



October 22, 2009

The SE region is proud to announce that Builders Floor Covering has been awarded our Floorscapes Dealer Of The Year award. We greatly appreciate the support of Paul Clayton and all of his staff.

Over the past couple of years we had met with four, predominantly builder oriented dealers, which were debating entering into the retail business because of the suffering construction market. We decided to move forward with only one of these dealers. During these meetings, Paul exhibited an organizational plan and a course of action that he was going to set forth on that we felt would make a great partnership with us and our Floorscapes program.

Paul has been very progressive in working with us in participating in Floorscapes dealer collective advertising campaigns as well as his individual marketing campaign and has utilized multiple forms of advertising mediums to successfully build his retail business. This has enabled Builders Floor Covering to upgrade their location in size and location to one of the finest representations of a Floorscapes showroom that we have while many dealers are going in the opposite direction.

Builders Floor Covering is firmly committed to advancing the education of its staff through the utilization of Mohawk University training courses. Full advantage is taken throughout the year and at convention of the opportunity to learn through the training courses and meeting with peers and vendor personnel.


Paul values each member of his staff and builds team unity a couple of times each year by completely closing the business for a day and taking everyone on an exciting trip. He would be quick to credit the devotion of his entire staff for their store's success and would say that there was no way that he could have done this without Shawna, Jamie, Christa, Debbie, Jeff, Benjamin and everyone that works with Builders Floor Covering. His values and compassion do not just stop at his business. He is actively involved in charitable events within his church and community and is a proud supporter of the local Flowery Branch schools and Gwinnett Police Department. Builders Floor Covering teamed with Mohawk and came to the relief of a recent flood victim in the Atlanta area, helping them to get back on their feet by replacing their flooring free of charge.

Rarely do we have a dealer that fully reviews every opportunity that the Floorscapes program brings to them. Paul is very willing to reach out to try new things to build his business and then share his own successes with his Floorscapes peers as a testimonial

to its value. This is a great asset to those that may be reluctant to step outside of their existing path.

Builders Floor Covering and Mohawk value the opportunity to co-brand their businesses with one another and work as a team and Paul appreciates what the Floorscapes program brings to them as an entire package to assist in building his business. He is a shining example of the fact that our Floorscapes program can strongly contribute to building a successful retail business even in an unprecedented down economy.

All of the Mohawk employees that have the opportunity to work with everyone at Builders Floor Covering agree that it is a true pleasure and look forward to a long and successful business relationship and friendship.


Jeff Andrews
Regional Marketing Manager
Mohawk Southeast

