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MARTIN'S FLOORING

"We Install Confidence"



Martin's Mission Statement —
Working together in harmony to achieve a common goal of meeting and exceeding the expectations of our customers.

From humble beginnings in 1985, in a garage transformed into a showroom that was deeply nested inside rural Eastern Lancaster County, to one of the largest flooring stores in the Carpet One co-op family of over 1,000 stores today, owners Mike and Barb Martin have guided the growth of Martin's Flooring into three retail stores, a fully stocked Flooring Outlet, an industry leading and rapidly expanding commercial division, a floor cleaning division and more. The Martin's attribute their growth to their unwavering commitment to exceed customer's expectations.

"At the end of the day, if we aren't providing our customers with a pleasurable buying experience," said owner and company president, Mike Martin, "and if we don't make that experience about them, not us, it won't matter how many square feet of flooring you have in your showroom. People will go elsewhere. From day one our goal has always been doing whatever it takes to satisfy customers" he says. "Our employees have learned over the years that we take our Mission Statement seriously. They in-turn make it their mantra also, so that this principle that Barb and I started with, continues each and every day."

Martin's Flooring Fivepointville showroom is located off Route 897 at 608 Dwight Road in Denver, PA 17517.



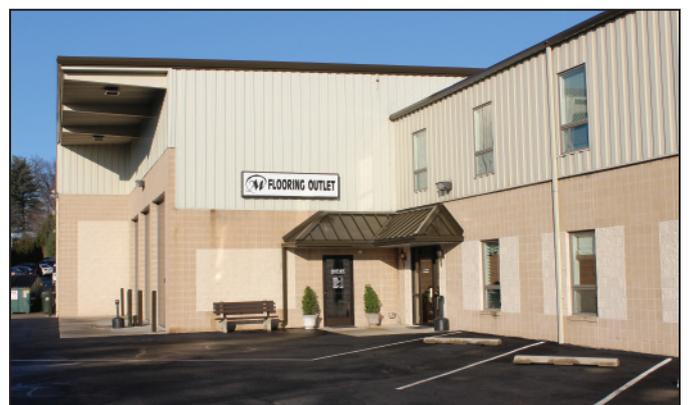
Best of Show in Lancaster Parade of Homes



7 inch wide, wire brushed, whitewashed Hardwood



Mike and Barb Martin.



Martin's Flooring Outlet located behind the Fivepointville showroom.



Martin's hosted a 2016 Holiday Luncheon in Fivepointville for Builders and Contractors, over 200 attended.

"We became a member of Carpet One Floor & Home, a cooperative of over 1,000 stores, in 1995," Mike Martin says. "As an independent retailer, this gave us the ability to purchase flooring with the buying power from the combined efforts of over 1,000 stores, making us the largest purchaser of flooring in the world." That cooperative relationship continues today.

The newest Martin's store, Martin's Flooring Wyomissing, located at 350 North Park Road in Wyomissing, opened in November 2014. The store hours are Monday, Tuesday, Thursday and Friday, 9:00 till 8:00, Wednesday 9:00 till 6, and Saturday 9:00 till 5:00. The store is closed on Sunday. In fact, all Martin's stores are closed on Sunday. "The timing was right for our move into Berks County," Mike says. Prior to the Wyomissing store opening, Martin's had already built a strong customer following in Berks County through their Fivepointville store, located off Route 897. "Even with our store now in Berks, we still have some Reading area customers who prefer taking the drive into the country to shop for flooring," Mike explains. "After 32 years in the business, we have three generations within families who are still using us for their flooring and window treatment needs, for which we are grateful."

(Continued on page 8)



We are passionate about ongoing training for our installers.



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We still cater to a large segment of Amish and Mennonite customers in Fivepointville



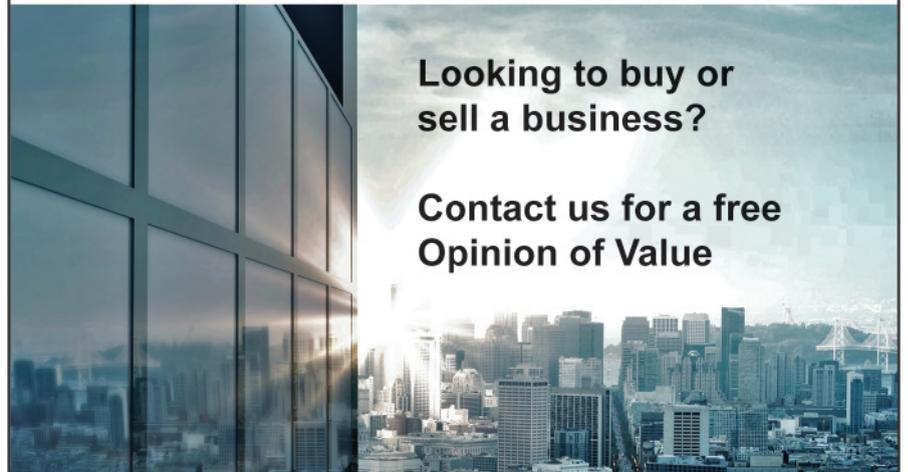
Wyomissing Sales Team



Outside event at the Wyomissing store



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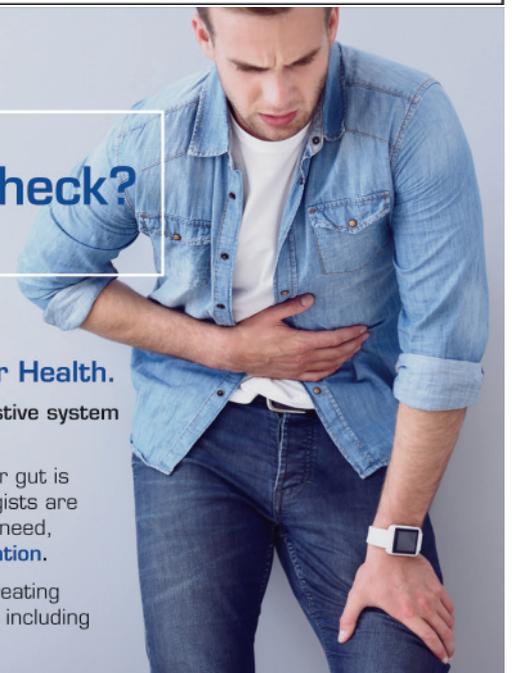
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COVER STORY

(Continued from page 7)

In addition to the retail store in Fivepointville and another retail store in Lancaster, the Outlet Store and the commercial division are also located in Fivepointville. Martin's Operations Center and Cleaning Division are located a couple of miles up the road in Terre Hill. "All of our installation was dispatched from the rear of our Fivepointville store until a few years ago," Mike said. "With our continued growth, we simply ran out of room. This led us to move our entire warehouse and operations to another larger building in Terre Hill. That vacated space that served as our warehouse, now houses our Outlet."

Without diminishing the importance and value of the many industry exclusive services Martin's offers, Mike believes the primary difference Martin's makes in the flooring industry is with their people. "We have a dedicated group of people working here," Mike says. Today, the number of Martin's employees is now up to approximately 100, and according to Mike, "We are still hiring. We have a good number of in-house professional installers, but we need more...lots more."

Martin's Services

Free Interior Design: Martin's offers free interior design service and has Interior Designers at every location. They are trained flooring experts too, so customers can be assured that they will be guided through the floor shopping process and find the product, warranty, style and color that fits their home's décor.

Guaranteed Installation: Martin's highly trained professional installation team guarantees the installation of the customer's flooring or window treatment purchase for the length of the warranty on the product selected. You can also have peace of mind when a Martin's installation professional is in your home; they will treat your home with the utmost respect and care. "Most competitor's offer a one year installation warranty, some even less, we cover it for the lifetime of the product," states Mike.

Shop at Home Service: Finding the time to shop for flooring and window treatments can be a challenge with today's busy schedules and lifestyles.

(Continued on page 10)

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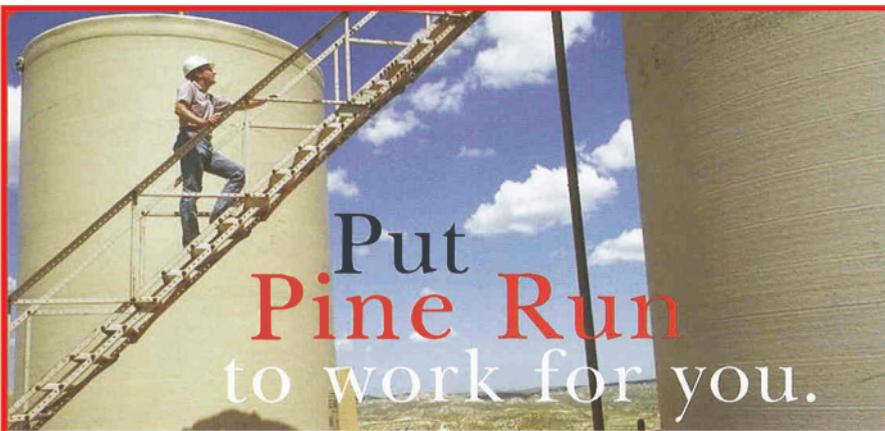
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COVER STORY

(Continued from page 8)

Fortunately, Martin's has a solution — their Shop at Home Service. Customers can go to the Martin's website (martins-flooring.com), and request an in-home consultation. The customer can also pick the time and day that works for them. One of Martin's design consultants will bring a van load of samples from the showroom to the customer's home. This Shop at Home Service is free, convenient, no hassle, and carries no obligation to purchase. Martin's estimates are, and have always been free.

Floor Cleaning Division: Martin's Carpet Cleaning and Floor Maintenance Division offers a full line of cleaning services for both the residential and commercial customer, and is able to provide its customers with top quality floor maintenance. Martin's certified cleaning professionals will evaluate your cleaning needs and recommend the proper cleaning method for your home or business. Your satisfaction is guaranteed.

Builder Commercial Division: The builder commercial division not only works with the area's leading builders and contractors in the construction of new homes and the remodeling and additions on existing homes, but they also provide flooring and window treatments to local

and regional commercial companies and schools. Martin's professional staff provides the talent and materials to create a completely new look for any commercial or industrial work space.

Martin's Installs Confidence

For 32 years, Martin's Flooring has been making homeowners' dreams a reality by not only installing floors, but also by "installing confidence." "We don't just sell floor coverings and window treatments," Mike says. "We provide home décor solutions by working with our customers as their advisor and guide through the multitude of flooring choices available today, so the customers can be confident that they are getting the right products for their flooring needs."

Over the years, styles and trends have changed. Mike says, "Carpet used to be king in flooring. It's still strong today, but its dominance over the flooring market is being challenged as more and more people are having hard surfaces installed in their homes, such as hardwood, tile and the latest style that has taken the flooring world by storm: luxury vinyl plank and luxury vinyl tile."

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COVER STORY

(Continued from page 10)

Mike Martin offers the following ways that Martin's installs confidence:

- Our estimates and site inspections are always complementary, no third parties are used.
- You receive accurate pricing for your project within 24 hours after your measure.
- Even though you will communicate with different people at Martin's throughout your project, your salesperson will remain your main point of contact.
- Our professional installers are fully insured and background checked.
- We use only the best materials and supplies required for installing your floor, protecting your warranty.
- Our installers use great care while in your home and work hard at minimizing dust.
- We dispose of your old flooring and underlayment, plus any waste generated from the installation in an environmentally respectful manner by recycling and repurposing whenever possible.
- Your new flooring is handled with care and prepared for installation on specially built cutting machines at our Operations Center.

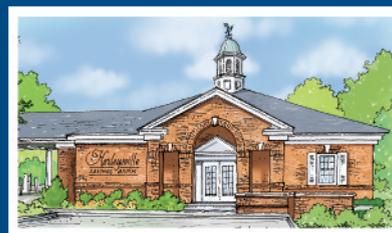
• A pre-installation and post-installation walkthrough are offered on every job. *(Before the installation, so the customer understands the work that is to be done, and after the installation, to make sure they are satisfied).*

• We personally follow-up with you by phone or email after the installation is complete.

Martin's tagline, "We Install Confidence" is not just a tagline to them. It is their brand at work. It is their unique selling proposition that sets them apart from the competition. "From the moment the customer walks into one of our showrooms, visits our website, or calls, until the job is installed to the customer's satisfaction, not ours, is how we install confidence," according to Mike.



Hours vary by location. For more information, call 717.445.7799 or visit martinsflooring.com.



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