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Columbus Investment and Commitment

CEO Jason Goldberg in front of the land and building set to become part of America's Floor Source's newest Columbus expansion.



America's Floor Source, a locally-grown company powered by phenomenal service and a do-it-right mindset, is embarking on a significant Columbus expansion to provide central Ohio's builders and consumers with extra options, support and convenience.

"It's our commitment to Columbus, which is evident by the millions of dollars we're investing into the market in new facilities and advertising and additional growth," explains Jason Goldberg, CEO of America's Floor Source. "Columbus is our hub, our main market, and we're going to make significant investments in it over the next several years. We're going to do our best to make sure that the one flooring company name that everyone in Columbus knows, without question, is America's Floor Source."

Goldberg is loyal to Columbus, the city where he founded America's Floor Source 16 years ago. He started America's Floor Source with six dedicated employees crammed into a small space behind a church. Today the company has 170 employees and stores in Columbus, Indianapolis and Louisville, and it was ranked 12th nationally in Floor Covering Weekly's Top 50 Specialty Retailers in 2014.

They have nine Mobile Floor Sources for in-home shopping — and plans to add more.

America's Floor Source provides and installs a full range of flooring, including hardwood, carpet, vinyl, laminate, marble, bamboo and cork. Company staff provide expert installation, double-checked orders, good work flow with the other trades and in-depth expertise -- and always go the extra mile for builders.

Goldberg's investments in the Columbus market are well-planned and substantial, and they include new stores, extensive advertising and a cluster of company buildings.

CORPORATE CAMPUS

America's Floor Source is adding new facilities adjacent to their current east side headquarters — and this expansion will turn the area into a sprawling America's Floor Source campus.

"The reason for doing this is that we're just out of space," says Goldberg. "We feel with the growth we're anticipating and the investments we're making in the Columbus, Ohio market, that we needed to make this a priority."

Goldberg recently purchased an existing 9,600 square foot building, plus its surrounding 1/4 acre of land, located on

Citygate Drive — just around the corner from their Millennium Court main offices and showroom. This facility is slated to become corporate office and meeting space, and will be ready for staff to move into within the year.

Goldberg also bought two acres of vacant land between the company's Millennium Court and Citygate Drive facilities, where he plans to build a 37,000 square foot warehouse, the company's third.

One of the new warehouse's most exciting features will be a workroom and bindery area where America's Floor Source can create custom rugs and runners. Customers can make their rug unique by selecting its border, carpet, pattern, size and binding. America's Floor Source will even be able to hand carve designs into the pile of the carpet — everything from Disney characters to the Ohio State Buckeyes logo. Since work won't be outsourced, the rugs will be affordably priced and turnaround time will be fast.

After an extensive renovation, the Citygate Drive building will provide needed offices plus a new and innovative training center. This center will give company installation crews a dedicated space where they can sharpen their skills and learn new techniques. Local manufacturers and distributors will also be invited to hold their own classes at the new facility.

"What I really love about the building is the training center we're going to be building there," says Goldberg. "We're the only flooring retailer I know across the country that will have their own training center."

A bonus for builders: the training center will feature mock display areas where America's Floor Source installers can learn in a controlled environment exactly how to replicate specific features offered by local builders, like a super-sized owner's suite shower or a corner tub. This will enhance accuracy and eliminate problems in the field.

"If there's something they build on a continual basis, we're going to reconstruct it. Then we'll be able to teach everyone to do it the exact way the builders want," says Goldberg.

The company will also be able to show builders how their features are constructed, and work with them on design improvements. "I'm excited to bring our builders to the training center," says Goldberg. "We're going to build a mock in here for you and then we'll show you all the different options of what we can do."

Another major training center advantage: on-the-spot installation problem diagnosis and correction. If an installer has an issue at a jobsite, they will be able to use their smart phone to connect to the training center, where a trainer will go live to access video on the specific kind of job the installer is working on and provide help.

LOCALLY GROWN

Goldberg plans to open two more retail/wholesale locations in the Columbus area in the near future. Last year, America's Floor Source opened its 16,000 square foot Columbus North store in Lewis Center.

The new store, the company's third in Columbus, is especially well-located since it's right next to Lazer Kraze and a few doors down from Sky Zone Trampoline Park. Customers like to drop their kids off at the recreational centers, and then head to the North store's beautiful and well-lit 12,000 square foot showroom with its multitude of flooring options on display.

A designer is on hand at the North store to help people make the product selections that are right for their home and budget. Often builders' buyers visit the North store, as well as America's Floor Source's other two Columbus locations, to do pre-shopping before their scheduled product selection appointments. "There's a tremendous market up north," says Goldberg. "It's just an exciting addition to the business."

America's Floor Source plans to sharply increase local advertising to support their upcoming Columbus market growth. The company already has a strong promotional mix that covers TV, radio, its website and social media. But committing to the sizable



In the midst of a significant Columbus expansion that includes a new corporate campus, America's Floor Source keeps phenomenal service as their top priority.

advertising investment planned, will create an immense impact in central Ohio.

Goldberg says upcoming ads will emphasize the company's local roots. "We're born and bred right here in Columbus, Ohio, and I think for a lot of customers it does make a difference to them," he explains.

Marketing of every kind is continually a strength for America's Floor Source, and this year the company won MAME's prestigious Associate Grand Marketing Award.

Local investment for America's Floor Source isn't limited to business. The company has always shown its support for central Ohio through charitable involvement. One of their newest commitments is being a sponsor for In Christy's Shoes, a Columbus-based nonprofit dedicated to improving women's lives.

With all the growth at America's Floor Source, one thing remains the same: their laser-focus on builder customers. The company is carefully diversified but out of their four major divisions, their builder division continues to be their largest.

"Builders are always going to be the mainstay of America's Floor Source. That's what we started with and that's 50 percent of our business. We anticipate it always being the largest percentage, even while we anticipate retail growing very rapidly over the next several years," says Goldberg.

America's Floor Source also remains one of the BIA Parade of Homes' strongest supporters. The company is a 2016 Parade sponsor, and their products will be showcased in more than half of the Parade homes. "We're very happy about that. We always love the Parade," says Goldberg.

One of the key benefits America's Floor Source brings to customers is its

hard-working, knowledgeable and highly-motivated staff. To handle the expanded Columbus business, America's Floor Source anticipates adding new employees over the next year. They will each receive the in-depth training that's standard for America's Floor Source staff and prepares them to deliver outstanding service.

Every new hire is thoroughly trained in America's Floor Source's specific processes and approach by taking classes developed by Kristan Sock, vice president of marketing at America's Floor Source. The coursework takes 44 weeks to complete and is broken down into two segments, Floor Core 1 and Floor Core 2.

Sock also designed a 20-week intensive management training program called Manage Engage Leads (MEL) that paves the way for new, capable managers to step in quickly when they are needed to handle growth. And she is preparing a new course that will help staff develop their expertise in basic computer-based tools like Excel and Outlook.

As the company celebrates its 16th anniversary amid intensive Columbus expansion, providing the best possible service stays on top of their priority list. "What's important to me is taking care of the customers while we're growing," says Goldberg. ●

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