpet will wear. A tighter twisted fiber doesn't feel as soft but it will

generally give you better performance over the life of the carpet. A tightly twisted yarn will resist matting and crushing. When a yarn is not tightly twisted it may feel more luxurious but it will tend to crush and flatten out more quickly."

The Floors Etc. website also offers the chance to design a room online. Customers can click through photographs of room types and styles, then apply the many flooring options virtually to the rooms different.

Floors Etc. has been in business for over 25 years in the Santa Cruz community and everyone at Floors Etc. realizes that the more satisfied their customers are, the more successful the business will be. "Our customer's satisfaction is the most important part of our business. They are our priority and our best source of advertising" says Lisa. Thus, Floors Etc. only offers the best, most

trusted and reliable brands. These brands are known for their quality, style, and the best warranties in the business.

Customer satisfaction has always been top priority at Floors Etc. and it shows in their raving reviews. On the popular review website, Yelp.com, three 5-star customer reviews boast about the incredible service of Floors Etc. One customer writes, "This is my second time using Floors Etc for my home. I went back to them because of the quality of service I received the first time around."

Sabini says Floors Etc. receives too many thank you cards and notes to count. Whatever your flooring needs may be, the people at Floors Etc. are happy to help you make the right choice for your home or office.



Floors Etc. of Soquel

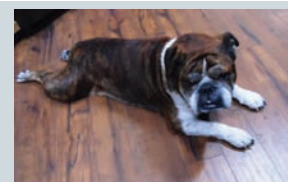
3155 Porter Street • Soquel

Hours: Mon-Fri 9am-5pm

Saturdays 10am-3pm

Evening Appointments Available!

831.462.5586



"Come say hi to Zeus!"