

## About Leichter's Floor Covering, Inc.

Written by Samuel Leichter

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Leichter's Floor Covering is a family run environmentally conscious flooring company. Unlike most flooring dealers, we do not have a retail store with a big fancy showroom. We have learned from our past retail experience that overhead costs only raise the price that we must charge to our customers.

For this reason, business is conducted from our home office. This allows us to minimize our overhead costs and pass the savings onto our customers. When a customer calls, we let them explain their situation to us. From what they have told us we will pick out the appropriate samples and bring them with us when we visit the jobsite. At Leichter's Floor Covering we do not understand the concept of having limits. What we mean by this is that we have access to all different types of flooring and know how to professionally install all of them. Our company is interested in developing long term mutually beneficial relationships with our customers. Please feel free to contact us to discuss any flooring projects that you may need help on.



## What We Do

Leichter's Floor Covering works closely with our customers to satisfy their needs. When a customer first calls in we will collect relevant personal information that we will need at a later time:

- Name
- Job Address
- Contact information (i.e. phone number, fax number, and email address)

Then we let customers explain to us what they need for their project:

- Type of flooring
- Information about the job
- Information about a specific flooring or help selecting a type of flooring for the project

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This way we can get straight to the point and don't waste any of their valuable time. After talking with customers and coming up with possibilities for their project we set up an appointment to go see the job site. At this meeting a couple of things are accomplished:

1. We will bring samples for the customer to look at
2. We will physically measure the project area and draw a floor plan for later reference
3. We will discuss what we believe is the most appropriate type of flooring for the specific application
4. We will discuss project details with customer (i.e. length of installation, lead time on getting materials, and the best time for the installation to occur)

After the meeting, we will go back to our office to calculate and type up a free flooring proposal. After we send the proposal to the customer, we will encourage them to ask us any questions that they might have. After we have answered all of their questions we will pull back and allow our customer time to make their decision. Once the customer has decided to proceed, we will collect a material draw, order the materials, and set up an installation date for the project. On the first day of the installation, we meet with our installers at the job site and go over the installation with them. Once the installers know what they are doing we allow them to proceed without interruption. After the installation is complete we will walk through the job with the customer to make sure everything is as they expected it would be. Finally, we will send out a final invoice for the remaining balance due. If there are any problems or concerns that come up they are addressed and corrected immediately.



## Our Team

Leichter's Floor Covering is a family run business. Samuel Leichter was appointed the new President & CEO on January 1st, 2009. Samuel has been in the business for the last 14 years, since graduating from Cal Poly Pomona with a degree in Marketing Management. Samuel has been in charge of running large commercial projects for the last 12 years. Samuel provides superior customer service to all of his clients.

Steven Leichter retired at the end of 2008 after 30 years in the flooring business. He dedicated his career to providing customers with friendly and professional service. Steven had the great

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idea of making Leichter's Floor Covering an environmentally conscious company so many years ago. Steven spent a lot of time volunteering and donating flooring materials to non-profit organizations in the bay area. Steven still consults with Samuel on projects and is enjoying his retirement. Steven would like to personally thank each and every person that he has had the opportunity to work with over the years.

Leichter's Floor Covering promises that we will continue to deliver the highest quality level of installations and service that have come to be expected from our company over the years. Our main goal is to make the process of getting new flooring completely stress free.