



Why Our Customers Have Chosen Custom Carpet Centers Since 1965



Got a Few Minutes?

• *Experience*

CCC is the largest floorcovering dealer in WNY. For over 50 years, we've installed more floorcovering in WNY homes and have more happy customers than anybody. There is almost no situation that can arise that we haven't covered at one time or another. Plus, we cover a lot more than just residential customers. We are the largest supplier to the New Home Builders of WNY and one of the largest commercial contract dealers as well. In the past few years, we have completed numerous large scale office, retail and healthcare projects all over WNY. So, whatever the application---we've probably done it at one time or another.

• *Purchasing Power*

We are one of the **top 100 floorcovering retailers in the United States.** We have access to nearly any floorcovering product available and our volume ensures that we will get the best price. Furthermore, we belong to the **National Floorcovering Alliance** which is a small elite group of the finest retailers in America. This ensures that we are always on the cutting edge of new trends in the industry and can participate in special group pricing that the NFA's combined volume of over \$1 Billion will facilitate.

• *Follow Up*

We are well known in the Western New York area for our follow up. We call our retail customers on a nightly basis to check on how well we've met their expectations. Furthermore, once a quarter, we randomly send out surveys to our customers, including builder customers. Through 18 years of surveying, **our customers say that they would recommend us to their friends over 96% of the time.** The industry standard is 40-50%.

• *One-Stop Shopping*

We're the only floorcovering store in Western New York that provides expert full service installation of **all** floorcovering applications, including: **carpet, vinyl flooring, ceramic tile, hardwood and laminates.** Plus, we have 8 locations all over WNY.

• *Customer Service*

We provide a **fully staffed customer service department,** whose only job is to handle customer service concerns. Our field service issues are handled by a **certified customer service expert.** Our service expert will assess the problem, perform the repair and/or recommend a solution.

• *Quality Craftsmanship*

Most of our installers work exclusively for us. Our installers attend ongoing training sessions on the latest techniques and equipment. Furthermore, our customer surveys are coded to maintain superior installer performance. Installers that score low are not retained.

• *Clout with Manufacturers*

Manufacturing problems arise on a regular basis in the floorcovering business. Our relationships with our suppliers are something we're proud of. We treat them fairly, pay them on time and cover warranty information on their products with our customers. In return, we are first on shipment lists and special orders. "Gray area" replacements that manufacturers may not warrant under normal circumstances with other dealers, are often put through for us.

• *1st Quality Merchandise Only*

We sell only **guaranteed first quality** merchandise, never seconds or off goods. At **Custom Carpet Centers,** you can rest assured that you will **always get what you ordered** and that it will be guaranteed **first quality every time.** We are the area's largest supplier of the Flooring Brand Names that assure your satisfaction, Like **Stainmaster, Karastan, HGTV, Armstrong & More!**

• *Confidence*

We spend more time by far on ensuring our customer's satisfaction than any one in Western New York. We are constantly reinforcing the quality and service message within our organization. We try on a daily basis to earn our customer's confidence in the manner that we conduct our business. Floorcovering is usually a large purchase and we feel that our honest, straight-forward approach is the best way to ensure our customer's satisfaction. In addition, we are very visible on the local charity front. We feel that customers, given the choice, would rather deal with a company that gives back and is involved in the community.



HOME OF THE CALLAHAN PROMISE visit us at: www.customcarpetcenters.com



CUSTOM CARPET CENTERS

WNY's Number One Floorcovering Dealer • 8 Locations

Main Office Orchard Park • 716-674-0678

Carpet • Vinyl Flooring • Tile • Hardwood • Laminates • Rugs