

# WOOD FLOOR

0/N23

Empowering Wood Flooring Professionals

# BUSINESS

## 2023 RETAILER SURVEY

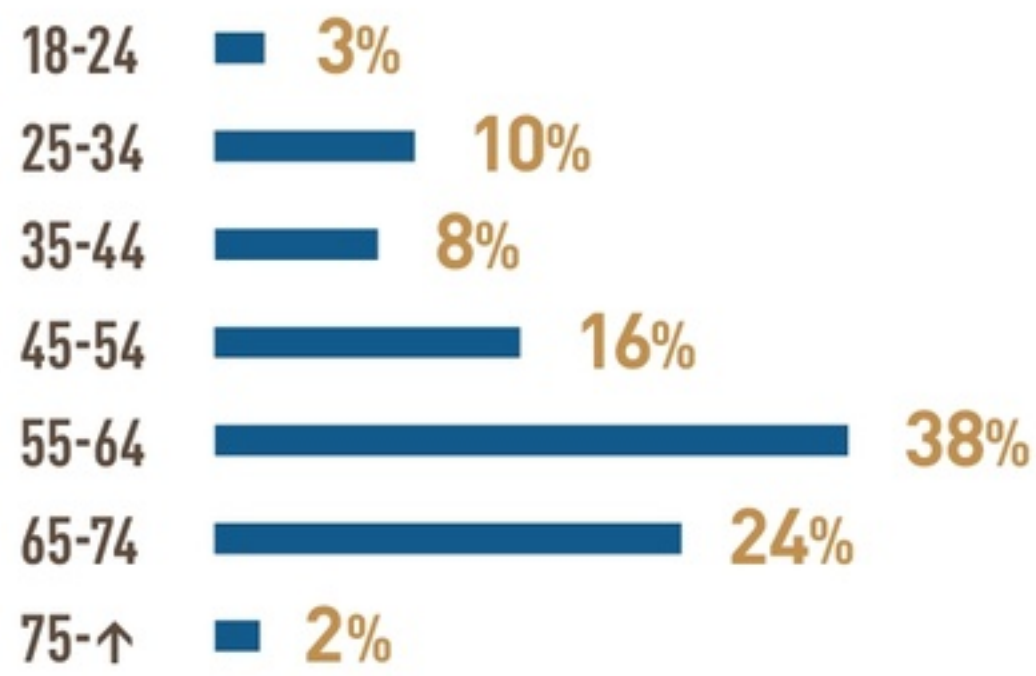
Flattening a Subfloor  
Implementing Performance Pay  
Myths About LVP



# 2023 RETAILER SURVEY

Every two years, we ask wood flooring retailers to share insights into their businesses. To take a deep dive into data about wood flooring retailers today, turn the page. (To see the State of the Industry data with more stats about retailers, go to [wfbmag.co/am23soi](http://wfbmag.co/am23soi)).

## WHAT IS YOUR AGE?\*



## WHAT IS YOUR GENDER?\*



5% preferred not to answer

## DID YOU GROW UP IN THE FLOORING INDUSTRY?\*



## WHAT IS YOUR HIGHEST LEVEL OF EDUCATION?\*

- 0% Some high school
- 14% High school diploma
- 21% Some Associate's/ technical college coursework
- 19% Completed Associate's degree/ technical college
- 13% Some Bachelor's degree coursework
- 24% Bachelor's degree
- 10% Graduate degree



\*Figures may not add up to 100 percent due to rounding.

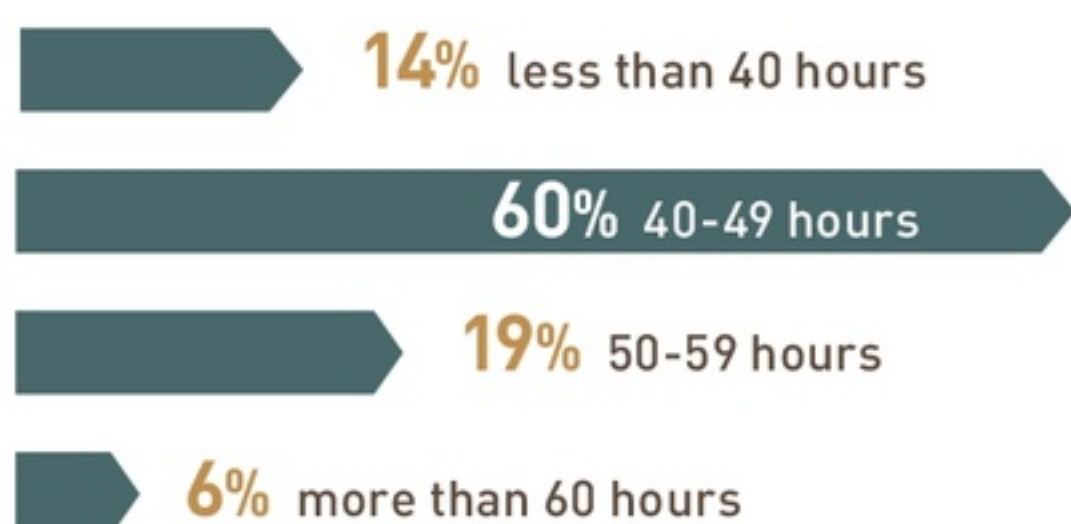
HOW MANY YEARS HAVE YOU BEEN IN THE WOOD FLOORING INDUSTRY?\*



HOW MANY RETAIL LOCATIONS DO YOU HAVE?



HOW MANY HOURS DO YOU WORK EVERY WEEK?



WHAT PERCENT OF YOUR WORK (BY REVENUE) IS ...



77% Residential



22% Commercial

**SanderParts.com**

We keep contractors smiling in their flooring jobs and their bank accounts!



Make SanderParts.com your choice for all your hardwood floor parts and supplies.

Sanderparts.com • 757.333.0515

**RAPIDRH<sup>®</sup> L6**

Fast, Accurate Moisture Test for Concrete Floors



- Simplest F2170 Test
- Most Trusted
- Lowest Cost/Test

**RAPIDRH.COM**



**DO YOU EXPECT TO ADD EMPLOYEES IN THE NEXT YEAR?**

✓ **No 53%**

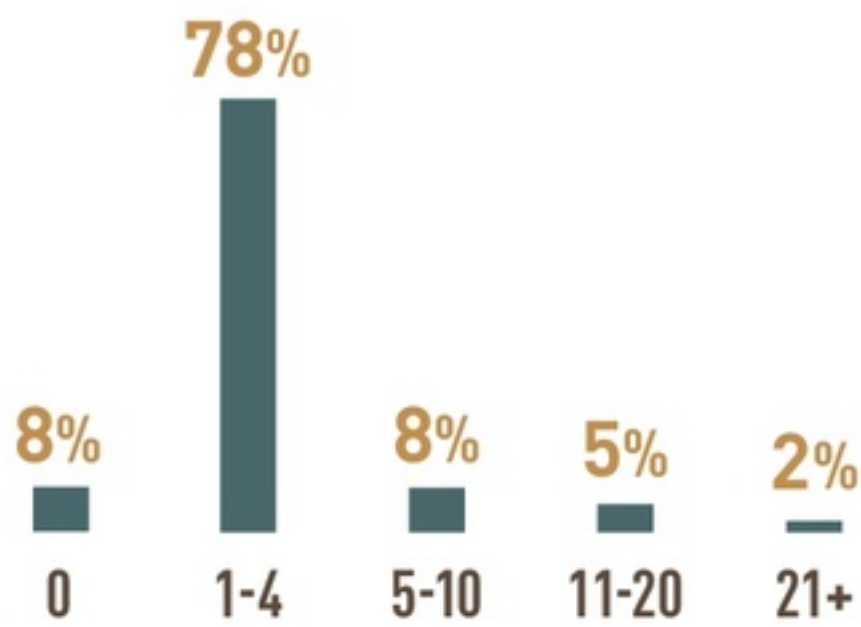
✓ **Yes 47%**

**HOW MANY EMPLOYEES (TOTALING FULL TIME) DO YOU HAVE?**

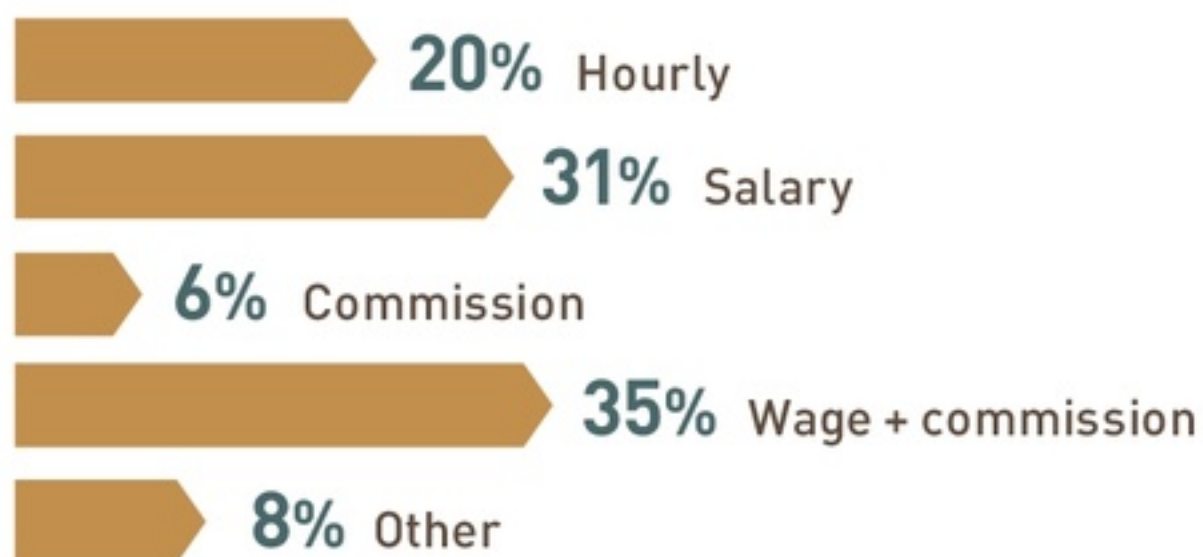


0	<b>5%</b>
1-4	<b>44%</b>
5-10	<b>37%</b>
11-20	<b>5%</b>
21+	<b>10%</b>

**HOW MANY SALES STAFF (TOTALING FULL TIME) DO YOU HAVE?**



**HOW DO YOU PAY SALES STAFF?**



HARDWOOD FLOORS OF LANCASTER



PID FLOORS

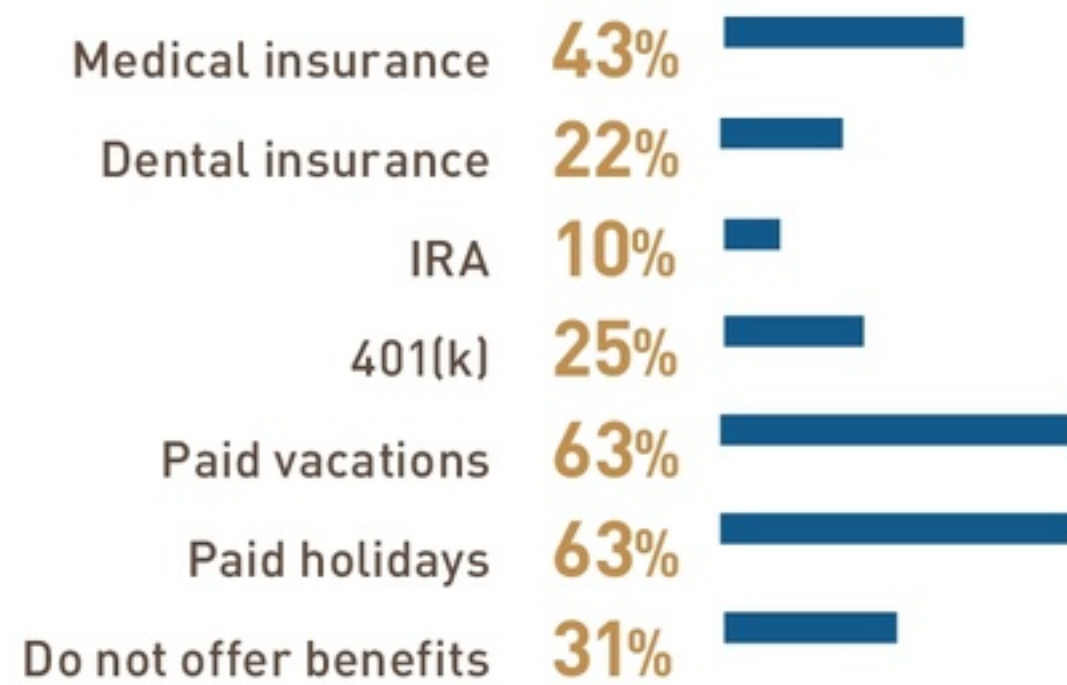
**90%**  
OFFER  
INSTALLATION  
AS WELL AS  
RETAIL SALES



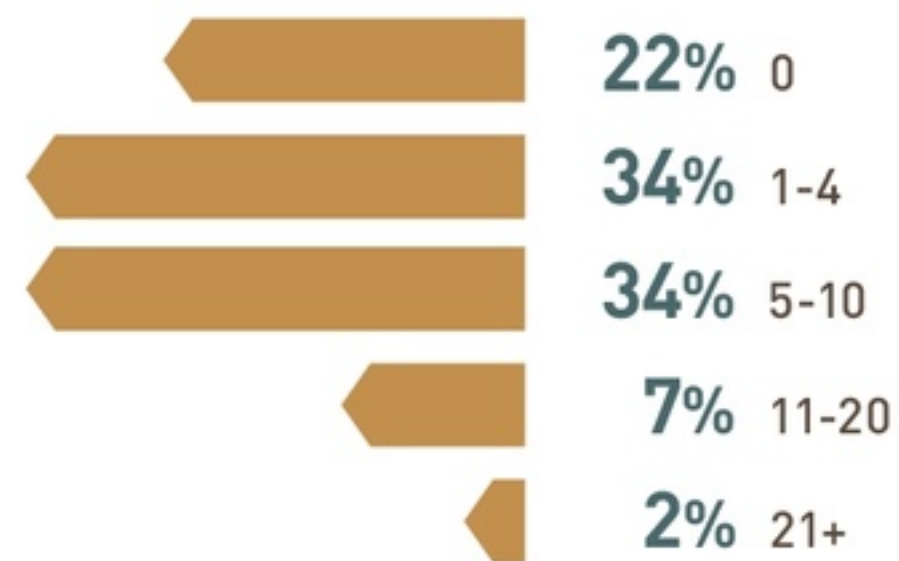
FAME HARDWOOD

\*Figures may not add up to 100 percent due to rounding.

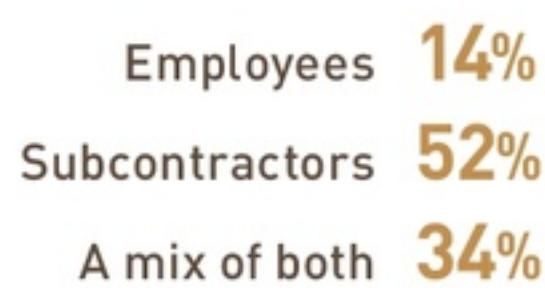
### WHAT BENEFITS DO YOU PROVIDE TO EMPLOYEES?



### IF YOU HAVE INSTALLATION STAFF, HOW MANY (TOTALING FULL TIME) DO YOU HAVE?



### IF YOU OFFER INSTALLATION, WHO DO YOU USE?



### DO YOU SELL FLOORING BESIDES WOOD?



# AGED WIDE FLOORS

## Your Private Label

Aged Wide Floors has revolutionized the way flooring is manufactured and delivered direct to you.

Completely customized to your needs, we offer a private label program that lets you shine.

We manufacture a high-quality engineered floor with precision pricing, creating a stable cost structure for our partners

Construction, color, grade and packaging - all are up to you. Our expertise is quality, consistency and delivering on time.

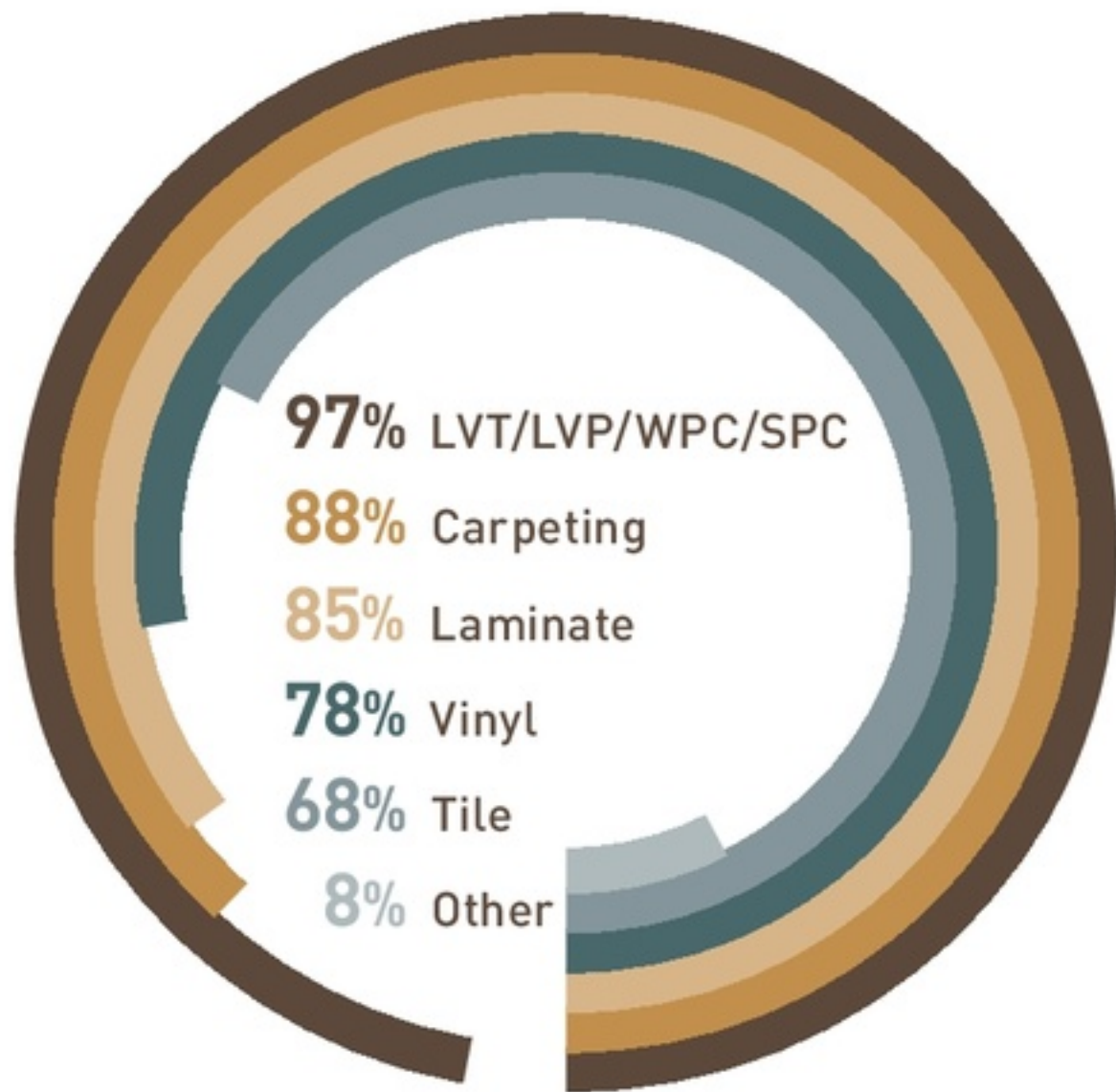
You design, we produce.

Let Us Help You Shine

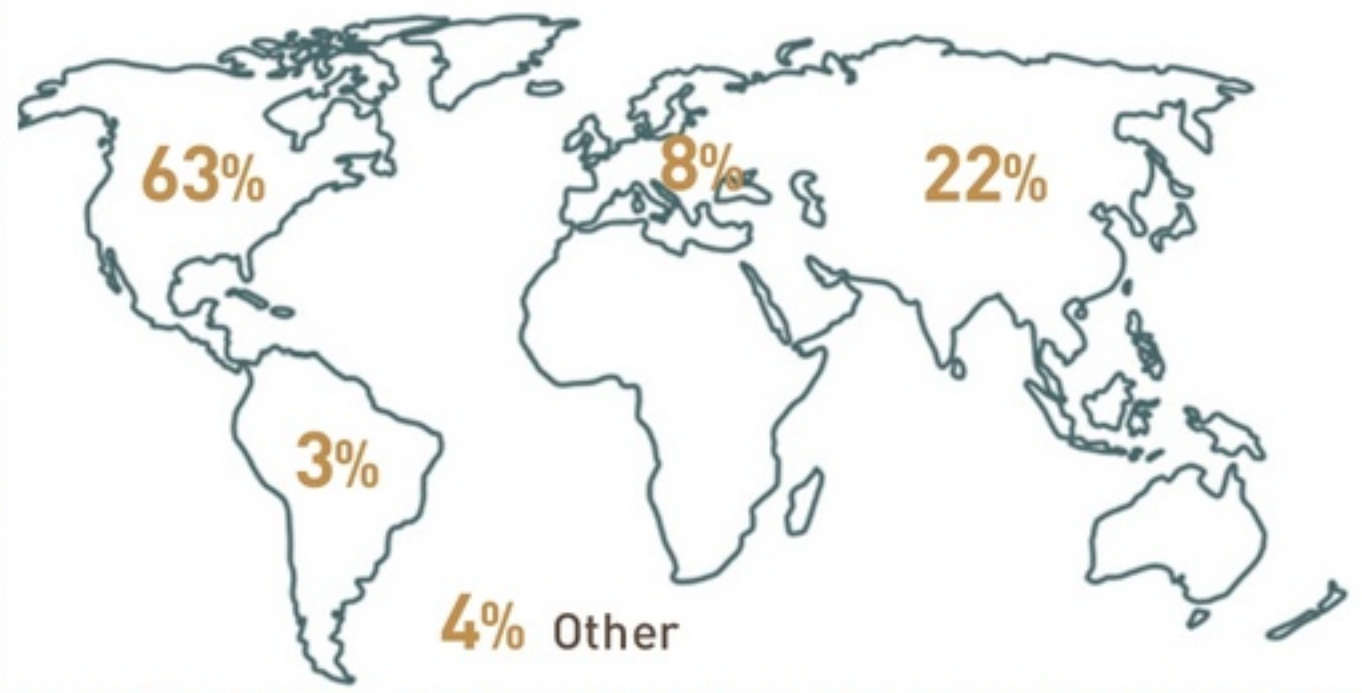
415.858.8761

[privatelabel@agedwidefloors.com](mailto:privatelabel@agedwidefloors.com)

IF YOU SELL FLOORING BESIDES WOOD, WHICH TYPES DO YOU SELL? (CHECK ALL THAT APPLY)



OF THE WOOD FLOORING YOU SELL, HOW MUCH (BY SQUARE FOOTAGE) WAS MADE IN...





DO YOU SELL PRODUCTS FOR DIY INSTALLATION?

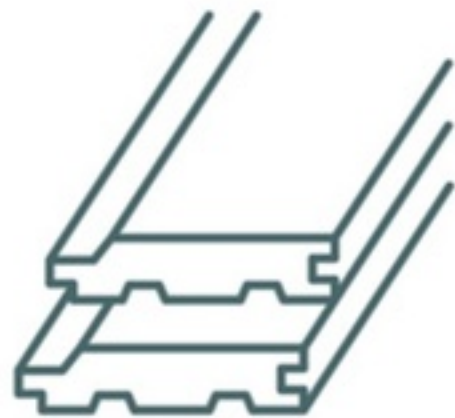
No 78%  
Yes 22%

DO YOU RENT DIY INSTALLATION TOOLS/SANDING EQUIPMENT?

No 90%  
Yes 10%

WHAT PERCENT OF YOUR WOOD FLOORING SALES (BY SQUARE FOOTAGE) ARE ...

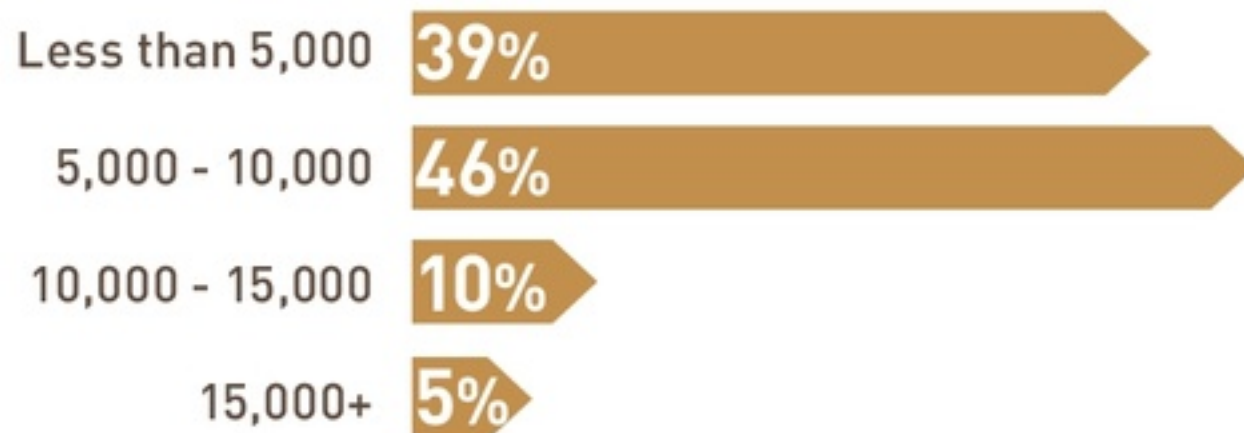
Prefinished 84%  
Unfinished 16%



DO YOU SELL WOOD FLOORING ONLINE?



WHAT IS THE SIZE OF YOUR RETAIL STORE (IN SQUARE FEET)?



# Flexible Moldings

## SignatureFlex™

Perfectly Flexible Moldings.



Seneca Millwork's SignatureFlex™ flexible moldings product line is designed for curved architecture and flooring applications. It is the perfect companion to our quality hardwood transitions. Manufactured in the USA out of polyurethane material, flexible moldings provide a strong, durable, cost effective alternative to custom wood applications.

It's all part of Seneca's *Signature Craftsmanship* approach to every product we offer.

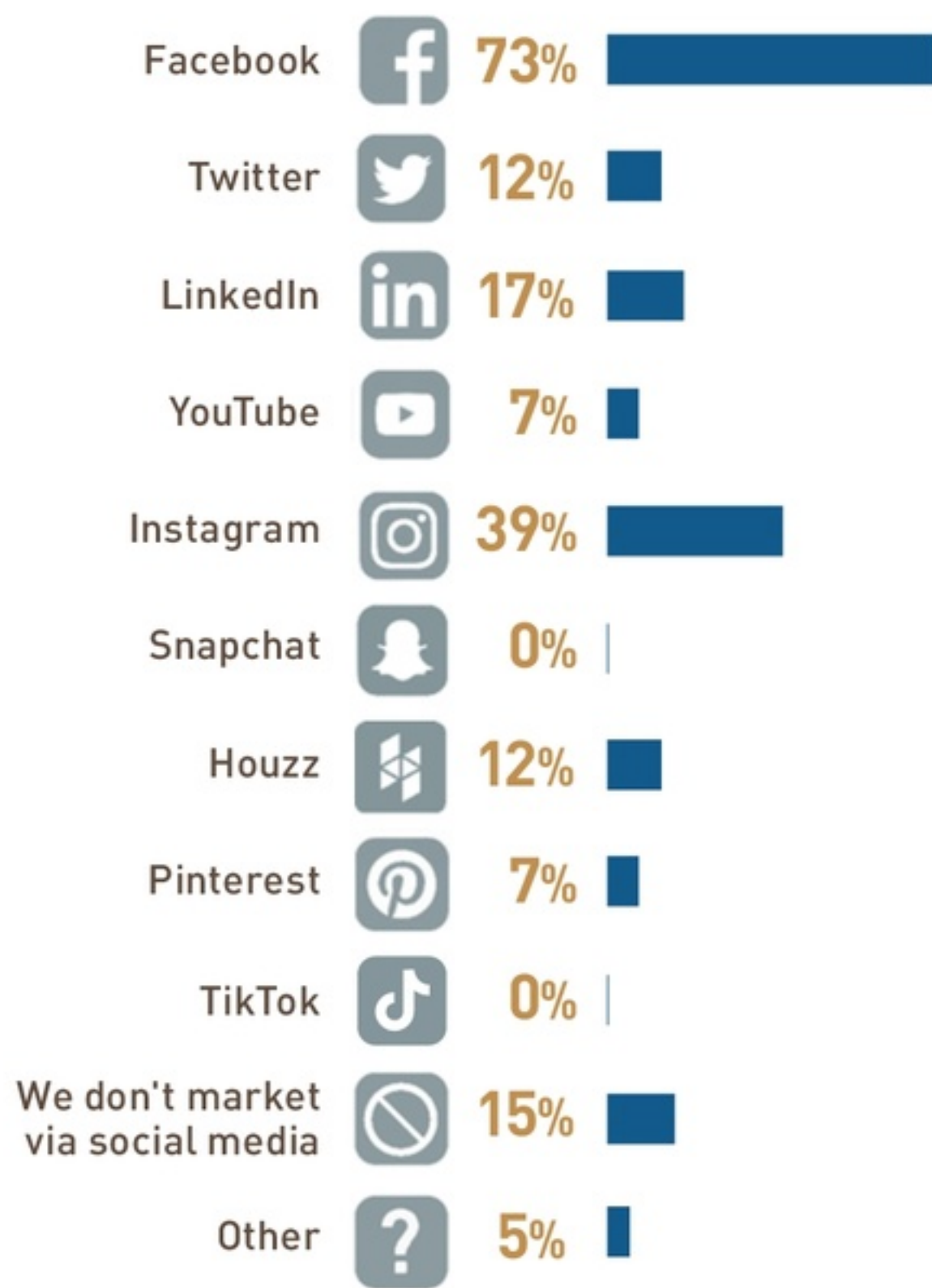
[senecamillwork.com](http://senecamillwork.com)

For your hardwood & flexible molding needs, contact [sales@senecamillwork.com](mailto:sales@senecamillwork.com) or 800-228-6671

\*Figures may not add up to an even 100 percent due to rounding.



## WHICH SOCIAL MEDIA DO YOU USE TO MARKET YOUR BUSINESS?



TEXTURES NASHVILLE



FAME HARDWOOD

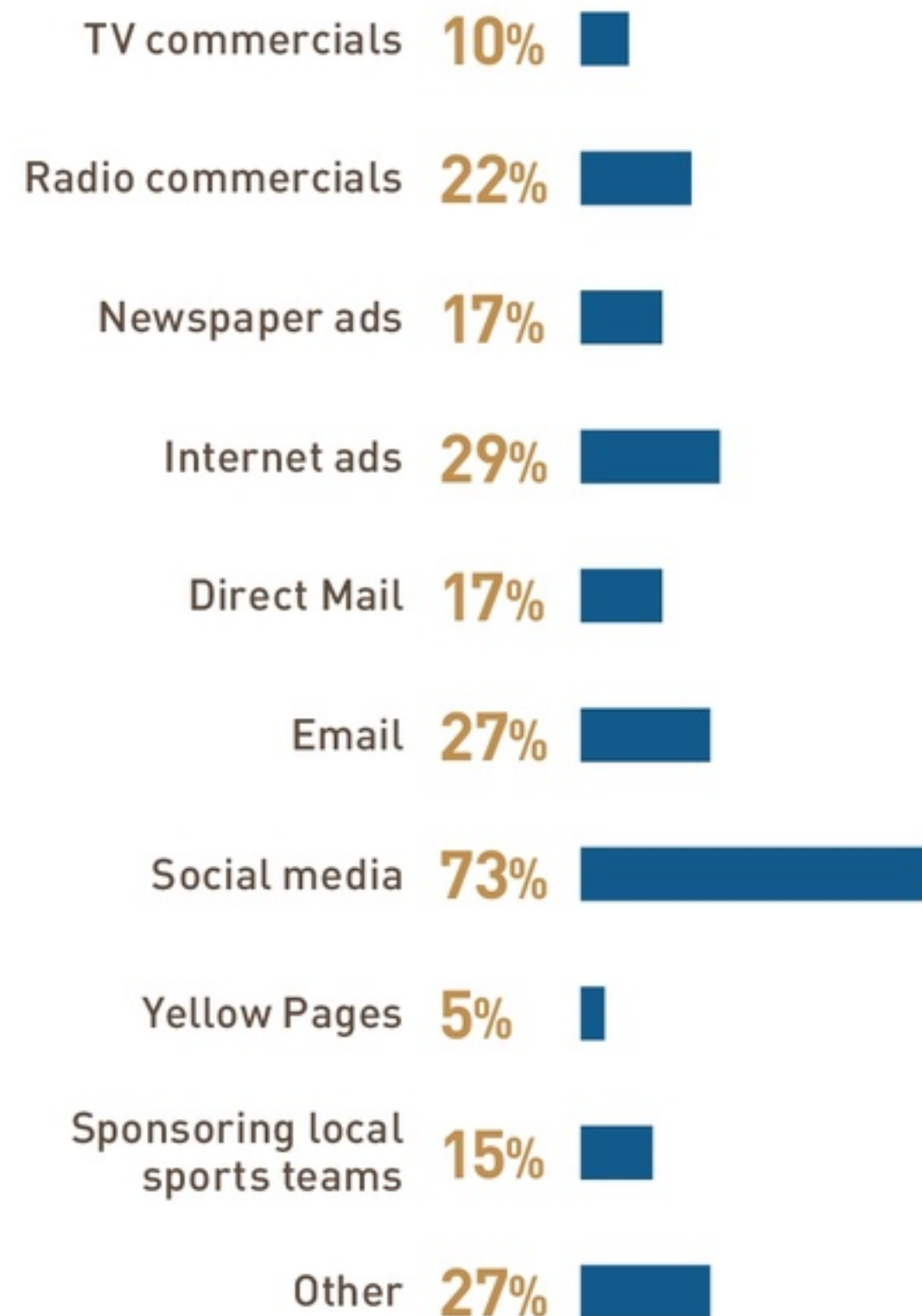
# 6,933

AVERAGE CUSTOMER TRANSACTIONS EACH YEAR

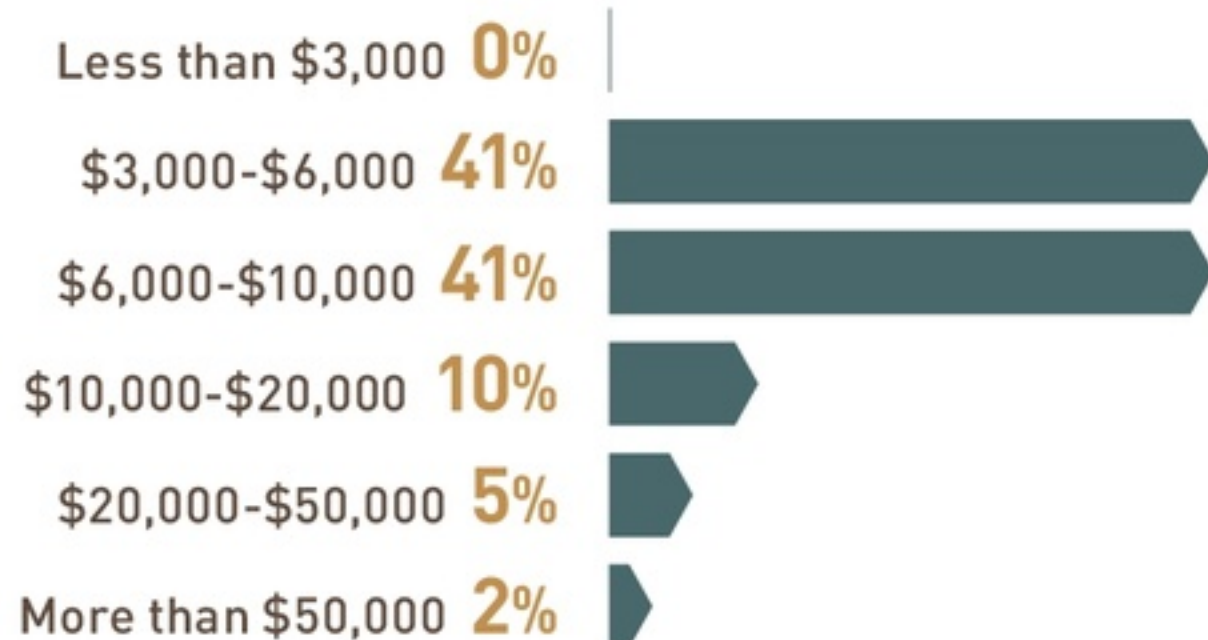
## WHICH ARE YOU?



## WHAT MARKETING DO YOU USE?



## HOW MUCH IS YOUR AVERAGE WOOD FLOORING SALE?



\*Figures may not add up to an even 100 percent due to rounding.

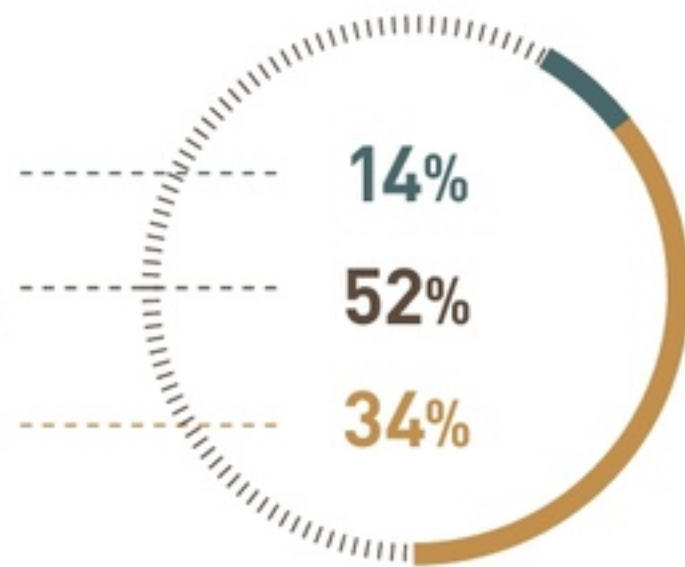
**WHAT IS YOUR COMPANY'S YEARLY REVENUE?\***



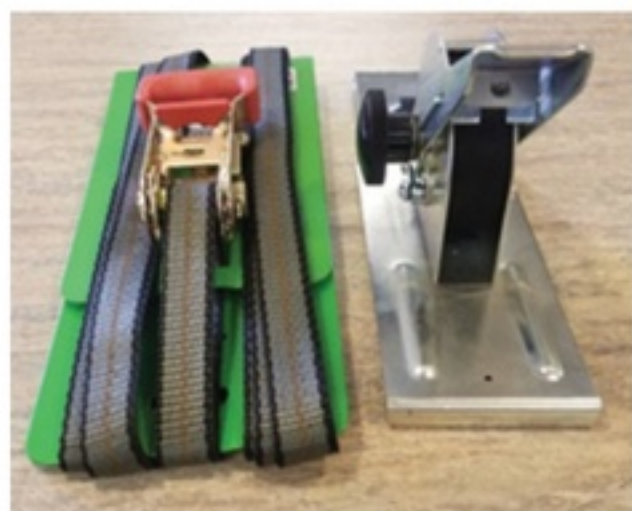
- 0% Less than \$250,000
- 10% \$250,000 - \$500,000
- 7% \$500,000 - \$750,000
- 12% \$750,000 - \$1 million
- 61% \$1 million - \$5 million
- 10% \$5 million+

**WHAT PERCENTAGE OF YOUR PRODUCTS ARE SOLD TO...**

- Consumers doing a DIY installation
- Consumers hiring a professional installer
- Professional flooring installers



**Straps Designed for Wood Floor Pros**  
Engineered by Angelo DeSanto



- Keep floors laser beam straight
- Full ratchet motion facilitates a tight, gap-free install
- Non-stretch material
- Ratchet plate fits under the toe kick
- Color allows for easy use in low light

**Distributor Partnerships Available**

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The Concrete and Wood Flooring

**DYNAMIC DUO**



The award-winning Wagner Meters pinless moisture meters are the fastest, most accurate, and non-damaging meters in the industry. Make sure you are prepared for any wood or concrete flooring job by having this dynamic duo in your toolkit.

