

Hardwood



Tile



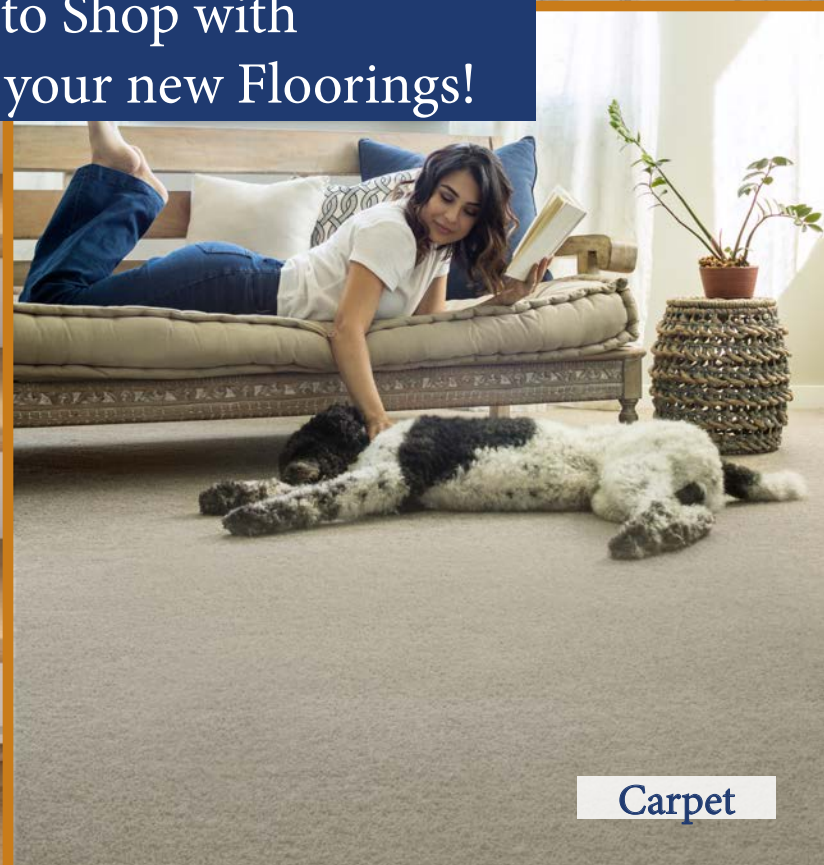
Vision Flooring 2024 Buyer's Guide

Your Guide to Shop with
Confidence & Love your new Floorings!

Luxury Vinyl



Carpet



Presented By...

Shane Levinson
Owner of Vision Flooring



VISION FLOORING BUYERS GUIDE

Hey There!

Congratulations on taking your first step towards new flooring! (pun absolutely intended 😊) If you've done any research until this point, your head is probably swimming with all the different types, styles and options that are available to you. You just want beautiful, durable new floors but you feel like the more you research the more confused you get requiring more research! You could spend days researching the thousands of different options available to you, but you don't have that kind of time. You don't need to know all things about all floors, **you only need to know what flooring is best for YOU!**

I'm Shane Levinson, owner of Vision Flooring and author of the Your Vision Flooring Buyers Guide. With over a decade of experience in the flooring industry, it still amazes me the amount of BS, fluff and marketing gimmicks that are out there in my industry that make bad products sound amazing.

My focus is all on you, and I'm going to equip you with the right questions to ask the professional at the store or in your home so you can trust that you make the right decision for you & your family. We're going to pull back the curtain on the industry so you know what to believe, can spot the BS, and get beautiful new floors at the best possible value. Flooring is most people's third largest purchase of their life & your floors are going to take more use & abuse than anything else in your home. You only want to do this once, and we're going to help you do that.

I wrote this buyers guide so you can shop with confidence knowing you're going to find a product that is right for you, get the best deal possible, and know how to avoid the 'gimmicks' that you're being inundated with. In my formative years, I joined the Army as an Infantryman and served in both Iraq & Afghanistan, so I'm going to shoot it to you straight. I have a tendency of saying the quiet part out loud, otherwise known as things that are considered 'trade secrets' that the industry don't want you to know. As you're going through this guide you'll occasionally see **"Quiet Part Out-Loud"**. When you see that, you'll be getting an insiders take on the biggest manipulations the industry DOES NOT want you to know.

I sincerely hope this guide helps take all the hassle and worry out of what can be one of the most exciting and transformational purchases of your life!

-Shane Levinson

P.S. If you have a question about anything you've seen here or if I can help you at all in your journey, shoot me a text or call my cell at 602-502-8723. I'm here to serve!



Presented By...

Shane Levinson
Owner of Vision Flooring



GLOSSARY

PAGE

Your Choices In Floor Replacement 3

Questions To Ask The Expert 4

Question You Should Be Asked By The Expert 5

Don't Forget The Cushion 6

Carpet Basics 8

Hard Surfaces 9

Installation & Warranties. 10

Maintenance & Cleaning 11



YOUR CHOICES IN FLOOR REPLACEMENT

“I JUST CAN’T TAKE IT ANYMORE!” It’s a sentiment we hear a lot from homeowners who are ready to get new floors. Weather it’s excessive matting, staining, clicking or those darn grout lines, it’s finally time to do something about it.

When it comes to getting new floors, you only have 4 options to get it done; Do-it-Yourself, Box Store, “Use My Guy” or a Flooring Store.

As I said in the beginning, this guide is going to be about YOU, so here’s a pro/con list of each option and a profile of who should choose each different option.

OPTIONS FOR REPLACING YOUR FLOORING

Options	Pros	Cons	Buyer Profile
DIY	Most affordable, keeps the hands busy, pride in saying "I did that"	Always going to need a new tool, 10-20x more time involved than other options, no one else to blame when it fails	You're a handy person who likes the idea of spending a weekend or two or three working on your home. You're great at learning via YouTube and have an abundance of patience. You have a great chest of tools and love the opportunity to add a few more to your collection.
Box	familiar shopping experience, previously established trust, convenient locations, 1-800 number to call	Paying for quote, limited expertise of staff, minimal labor warranties, more prep work on your end 'i.e. moving furniture', multiple line-item charges, pay in-full upfront, multiple points of contact, no one knows who will be coming to your home.	You have a smaller project and value a quick and simple purchase. You're not concerned with how it's going to perform 5 years from now since you'll be selling the home in the next 1-3 years or you're just looking for something to get by.
My Guy	Second most affordable, convenience if you need other things done around the house,	limited flooring experience (unfamiliar with specifications on flooring types), competing warranties(labor Vs. Material), much longer to complete, more leg work on your end (ordering materials, picking up materials, etc.),	You found something you like online or at a box store and want to get it installed at the cheapest rate possible. You're not overly concerned about longevity of the floor or how long it'll take to get the job done. You may have a couple other small home improvement projects that you're hoping can be bundled up for increased savings.
Pro	Expert Advice, Personalized approach, labor & material warranties, shop at home, higher quality products	limited locations, scheduling and availability may not be as fast.	You have kids and pets that you know are going to spill everything on your floors so you value expert advice to be sure you make the right decision. You have no plans to sell your home and want to be sure your floors are beautiful and functional for 10+ years. You don't want to have to do this again in this home. You prefer a personalized approach and want to invest in quality for a beautiful, long-lasting floor. You want a design perspective and want to feel confident that what you're getting is of high quality and that you're protected against any issues down the road.

Here's one of those shoot it to you straight moments I mentioned at the beginning; I am biased. I am 100% biased towards you hiring a professional for your project. I am one of those professionals so of course this recommendation is self-serving. If you aren't planning on selling your home in the next 2-3 years you should ALWAYS use a professional, even when it isn't us at Vision Flooring. After over a decade in the industry, I've seen 10x more homeowners regret choosing the DIY, Box or 'My Guy' option than I have seen regret in choosing a professional.

QUESTIONS TO ASK



“Quiet Part Out Loud” Everyone who sells flooring sells the same products from the same manufacturers. Shaw is Shaw, whether it's from me or the store down the street. The true differentiators are in the craftsmanship, communication, warranties & reputation.

Before you even get to looking at products you should interview the company. These questions will help you to determine the level of professionalism by the contractor.

- 1. Outside of the manufacturer warranty, what warranties do you provide? What happens if the carpet buckles or the flooring separates or warps?**
 - a. The Arizona Registrar of Contractors (ROC – governmental regulatory body overseeing contractors) only requires contractors to provide a 2-year labor warranty, while most signs of poor installation (improper prep work, improper installation, etc.) can take well over 2 years to show up leaving you holding the bag for poor craftsmanship. **“Quiet Part Out Loud”** over 96% of flooring installers are sub-contractors. It's not necessarily a bad thing IF the company takes responsibility for their work and provides you documentation of their guarantees.
- 2. How long have you been in business & what do people like about doing business with you?**
 - a. This is normally where people would advise you to hire someone who is “licensed, bonded & Insured”. That advice sounds good in theory, but the truth is that getting Licensed, Bonded & Insured is extremely simple and is in no way a guarantee a contractor won't run off with your money (Just read the reviews for the Arizona Registrar of Contractors. 😊)

3. Do I have to make a decision today?

- a. The ol “This discount is only good for today” trick. There’s still a lot of companies out there that use this, predominately the ones you see advertise on TV for 75% off. They don’t want you to make a logical choice, they want you to make an emotional decision. In the home discounts are a false; don’t buy it.

4. What’s the installation process? What can I expect once we make a decision?

- a. This will tell you if they have sound processes for completing the work and making good on their promises. You want to look for an abundance of communication.

5. Will you know who will be doing the work before the installation?

- a. If the sales representative can’t name their installers then they have no idea who is coming into your home or if they’ll do a good job.

6. Is the price you’re giving me today a final price or is there the potential for additional charges?

- a. As contractors, we never know what we’re going to run into once we pull up the floor. Some companies use this as a way to give you a low price up-front knowing they’ll hit you with hundreds or even thousands more on sub-floor preparation. You may see a disclaimer saying ‘floor prep included’; that is different than ‘floor repair’. If they don’t offer a price with floor repair included, ask them what the average is and see if they squirm; that will give you a great indicator if you’re getting the low price up-front just to be hit with some repair charges.

QUESTIONS YOU SHOULD BE ASKED



Many companies in my industry operate on a philosophy of ‘make money on the buy’. This means they pre-select the floors they’re going to show you months prior to your appointment and instruct their sales teams to push those specific products on you to pad profits. It’s a transactional model that incentivizes them to push the select few products that they make the most profit on, not the products that will serve your needs the best. This is how they can offer ‘next day installation’.

1. What kind of traffic do you have in your home? Kids? Dogs? Cats?
2. How long are you planning on living in the home?
3. How important is durability to you?
4. What’s the feeling you hope to accomplish with new floors?
5. What research have you done?
6. Is there anything else I should know about your project?

“Quiet Part Out Loud”

If the person in your home is asking these questions, it shows they’re taking a genuine interest in you, the needs of your family and your desires. If they’re gathering this information, you’re getting a consultative approach which will lead you to getting a product you’ll be happy with for decades to come.

CARPET BASICS

- **Fiber (Durability)** When you walk into a store and see the tens of thousands of options, it can be overwhelming.
- **Style (Look & Feel)** We’re going to take the stress out of it with our
- **Color (Décor)** 3-step process known as **FSC**.

You start off with thousands of options. When you go down this list you’ll be left with 10-30 options to take away the stress and make the shopping experience fun!

FIBER (Durability)

The largest differentiator of carpet is what it’s made of, known as the fiber. Here’s a list of each fiber type with the pros and cons of each and the situations in which I believe the fibers would be the best fit. This is not scientific, this is from my observations serving thousands of clients and installing millions of square feet of these carpets into the homes of Phoenix all the while earning nearly 600 5-Star Reviews.

FIBER TYPES			
Type	Pros	Cons	Who should purchase
Nylon	Highest durability & longevity, highest crush/matting resistance, great for high-traffic areas	higher price due to superior durability, not as soft to the touch as other options, not naturally stain resistant,	You'll be in the home for a long time with multiple children and pets. You're going to have high traffic use(especially on stairs) and you don't ever want to have to replace it again.
Wool	Natural fiber, maximum softness, resistant to crushing, great insulator	higher price, potential for allergies, highly susceptible to staining/more maintenance	You appreciate the luxurious and natural feel of wool. You don't have children and want the absolute best in your home and you're happy to pay top dollar for something you'll love. You value the eco-friendly and sustainable materials in your home.
Triexta	Top-tier stain resistance, softest fiber to the touch, eco-friendly	limited color options, not as durable as nylon or wool, newer material; first used in carpet in 2009	You're a parent of no more than 2 children looking for an affordable yet durable carpet option. You NEED max level stain resistance and it's not going to be in high traffic areas. You're planning on selling the home in the next 5-10 years.



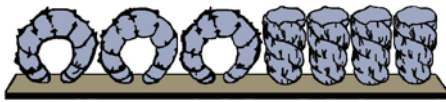
FIBER TYPES

Type	Pros	Cons	Who should purchase
Polyester	Top-tier stain resistance, amazing color selection, soft to the touch, more economic than other options	Less durable, more susceptible to crushing, static buildup prone	You're someone who has hard surface everywhere else in the home and just need something for the bedrooms. You won't get tons of traffic in those areas and you want a vibrant color and you only need it to last for the next 5-10 years.
Olefin	Cheap	Low melting point (shoes can melt it), roughest fiber to the touch, highly susceptible to wear and crushing.	You're selling the home before you even walk on it.

Now that you narrowed down on the fiber type, you've eliminated all of the options that don't fit your performance criteria. Now you get to pick the perfect look for your home!

STYLE (Look & Feel))

STYLES

CUT PILE <i>Plush & Soft</i>	LOOP PILE (berber) <i>Formal & Timeless</i>	Cut & Loop <i>Elegant & Artistic</i>
		
You're looking for something that will be soft and fun to roll around on the ground with your kids. You value the softness of carpet and love the feeling of walking on a cloud.	You're seeking a formal look and hate footprints & vacuum lines. A consistent, uniform look as well as durability are your highest priorities.	You seek a unique and visually interesting carpet style to go with your beautifully designed home. You have an abundance of creativity and want something that is going to make a statement

DON'T FORGET THE CUSHION!!!

Often overlooked, the Cushion you choose is going to have a massive impact on the feel and performance of your carpet.

Cushion is differentiated by density (shown in pounds/cubic ft) and thickness (shown in inches).

- Cushion density ranges from 5lb -10lb
- Cushion thickness ranges from ¼ inch to ½ inch

I'll make this really simple; if you're going to be living on it for longer than 6 months, don't get anything under 8lb, ½ inch. Anything less on the density (pounds) or thickness (inches) you'll be leaving a ton of comfort on the table. A thin carpet (shorter fibers) on a quality cushion will feel as soft as a carpet with 50% longer fibers.

There are other features available on cushion, such as moisture barriers and memory foam. At Vision Flooring, of the 3 different cushions we carry. Make sure you see a sample of the cushion you'll be getting so you know what you're getting is quality and so you can make sure you're getting what you paid for on the day of installation.

HARD SURFACE BASICS

You already have a Vision for what you want your space to look like, but you can achieve that look with every different product categories, so what type is the best? The best hard surface is the one that's best for YOU! Take a look; which one describes you?

HARD SURFACE BASICS

Type	Pros	Cons	Who should purchase
Wood	Timeless, beautiful, warm, re-finishable, increases home value	difficult to maintain, susceptible to moisture, kids and pets will destroy, up-front cost & maintenance costs higher	You're from the midwest and are used to the realness of hardwood. You appreciate the timeless and classic aesthetic of hardwood floors. You value natural and sustainable materials in home design. You have children well past the juice spilling phase and don't have any large dogs, and you're willing to invest in your home for maximum beauty and resale value.
Laminate	Affordability, durability, Low maintenance, Beautiful & Dimensionally Stable	Susceptible to moisture, can be noisier to walk on compared to other options	You just bought the home and are planning on selling in the next 3-5 years and need something affordable and beautiful. Moisture isn't a big concern and you don't have pets.
Luxury Vinyl	Affordability, water resistant, looks like real wood or stone, easy maintenance, wide range of styles & colors, customizable	Not as durable as tile, can't be refinished, clicking sound can occur with poor prep work during installation	Busy moms with kids who spill juice and get yogurt everywhere! People with pets. People who don't have the time or desire to spend their time cleaning and worrying about their kids & pets destroying the new floors. People who love as little maintenance as possible
Tile	Max durability, waterproof, cooling effect	dingy grout lines, hard on knees and back, installation is expensive and takes much longer,	You enjoy the timeless and durable nature of tile flooring. You seek a classic and elegant aesthetic for the home. You're not worried about spills and kind of like the linear look of grout lines. You like to accent your tile with area rug on the floor where you spend the most time.

Each one of these categories has its own scale of good and bad products and the specifications that differentiate them. Give us a call and have one of our designers provide an in-home Design consultation and they can help you narrow it down to a specific product.

INSTALLATION & WARRANTIES

Flooring is one of the top 3 industries that get the most ROC complaints. In the vast majority of cases, the reason a floor installation fails is from improper preparation. You don't need to become a pro to spot these issues, you just need to learn how to spot a pro.

How you know you can trust the Installation

- The company can tell you exactly who will be coming to your home
- The company has a great reputation (People only leave 5-Star Reviews if they liked and trusted the installer)
- The company provides a lifetime installation guarantee – The ROC only requires 2 years.
- The installers have name badges and go must go through a Certification process for the company (on top of RoC licenses)
- The company takes responsibility in the event of an issue. You can test this by asking “If there is a problem with my installation but I didn't feel comfortable with the original installer, what happens?” If they say the original installer has to have the opportunity to correct the deficiency, this is RoC verbiage and tells you that they're more interested in holding installers accountable than providing a great experience.

When you get new floors, you want to make sure you're triple protected with 3 warranties!

Lifetime Installation Warranty	Manufacturer's Warranty	Stain & Soil Warranty
Covers any issues that would fall under Installation (Bad seams, bunching/rippling, gapping, etc.).	Covers any manufacturing defects	Covers excessive staining, matting, and keeping of color beyond what is considered normal wear

The first two are very straight forward and most cases will be pretty clear if it's an Installation issue or a manufacturing issue. These will also be the first to show up.

The third one doesn't show up for years, and you bear some of the responsibility.

Regular maintenance is CRUCIAL to keep your floors performing well and looking beautiful. At the end of the day, it's going to be the company you choose that you'll need to rely on to take care of you. Manufacturers put their products in millions of homes each year and have great lawyers to write their warranties, so they don't have to take responsibility every time there's a stain or soil issue. I understand where they're coming from, which is why we make sure you're only going to see the best carpet and flooring in our mobile showrooms and in our showroom because our warranties and promises trump the manufacturers. We have on several occasions replaced floors that passed professional inspections simply because our clients were unhappy with it. The most recent one being a gentleman who said his carpet was too loud when he got up in the middle of the night to pee. True story, we're putting all new carpet in his bedroom for no charge, even though there's absolutely nothing wrong with the material or the installation. That's what you want to look for when it comes to warranties; a candid and honest response that says we'll be there for you.

MAINTENANCE AND CLEANING

HARD SURFACE

Maintenance and Cleaning Guide for Hard Surface Flooring

Proper maintenance and cleaning are essential for preserving the beauty and longevity of your hard surface flooring. Whether you have hardwood, laminate, vinyl, tile, or stone floors, following these guidelines will help keep your floors looking their best for years to come.

Regular Maintenance

Sweep or Vacuum Frequently

Remove dust, dirt, and debris regularly using a soft-bristle broom, dry mop, or vacuum cleaner with a hard floor attachment. This prevents scratches and maintains the appearance of your floors.

Use Furniture Pads

Place felt or rubber pads under furniture legs to prevent scratches and indentations on hardwood, laminate, and vinyl floors.

Cleaning Guidelines

Use Recommended Cleaners

Refer to the manufacturer's guidelines for recommended cleaning products suitable for your specific flooring material. Avoid using harsh chemicals or abrasive cleaners that can damage the finish or surface of your floors.

Deep Cleaning

Schedule Periodic Deep Cleaning

Depending on your flooring material, schedule periodic deep cleaning to remove embedded dirt and grime. Consider professional cleaning services for thorough and effective results.

By following these maintenance and cleaning guidelines, you can prolong the life and beauty of your hard surface flooring. Remember to consult your flooring manufacturer or retailer for specific care instructions tailored to your flooring material and finish.

Maintenance and Cleaning Guide for Carpet Flooring

Proper maintenance and regular cleaning are essential for keeping your carpet flooring looking fresh and vibrant. Whether you have nylon, wool, polyester, triexta, or olefin carpet, following these guidelines will help extend its lifespan and maintain its appearance.

Regular Maintenance

Vacuum Frequently

Vacuum your carpet .5 times per person in the traffic area each week. For example; a family of 5 should vacuum the high traffic areas 2-3 times per week and in the low traffic areas once a week. This keeps your carpet fluffy and reduces crushing.

High Traffic Area Vacuum Schedule

Number of Persons _____

X .5

Times Per Week Carpet
Should Be Vacuumed _____

Spot Cleaning

Act Quickly on Spills

Immediately blot spills with a clean, white cloth or paper towel to absorb as much liquid as possible. Avoid rubbing or scrubbing, as this can spread the stain and damage the carpet fibers.

Use Mild Cleaning Solutions

For water-based stains, mix a solution of water and mild detergent and gently blot the affected area. For oil-based stains, use a solvent-based cleaner recommended for carpet cleaning.

Deep Cleaning

Schedule Professional Cleaning

Arrange for professional carpet cleaning every 12 to 18 months. Professional cleaning removes deep-seated dirt, allergens, and stains, rejuvenating the appearance of your carpet. And if you're a Vision Flooring customer, your first cleaning is FREE and then you'll save 20% on all your future cleanings with our sister company Willing and Able Carpet Cleaning.

By following these maintenance and cleaning guidelines, you can keep your carpet flooring looking its best for years to come. Remember to consult your carpet manufacturer or retailer for specific care instructions tailored to your carpet type and any warranty considerations.

