



Buying Flooring Online Risks vs Reward

White Paper Courtesy of Quantum Floors



QUANTUM FLOORS
HARDWOOD • LAMINATE • LUXURY VINYL

Introduction



Love it or hate it, we all have to shop. For many, shopping is a hobby. For others, it's a chore. These days, the methods for getting your hobby or chore done are growing. You can still enjoy your leisurely stroll up and down the aisles in a brick-and-mortar store but you can also accomplish the same with a few clicks online.

It is tempting to think that flooring is best purchased online because of the ease and comfort of all the other things you can purchase online. Flooring is a more sophisticated purchase than the typical online purchase because there are a lot of factors for you to consider before purchasing your next floor. This white paper is designed to answer a lot of the questions that Quantum Floors is commonly asked about purchasing flooring online and explores what may be the best approach for you.

Did you know that most major manufacturers do not allow their products to be sold online? That void has been filled with lots of lesser quality material that doesn't adhere to industry standards, usually offers no warranty and little to no recourse for their buyers should issues arise. Let's dive into the details...



New Flooring Considerations



Before Quantum Floors recommends any product for your home, we talk with you to understand the following variables to ensure we are making the most appropriate recommendations.

Your Lifestyle - If you have kids or pets, or extremely high-traffic areas of your home, we want to make sure we're recommending a durable floor for your home. Your family's lifestyle will determine what type of flooring we recommend.

South Florida's Climate - Our tropical climate and high humidity greatly affect the types of flooring you can install. For example, due to high humidity and moisture, it is recommended to install engineered hardwood and NOT solid hardwood. Most local flooring stores also do not recommend bamboo flooring in South Florida.

Your Design Thoughts - What does the rest of your home look like? What style have you decorated it in? What flooring is installed in adjoining rooms? Most homeowners are looking to achieve a specific look. Quantum Floors' design experts can help you with that. Bring us a photo of your room and let us help you achieve the design you are looking for.

How Much to Order - It's generally recommended to order about 10% more flooring than your square footage dictates. This is to account for cutting planks, material waste and the need to have a bit left over should repairs be needed in the future.

Your Budget - Some flooring options are more expensive than others. Solid hardwood is expensive and requires a lot of maintenance while engineered hardwood offers the same look at a more affordable price. Laminate and luxury vinyl will offer you the aesthetic and look of wood at a lower price. You also need to consider all the other items needed to install your new flooring such as a level subfloor, flooring adhesives, underlayments, and transition and trim pieces, to name a few.

Professional Installation - New flooring is usually a fairly major project. Consideration must be given to the subfloor and how level it is, adjoining rooms with dissimilar flooring as well as the items listed above. Will you hire a general contractor to oversee all that's going on or do you want a company that can make it a painless process?

Each of these considerations and the services mentioned below have a value and cost that you should compare with the price you see on a screen. If Quantum Floors is doing your installation, you know it's being done correctly by professionals. The potential lower cost of an online product doesn't compete with the fair pricing, quality, service and support we offer at Quantum Floors.

In Store or Online?



Some people are pretty picky when shopping for produce. If you buy online, you can't squeeze the tomatoes or thump the melons. In addition, your online options may be limited. Generally, you can look through more brands and flavor options in a store than you can online, where sites often push the largest sizes and limited brands. Humans are tactile beings and sensory experiences are a fundamental part of our shopping experiences. Not being able to try out and touch a product is probably one of the biggest negatives of buying online.

Have you ever ordered clothing online, tried it on and realized it looks completely different than it did when you clicked on it online? We've all been there. Online sizing charts may be accurate, but they don't take into account height, weight or body type. *Flooring is no different and the many different factors to consider are very important in establishing what is the right product for you and your home.*



What is a Dye Lot?

"Dye Lot" refers to the color variations from different production runs for hardwood flooring. The color difference can be the difference between a flawless floor installation or a disaster. It is extremely important to make sure you're getting hardwood flooring from the same dye lot. It's also highly recommended you buy more material than you need in case repairs are needed. It is highly unlikely you will be able to buy the same dye lot at a later date and you certainly won't be able to get wood from the same trees, which greatly impacts its look.

When you purchase flooring from Quantum Floors, you are assured of receiving all product as part of the same dye lot. That is not the case with online purchases.

Local Commitment



Unlike most online flooring retailers, established flooring professionals, both in sales and installation, live by their reputations. They are committed to steering customers in the right direction and doing the work correctly, as your satisfaction and later recommendation of their service is critical to the longevity of their business. They are also far more committed to working with you to solve any issues, should they arise. Returning an unwanted floor to an online retailer can be a massive expense, and attempting to get their help on a failure is often met with resistance and/or unresponsiveness. They may be 1,000 miles away behind a desk; they can't come over and look at the problem for you like Quantum Floors can.



At Quantum Floors we don't just cover floors, we cover details. From concept to installation, you've got our ear and we've got your back.

Quantum Floors is a family-owned businesses with many years of experience. We focus on a white-glove customer experience and treat our customers as we would like to be treated. We aren't perfect but we strive to do everything to the best of our ability. There's no fine print, hidden fees or unanswered phone calls. If there's a problem, we're there for you.

We're part of your local community. Our kids go to the same schools as yours, we support local charities and shop at the same stores you do. We are here for you today, tomorrow and for years to come. *When you shop local, you're not only supporting that local business, you're supporting your community as well.*

Accountability



When you buy flooring online, there are multiple parties involved with the sale, delivery, and installation. Should something go wrong, these parties often blame each other. For example, the online flooring store might blame the installer or shipping company, while the installer might blame the online seller. Sadly, the customer often gets caught in the middle, and no one takes responsibility for solving the issue.



When you buy from Quantum Floors, there is one line of accountability and the combination of flooring material, delivery and professional installation is supported as a complete package. Our installation teams are in-house (no third party contractors), have years of experience installing the types of flooring we offer and have received hundreds of verified 5-star reviews. Should an issue arise, Quantum Floors is but a phone call away.

At Quantum Floors, it's our job to help you find the perfect flooring that you'll love at a great value. We want to make sure you're happy from your first step in our showroom to your first steps on your new flooring—and as your partner in home design, we'll be there every step along the way. Our reputation depends on it.

Product Quality



Just because a picture of a flooring product looks good doesn't mean it's a quality product. Online flooring companies often take low-quality, cheap flooring and use camera techniques and lighting to make it look like a high-end floor. Because you're not evaluating the flooring in person with a specialist, it's nearly impossible to tell if you're looking at good-quality product or not.

Making a large purchase based on internet photos or a small cut sample sent in the mail is a good way to be disappointed. Many online sellers do not offer first-quality material. They sell factory seconds, odd lots, mismatched dye lots and other non first-quality products and do not disclose this fact on their websites. More importantly, many online products offer NO manufacturer's warranty.



All products offered in our showrooms have been carefully curated. As such, we can honestly answer questions about its various characteristics and performance. Our installation teams have experience installing them and know all the tricks. All the products we offer are first-quality and carry a full manufacturer's warranty. Our relationships with all the major manufacturers means that if an issues arises, we are well positioned to make sure it's solved.

Online Seller Tricks



With low price their primary focus, online retailers will often choose to sell cheap material substitutes that, while not visible in their online pictures, can be seen once the product arrives, or will lead to issues once material is installed. Let's look at a few...

- *Low quality base layers.* Inferior substrates don't always show their true colors until after installation, and can result in the need for expensive, disruptive tear-outs.
- *Low quality adhesive between layers.* Invisible to the eye, adhesive failures between product layers can lead to delamination.
- *Inadequate protective coatings.* A good protective coat should give you years, not months of a great looking floor.
- *Inferior Wood.* Wood is naturally variable, with many different levels of quality within a single species. Reputable brands go to great lengths to build from only high quality raw material. Low quality timber, mixing raw wood from different sources, and rushed or improper drying techniques is reflected in the final floor having unwanted variability and/or structural instability.



Color



Computer monitors and browsers distort the color and texture of what you see online. No matter the quality of the picture, the actual color of the flooring will never be the same as you saw online. In addition, the lighting in your home will have a dramatic effect on the color of the floor.

It's common for flooring manufacturers and retailers to use a disclaimer like this.

- Due to the many variations in monitors and browsers, colors may appear different on different monitors. Since it is not possible to guarantee our online colors will look the same on all computers, we do not guarantee that what you see accurately portrays the color of the actual flooring.

Do you really want to buy something that will be the defining feature of your home for decades based on an internet picture?



At Quantum Floors, the LARGE samples we display in our showrooms are the samples we allow you to take home. They are large enough to get a real feel for the product, its color variations, marks and knots, before you buy. Once you select your flooring, we send a flooring expert to your home to measure and check all the variables for installation to make sure your selection is a good fit for your home. We're here to make the process pain free.

Texture



Beyond the color of your wood or wood-look flooring, the final look and feel of it is also heavily weighted in another factor...the texture.

With so many different types of wood and wood-look flooring, it's important to understand what makes each type unique - such as the flooring's texture. Texture is not only how the floor looks, but also how it physically feels. Manufacturers achieve different flooring textures by using processes like sanding, brushing, distressing, sawing and scraping to create characteristics in the flooring's surface.

These wood textures can add an even more authentic hardwood look for laminate and luxury vinyl flooring, and—dare we say—can even add to the “feel” of wood under your feet.



When you visit one of Quantum Floor's beautiful showrooms you will have the opportunity to see hundreds of flooring options. We will give you the opportunity to talk with a "Professional Flooring Designer" who will talk to you to figure out what type of texture you may want, and show you samples of all of the possible textures the flooring has. You will also get to see the flooring in various lighting conditions that can't be duplicated online, and you get to “feel” the floor, even without your shoes on or take home a few samples so your can try the floors before you buy. We make every effort to make sure you know exactly what you're buying and that it meets your lifestyle needs.

Installation



So, you've purchased new flooring online and now you need someone to install it. The vast majority of flooring dealers that offer installation services, will not install flooring that was not purchased from them, for the reasons mentioned above and below.

At Quantum Floors, we're experts at selling and installing a carefully curated selection of products that we stand behind. When you come to us with flooring purchased elsewhere, we don't know of the product's quality or who to call with any installation questions. We don't know the condition of your subfloor, what transitions or moldings will be needed or even the manufacturer's recommendation for glue, to name a few. We simply cannot be responsible for a product we have no knowledge of and don't have a reputable manufacturer standing behind it.



At Quantum Floors, we understand that when you pay for professional services, you expect professional results. It's why we take the utmost pride in delivering an unparalleled installation experience, with a keen eye on the quality of your flooring and the craftsmanship that goes into its installation. We'll treat your home like we treat our home.

Quantum Floors is licensed and insured in all of South Florida. Our in-house installation teams are factory trained and have any years of experience installing the types of flooring we offer. We pride ourselves on the hundreds of verified 5-star reviews our installation teams have received.

We focus on using only the highest quality components for your installation. We only use premium setting materials, adhesives, underlayments, etc. and try to stay ahead of the curve by using better products to go with our installations. While you may never see these products, they are key to a flawless installation.

Product Warranty



We don't often think about the manufacturer's warranty for our flooring until it's too late. Reputable manufacturers will offer warranties on their products based on its usage, generally residential and commercial use. Should problems arise before, during or after installation, your local flooring retailer/installer will go to bat for you with the manufacturer and file a warranty claim. That is not a service you can expect from an online retailer, even if their product carries a warranty.

Furthermore, many manufacturers *will not* warranty their products if they are sold online and/or through unauthorized dealers. At first, this policy may seem misguided, but it is the only way a manufacturer has any quality control over the installation of their products and to provide a recourse to a buyer should an issue arise. Sadly, that leaves the online buyer with no recourse.



All flooring offered for sale at Quantum Floors carry a full manufacturer's warranty. Our wood suppliers all offer ethically sourced materials. All our manufacturer partners meet or exceed all North American and European standards for such things as zero emissions, CARB2 compliance and glues that don't emit gases.

Internet Sales Policy

Provenza Hardwood and/or Waterproof LVP products purchased through the internet are **not covered by the manufacturer warranty.**

Provenza Floors, Inc. does not accept warranty claims on Hardwood and/or Waterproof LVP product purchases determined to have been made through the internet.

Trans-shipping of Provenza Hardwood and/or Waterproof LVP products is absolutely prohibited! Authorized Retailers are prohibited from displaying prices and/or selling online whatsoever.

www.provenzafloors.com/internetsalesalert

Shipping & Delivery



Flooring is heavy, really heavy. It's also bulky as today's planks (whether they be wood, laminate or vinyl) are typically anywhere from 4-10 feet long. Flooring is also very expensive to ship and internet buyers will have to foot the bill. The cost of shipping can easily eat up any savings you may have realized with an online sale.

Besides the cost, there are other factors in shipping that may make that fantastic online deal more expensive once all costs are taken into account. In preparing this document, Quantum Floors reached out to many other flooring retailers and asked them about online flooring sales and their drawbacks. Here are some of the comments they made.

- Deliveries of flooring material are curbside only or to the end of your driveway. That means you will have to find a way to move hundreds or thousands of pounds, from the curb to inside your home.
- What if it's raining, which can be damaging to some flooring material?
- What happens if you live in a condominium or a high-rise building? Are there rules that can make your delivery even more difficult?
- Most flooring gets delivered by tractor trailer. Did you know that many condominiums and subdivisions either can't accommodate large trucks or don't allow them at all? It's not unheard of to have to hire another company to move the flooring from the tractor trailer to your home.
- What happens if your flooring arrives damaged? It is easy to claim to have an easy return policy but who knows if that is really the case. Customer service via an email address or 800 number is not optimal. In most cases, the online retailer will leave you on your own to file a claim with a shipping company.

At Quantum Floors, you'll have none of these issues. All your flooring material will ship to our warehouse. We inspect the flooring to make sure there was no damage done during shipping. If there is, we handle the issue for you.

Our installers will deliver the material on the day of your flooring installation and will comply with any restrictions that your condo, building or sub-division might have. If it's raining, your flooring material will be covered and protected.

Buying From Us



We opened our first store in Boynton Beach in 2014 and have added showrooms in Fort Lauderdale, Palm Beach Gardens and most recently, Coconut Creek. From our owner's early career as a flooring installer to a growing chain of 4 stores, we have continually refined and improved our processes for delighting our clients. As we approach 500 verified 5-star reviews, you can be confident that continuous improvement is in our DNA.

We have a process for selling and installing your flooring that is second to none. We sell only first quality products, have in-house installation teams that have been with us for years and pride ourselves on our white-glove customer service.

We Make Buying Flooring as Easy as 1-Q-3

1

Visit one of our state-of-the-art showrooms. See hundreds of flooring options in large paneled displays. Get educated on your options for flooring and learn the pros and cons of different types of flooring. Take home any of our LARGE samples to see how the flooring looks in your home before you buy.

Once we know the flooring you are interested in, a Quantum Floors expert will then visit your home to professionally measure and inspect the rooms where new flooring will be installed. They will look at your subfloor to make sure its adequate for the new flooring and level and check for any transitions that will be needed between dissimilar flooring. In fact, they have a long checklist to make sure your installation is flawless. Shortly thereafter, a detailed proposal will be delivered to you electronically. There is no fee for this service.



3

Once you accept our proposal, we will assign an installation team to your job. They will collaborate with the expert who measured and inspected your home. Our installers will communicate any issues with you as they install your floors and a manger will visit to perform quality control on your installation. Your installation can generally be scheduled and completed within 2 weeks of purchase.

ENGINEERED HARDWOOD

WATERPROOF LAMINATE

WATERPROOF LUXURY VINYL

PROFESSIONAL INSTALLATION

CUSTOM STAIR NOSES

HARDWOOD REFINISHING

Risk vs Reward



Customers today, more than ever before, use the internet to shop and in many cases are more comfortable shopping using e-commerce than traditional shopping. Internet shopping make sense for commodity purchases. But when buying a product that requires installation, delivery and most importantly, that varies in color, texture and quality, the benefits seem to disappear when compared with the apparent cost savings. In fact, oftentimes once shipping and other fees are factored into the cost, using a local brick and mortar retailer is often more affordable and a lot less risky.

New flooring is a big decision and every job is custom for you and your home. Don't make the mistake of buying a mushy melon when you need something that will last for a long time. When in doubt, speak with the experts at Quantum Floors. Let us make this an educational, easy and fun experience.



About Us



Our Showrooms

Boynton Beach

1034 Gateway Blvd.
Boynton Beach, FL 33426
561.509.7173

Coconut Creek

4450 N. State Road 7
Coconut Creek, FL 33073
954.419.5754

Fort Lauderdale

139 E. Oakland Park Blvd.
Fort Lauderdale, FL 33334
954.990.5346

Palm Beach Gardens

7100 Fairway Drive
Palm Beach Gardens, FL 33418
561.370.3650

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