

CHARLOTTE URBAN

HOME

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CELEBRATING INSPIRATIONAL DESIGN AND PERSONAL STYLE



Contributing Editor
THE WORLD AT
YOUR FEET



R A N D Y
H U G H E S



THE COMPLEXITIES OF PRICING

*Is it possible
to turn the
house you're in
into your
dream home?*

We answer that question with a definitive “yes” – as long as you take the right approach.

While it may be tempting to begin with another part of your home’s interior, the flooring serves as the foundation for all that goes into a room, and the right flooring can inspire the dreamer in you. And with a reputable provider such as Hughes Floor Covering, with experience in nearly every flooring style you can imagine, you can dream big.

Unlike days of old, when shopping took place within the showroom, today’s homeowners have endless online choices and a wealth of information at their fingertips.

But despite all its benefits, the Internet creates a conundrum for consumers. People find options online and mistakenly assume that they can compare apples to apples, particularly when it comes to price. *But the fallacy lies in the fact that pricing is a complex equation, and low-cost leaders are notorious for leaving out key pricing details.*

Specifically, your price quote should include removal and disposal of the flooring you currently have, including labor related to this removal, as well as padding, sub-floor preparation, and more. There are war stories about unsuspecting consumers who choose flooring based on price, only to end up paying more in the end. Case in point: There’s the lady in Myers Park who signed with a low-cost flooring company, then had to pull up her old carpet on her own with no viable way to dispose of it. Or the family in SouthPark whose flooring company didn’t use the proper adhesive, resulting in shrinkage and breakage of the new wood floor. Or the man in Ballantyne whose flooring company wouldn’t return his calls after botching his installation.

We recognize that price is only one of many important issues consumers should consider relative to flooring. We affectionately refer to the key issues as the three Ps: people, product and price. The latter is the most-oft misunderstood by consumers, but the other two are of paramount importance as well.

Learn more in our beautiful showroom, the largest of its kind in Charlotte, where you can get a complete and transparent quote that includes everything required to bring your flooring dreams to life.◆

Randy Hughes, founder of Hughes Floor Covering, has been in the flooring business nearly 40 years. He and his wife Linda are proud to call Charlotte home and have raised four children and seven grandchildren here. Check out the Hughes Floor Covering showroom at 4312 Monroe Road, call them at 704-372-7486, or visit their website at www.hughesfloorcovering.com.

