

## FIBERS

All carpet begins with fiber, either natural fiber like wool or one of three synthetic fibers:

<b>Natural Fibers</b>	<b>Synthetic Fibers</b>		
Wool	Nylon	Polyester	Olefin

While due to advertising of brand names, there may seem to be a long list of different fibers, there are actually only the above four basic types of carpet fibers. Occasionally two or more synthetic fibers may be mixed together to form a blend.

## FIBER BRAND NAMES

Some confusion had developed because specific fibers are given brand names by their manufacturers. These brand names are sometimes advertised, however, they are only names given to the basic three synthetic fibers for recognition purposes. Despite the many names you hear, there are only the basic four - three man made and one natural (wool).

<b>Nylon</b>	<b>Polyester</b>	<b>Olefin</b>
"Anso" Crush Resister, Caress, Wear-Dated II or Solutia, Durasoft, Luxura, Xtra-Life, Stainmaster-Plus, Tactesse	Clear Touch Corterra	Polypropylene

## UNBRANDED FIBERS

Just as you will find generic soup, paper towels and soap in the grocery store, unbranded or generic fibers are used in carpet manufacturing. Just like the brand names, these fibers are from the same three synthetic fibers discussed above. These fibers have the same characteristics, benefits and weaknesses as fibers with brand names. However, the warranty packages and consumer support may vary from branded to unbranded.

## FIBER TYPES AVAILABLE

### NYLON FIBER

Nylon carpet accounts for approximately 65% of all carpet sold in the United States today. Nylon is easy to dye and heat set, making it very versatile and available in more colors and styles than any other fiber. Nylon is the best fiber in high traffic areas because it has outstanding resistance to abrasion and crushing. Most nylons are treated to be permanently stain and static resistant for excellent soil resistance, ease of cleaning and appearance retention. These anti-stain treatments have been in use since 1986 and they work very well.

### POLYESTER FIBER

Polyester fiber represents approximately 10% of carpet sold. Polyester feels soft and luxurious. However, it is also less resilient than nylon and is more susceptible to crushing and matting. While it resists products like benzoyl peroxide better than nylon, it has an unfortunate affinity for oily dirt and dust. Styling appearance retention and overall stain resistance are second to nylon.

### POLYPROPYLENE - OLEFIN FIBER

Olefin fiber represents approximately 20% of carpet sold. Olefin is usually manufactured in a level loop or Berber construction in order to give better performance characteristics due to its susceptibility to crushing and matting. It will perform very well in these constructions. Olefin has fair resistance to soil and excellent resistance to stain because color is added as a basic component, even before the olefin is made into a fiber. This is called solution dyed, which also makes it very resistant to fading from sunlight and excellent for use as outdoor carpeting. Olefin has a natural resistance to static electricity, moisture and mildew. It is used in both indoor and outdoor installation, particularly in playrooms, dens, kitchens, offices and other similar areas.

### WOOL FIBER

Wool fiber represents less than 5% of carpet sold and is primarily used in decorative area products such as rugs. It has luxurious appearance and good performance qualities.

## TYPE OF CARPET CONSTRUCTION OR STYLES

How many times have you been asked "Can I put this carpet in my living room and my kitchen too"?

Some carpets will perform well in casual living areas but not in places where traffic is high. A bedroom carpet certainly would not be feasible in the kitchen and may not be best for a playroom. The point is - with today's many uses for carpet, one has to know which carpet can be placed where and why. Two of the key points to consider when picking the best carpet for the right situation is total construction (density, pile height), fiber type and color. Now let's carry construction a step forward and talk about some different styles of carpet construction which result in different looks and also affect wear. You can use the "Choose a Carpet That Fits Your Lifestyle" Table Top Displays as a visual aid during this section.



Available in a wide variety of visuals and geometric patterns, textured loop construction is ideal for heavy traffic areas in the home because it features dense, tightly knit nylon with a low pile height.

The loop construction is usually one that is ideal for heavy traffic areas in the home or commercial areas like playrooms, offices, waiting rooms, lobbies, etc. Why? Because a loop construction features a dense, tightly knit yarn pile that has a low pile height and tough, nubby texture. This combination of low pile height and dense gauge makes it able to withstand heavy traffic without wearing down. Dirt floats on the top of the dense pile, allowing it to be easily cleaned up. The nubby texture also helps hide the appearance of dirt, especially when the yarn is multi-colored, thus giving the loop construction another plus when maintenance is a consideration.

### Textured Loop



Most patterns are constructed of loop or precision-cut piles, and provide exceptional performance. Many of today's patterned carpets have color-coordinated companion pieces which allow different styles to be used in different areas of the home, and still be tied together through a common color theme.

The pattern construction can be likened to a plush-loop combination. The pattern pile is a plush with random pattern cut through it with tightly looped yarn. The result is a patterned plush or sculptured carpet. The pattern of loops are cut while being tufted.

### Pattern



## Saxony

A saxony, sometimes called a velvet or plush, is a cut pile carpet with a very dense construction. The yarn is usually packed in so tightly that the yarn ends stand up and support each other. A plush is just like its name-- a very plush, dense, heavy pile carpet that looks and feels luxurious. The spacing between tufts is close and the pile height is greater than typical loop pile. Highlighted by a shadowing effect, plush carpets lend themselves well to formal areas. Saxonies look very elegant, but will show more foot prints than other carpet styles.



## Textured

Textured carpets create a varied color visual effect by reflecting light off the tightly twisted yarns. While it is not completely trackless, this style tends to resist footprints and shading. Look for a texture with a dense pile and tightly twisted yarns.



## Frieze

A very highly twisted, casual looking textured saxony. The twist level of this product makes it one of the best performing, yet stylish, cut pile carpets.



Heathered/Multi-Color Texture – Available in many of the other carpet types mentioned here. These tonal hues create a dynamic visual, and complement the subtle color variations found in tile, stone, and wood surfaces.

## Heathered/Multi-Color Texture



Many textures, friezes, cables and shags are also available in berber colorations, which feature space-dyed yarns that create a 'flecked,' wool-like appearance.

## Cut Pile Berber



Casual and stylish, the shag is an upscale fashion statement. Great for family rooms, insets, and bedrooms. Maintain the good looks of your shag carpet by using a vacuum cleaner without a beater bar.

## Shag

## KEY FACTORS TO CONSIDER

Listed below are key factors that you should know when selling to your homebuyers:

1. **COLOR** - The color is the **#1 factor** in a homebuyer's decision when purchasing carpet.
2. **STYLE** - Texture, plush, loop, berber, cable, shag, frieze, and pattern are all examples of carpet styles available in your showroom.
3. **CONSTRUCTION** - How the fibers are twisted, how tall the pile of the carpet is, how densely the fibers are packed together, and the weight; all are elements of construction. By far the most important factor when choosing a quality product is the twist. The better the twist, the better the carpet will look over time.
4. **HAND** - This is a description used for the texture or feel of the carpet face. A thick, dense and plush face, whether it is textured or Saxony, will give a perception of quality (but not necessarily a quality carpet!).
5. **PRICE AND VALUE** - Your homebuyers who shop will always look for the best price on an equal quality carpet. Sell your features along with price and quality to gain the confidence of your homebuyer. Remember, you get what you pay for!
6. **COMPANY** - The homebuyer is looking for reliability and integrity in those they do business with. Sell your company and what you have to offer, covering warranties and reputation.



## COMPARISON OF PHYSICAL PROPERTIES OF VARIOUS FIBERS

Characteristics	Nylon	Olefin	Polyester
Abrasion Resistance	Excellent	Good	Excellent
Texture Retention	Excellent	Good	Good
Resilience	Excellent	Fair	Good
Soil Resistance	Excellent	Fair	Excellent
Ability to Clean	Excellent	Excellent	Excellent
Bleaching	Poor	Excellent	Poor
Luxury Look	Excellent	Fair	Good
Low Static Build-up	Very Good	Excellent	Very Good
Hand and Feel	Excellent	Fair	Excellent
Fade Resistance	Very Good	Excellent	Very Good

The above comparison is based on all carpet manufacturing specifications being the same. Carpet manufacturing specifications such as density, pile height, construction (level loop / cut loop) and finishing techniques will affect some of the above considerations.

Physical properties of the fiber and manufacturing specification jointly influence the finished carpet and thus both contribute to the carpet's surface appearance, performance, use value and benefits.

A review of the homebuyer's needs and desires is critical in determining which combination of fiber and manufacturing specifications create the carpet which provides the best benefits and value for the individual homebuyer.

# FIBER PRODUCTION

Synthetic carpet yarns are formed by melting solid chips of base material and forcing it through tiny holes in a showerhead device called a "spinneret". The product coming out of the spinneret is called filament. The size or weight of filament is called a denier. The higher the denier, the bigger and coarser the yarn. This process is called extrusion and color pigments can be added during this process if pre-dyed fibers are desired. Next, the filaments are drawn or stretched like warm taffy, to give strength. Then they are crimped or texturized through controlled cooling and hardening operations. Crimped filaments produce yarns with a soft hand, because filaments do not pack down.

Resulting from these processes are continuous strands of filaments about the thickness of a hair. These continuous strands can be twisted and packaged as continuous filament yarn ready for tufting (BCF yarn), or cut into desired staple lengths to be later spun into yarn (staple yarn).

## CONTINUOUS FILAMENT VS. STAPLE FIBER

Since all carpet yarn is either continuous filament or spun yarn from staple, it is worthwhile to look at the advantage of each.

Bulked Continuous Filament Advantages:

1. Less piling and fuzzing because the individual filaments in a yarn are virtually endless.
2. Produces a stronger, tougher yarn because of the uniform denier size.
3. Higher luster.
4. Better coverage of primary back due to bulking, particularly where little twist is used.

Staple Advantages:

1. Softer, more luxurious hand or feel (hand is an industry word for feel).
2. More styling flexibility by blending colors, heather yarns).
3. Produces yarn with a wool-like texture.
4. Excellent for cut pile plushes.

## PLY / TWISTING

Twisting is the process of combing two or more strands of yarn to form one yarn. This adds the properties of increased weight, strength, bulk and resiliency. Some continuous filament yarns pass through this process on their way to the tufting mill. When two yarns are plied together into one, the term 2-ply is given to the resultant yarn. Three yarns plied into one is 3-ply.

Twist is the winding of the yarn around itself. One way to judge the twist level of a carpet is to look closely at the cut ends of the individual yarns. They should be neat and well defined, if not, it blossoms open at the ends. A carpet made with a **large** lighter weight, more tightly twisted yarn, will appear to the eye to be less of a value than a heavier weight, more loosely twisted carpet.

Yarn twist, particularly in cut-pile carpets, is critical to carpet performance. **The tighter twist, the better the carpet will retain its appearance over time.** Therefore, a more loosely twisted product may be the look some homebuyers are shopping for, while others prefer the performance of a tighter twisted product.

# CHARACTERISTICS OF FINISHED PRODUCTS

As we have seen, both the fiber itself and how it is constructed into the carpet are important considerations in choosing the right carpet to fulfill a homebuyer's needs. The chart on the preceding page will assist us in comparing various products. Here are some of the characteristics of the finished product in the homebuyer's selection process (homebuyer benefits).

## RESILIENCY

Resiliency might be defined as the ability of a fiber to spring back to its original shape after being compressed. The resiliency of the fibers can be measured, but the resiliency of two carpets of the same fiber may be entirely different. A dense, short pile carpet is more resilient than a loose, high pile carpet of the same pile weight. A carpet with tightly twisted fiber will have more resiliency than one of a fiber with less twist, but the lower twist carpet may look better to the eye. Close inspection and product presentation will show the tighter twisted carpet will look better longer.

## WEAR OR ABRASION RESISTANCE

Wear resistance is related to fiber, density of the carpet, and construction of the carpet.

## TEXTURE RETENTION

Texture retention is the ability of a carpet to retain its original look after traffic and wear. The fiber is an influence but so is twist, density, amount of traffic, and type of soil. Also important is the amount and type of vacuuming and cleaning.

## SOIL HIDING AND SOIL RESISTANT CHARACTERISTICS

The less sheen or luster a fiber has the better it hides soil. Many fibers have chemicals blended in to de-luster or remove some of the sheen. This tends to improve their soil-hiding and soil resistant characteristics. The color of the dyed fiber is important too. Lighter colors do show more soil than dark colors. Multi-colors show less soil than plain colors. Multi level textures in finished carpet disguise the appearance of soil better than level construction.

## SOIL AND STAIN TREATMENTS

Olefin and polyester are naturally stain resistant, although oily substances may cause spots if they penetrate the fiber. Fiber manufacturers have added static control and stain-resistant chemicals to nylon yarns to prevent acid-based liquids from penetrating the fibers and staining them. These advanced generation nylon yarns are warranted by the fiber producer to be stain resistant (not stain proof) and may be branded or unbranded. Stainmaster, Weardated, ANSO, and R2X are examples of brands of stain resistance.

## SOIL REMOVAL OR CLEANABILITY

The type of fiber, type of soil and color have much to do with success in soil removal. An abrasive soil will scratch and pit the sides of the fiber, making it appear dull and dirty even after dirt has been removed. The scratches in individual fibers absorb light, cut down light reflectivity and give the carpet a dull look. This is why **frequent vacuuming** of any carpet is highly recommended. The higher the frequency of vacuuming, the better the carpet will look over time.

## STAIN TREATMENTS - BRANDED AND UNBRANDED

Just as with branded and unbranded fibers, the introduction of a multitude of stain treatments has led to some confusion. A stain treatment is nothing more than that - A STAIN TREATMENT. The base product is still made with one of the four fibers. Just as with branded and unbranded fibers, there are branded and unbranded stain treatments.

The branded fibers are well recognized because of the great amount of advertising done by the fiber companies. These advertised brands are well known, for example: Stainmaster, Weardated, and Anso. Only Stainmaster makes both the fiber and stain treatment. Weardated and Anso fibers utilize Shaw's R2X stain protection.

There is not much difference between one treatment or another. Read and compare the individual warranties. All are basically the same. Carpets will stain under certain conditions - **no carpet is stain proof**. So if a homebuyer does not feel strongly about a particular treatment, feel free to show other carpets.

Most stain treatments are applied after the carpet is tufted, but we elected to cover them here since most homebuyers associate stain treatments with fiber.



# CARPET CARE TIPS

## VACUUMING

Frequent vacuuming with a wool beater bar type vacuum will prolong the life of the carpet. **You can never over-vacuum carpet.** A beater bar used on wool or some berbers, may damage the carpet. Check manufacturers recommendations for wool and berber carpets.

## CLEANING

You must maintain carpet for it to maintain its appearance. Each fiber manufacturer recommends cleaning of carpet on a regular basis. A good rule of thumb is every 12 to 18 months, depending on traffic and your environment. Spot cleaning of pivot points, such as doorways into kitchens, bathrooms and entry ways, will go a long way to maintaining the overall appearance of your carpet. Refer to the cleaning brochure of the particular fiber, for which cleaning system to use. Most stain-resist treated fibers have toll free numbers to call for cleaning instructions for a hard to remove spill or stain. They have warranty handouts that contain instructions for everyday spills and stains. Shaw Industries recommends the hot water extraction method.

The toll free "help line" number are as follows:

Invista	(800) 4-DUPONT
Solutia	(800) 633-3208
Anso	(800) 441-8185
Shaw	(800) 441-SHAW

## STAIN REMOVAL

No carpet is stainproof. Most carpets are treated with a stain-resist treatment, but in all cases immediate clean up is essential. Absorb as much liquid as possible, quickly, with paper towels, etc., replacing them as they become saturated. Use a blotting action, never a scrubbing motion, to prevent fuzzing of the carpet surface.

Be aware that certain household products, such as colored powdered beverages, frozen fruit-flavored bars and some liquid medications, contain a red food dye that is very difficult, if not impossible, to remove from carpet. Household cleaners such as bleaches, tile cleaners, mildew removers, etc., will cause permanent discoloration. In addition, acne medications containing benzoyl peroxide, will permanently stain carpet.

## CARPET INDOOR AIR QUALITY CONCERNS

Because we spend approximately 90 percent of our time indoors, we must do everything possible to improve the air we breathe. Environmental tobacco smoke, radon, etc., are serious long-term problems. Sometimes it seems that almost everything causes pollution. You may have seen news stories about the possible health effects of new carpet and you may wonder whether there is any truth to those stories. In the short term, renovating and redecorating may be of concern because of emissions from paints, paint strippers, varnishes, wood finishes, caulking adhesives, etc. Even new carpet gives off emissions. Most of these emissions are gone in about a week, sometimes in days.

The industry has developed an Indoor Air Quality (IAQ) testing program to ensure that the carpet you purchase is environmentally responsible by meeting specified testing requirements for indoor air quality. All carpets produced by Shaw Carpet Mills meet these requirements.

Some people may ask about whether carpet will have an odor when it is installed. The odor in new carpet usually comes from 4-phenylcyclohexene (4-PC). Although this is a long chemical name, its function is simple. 4-PC is a byproduct of the latex used to hold the fibers together so they do not shed. It can be detected at very low levels (one half part per billion). Some people may find the odor pleasant while others may find it unpleasant. Some may not even notice it. If it is noticeable, be assured that the odor will dissipate within days and is not harmful.

Extensive research to date by independent laboratories, the Consumer Product Safety Commission (CPSC) and the Environmental Protection Agency (EPA) failed to discover any scientific link between carpet and ill health effects. Billions of yards of carpet have been sold without any problems. In fact more than 70 percent of all floors in the U.S. have carpet. Relatively speaking, few people have reported experiencing any allergic reactions with new carpet. However, there are some highly sensitive individuals who claim to have had an allergic reaction to new carpet. These complaints have averaged about 1 in every 200,000 carpet installations.

For additional indoor air quality information, you can contact The Carpet and Rug Institute at PO Box 2048, Dalton, GA 30722-2048 or call (800) 882-8846.



## PROBLEM SOLVING

Listed below are common problems that can occur and their recommended solutions.

### BURNS IN CARPET

Homebuyer burns carpet with a cigarette or an ash from a fireplace.

Solution: Remove the charred tips or burned fibers by cutting with the curved type scissors. If the burn is deep, it will require that the burned area be cut out and plugged with some scrap material by an installer. If scrap material is not available, sometimes material can be taken from a closet.

### CORN ROWING

Carpet in high traffic areas is showing pile crushing that looks like rows.

Solution: Brushing with a grooming tool, vacuum using a unit with a beater bar and frequently changing the direction of the vacuum strokes will help minimize the rowing.

### DENTS IN CARPET

Homebuyer rearranges furniture in room and wants to know how to remove the leftover dents in the carpet.

Solution: Brush the dented area or use a grooming tool to loosen or stand the crushed tufts upward. Holding a steam iron several inches above the carpet surface, steam the dented areas lightly and brush the tufts upward with your fingertips. Do NOT let the iron touch the carpet!

### FADING

The majority of all carpet will eventually fade from natural and artificial forces in the environment. You can slow the process by doing the following:

1. Frequently removing soil by vacuuming.
2. Regularly changing air filters from heating and air systems.
3. Keeping humidity from getting too high.
4. Reducing sunlight exposure with window coverings.

## FOOTPRINTS

No carpet is 100% footprint free. Most deep pile carpets will show shoe or foot impressions.

Solution: Recommend a lower pile - denser constructed carpet, which will minimize the problem. Referred to as: Textured Carpet.

## FUZZING, PILLING OR SHEDDING

Fuzzing, pilling or shedding is a natural characteristic of new spun fiber carpet products.

Solution: Frequent vacuuming is required the first 90 days to remove any loose fibers. The carpet is not losing weight. This process is similar to the effect a lint guard has in a clothes dryer. The lint is not an indicator that the clothes are coming apart.

## SEAMS

Seams are an inevitable part of most carpet installations since carpet mainly comes in 12-foot widths. Seams will vary in appearance mainly depending upon the type of carpet. Level Loop and Berber carpets tend to show seams more than Saxony or textures.

Solution: Advise your homebuyer that certain carpets, as stated, will have more pronounced seams than others. After installation, most seams in any carpet will appear, but will diminish with time.

## SNAGS

Homebuyer catches a heel of a shoe and pulls a snag in the carpet.

Solution: Always clip off with scissors, never pull a snag. To seal the backing a dab of "Elmers" glue should be put where the snag occurs. If it is a long "run" or snag, it may require a repair by an installer. Almost all snags occur in Level Loop or Berber carpets.

## STATIC

All qualities of Shaw Industries carpets carry static protection, but sometimes certain areas in the country will still have a static problem.

Solution: Using a humidifier frequently will solve the problem. You can also use an after market spray and treat the traffic or problem areas yourself. A competent carpet cleaning company can also apply static protection, but it is only temporary treatment, which will come off when the carpet is cleaned again. Spraying the carpet with water from a spray bottle will also help. Opening windows during the next rain should also help eliminate the problem.



## Why should a homebuyer upgrade with the Design Center? Overcoming Specific Objections

### The homebuyer must be aware of the general benefits of upgrading carpet

- Upgraded carpets have better warranties for performance.
- All upgrades have some form of "Stain Treatment" protection.
- Installation cost is consistent whether it's base or upgrade. This is a variable that can not be avoided. However, by installing upgrade carpet, replacement may only be needed every 5-10 years as opposed to every few years with just base.
- The resale value of the home is higher and will often times sell faster.
- **Flooring ties the entire home together.** Upgrade carpet exudes a natural, warm beauty that will last many more years than base.
- **It creates a lifestyle! It's the largest visual area of the home!**

### Objection: "I'm going to wait until after we close and upgrade later." There are many benefits to the homebuyer for purchasing upgrades through the builder vs. waiting after closing.

- The upgrade can be financed into the loan at the Design Center, but not at a retail store. The upgrade becomes tax deductible!
- When you install flooring after closing, you must pay cash up front, or charge at a much higher rate of interest, which is not tax deductible.
- **The homebuyer will lose their flooring allowance!** Why lose money that can be applied to an upgrade? Use that allowance to select the carpet you want at the Design Studio.
- The homebuyer can move into a "Finished Home" if they use the design studio!

### Objection: "I can't afford to upgrade at the design studio."

- There are only small increases to the monthly payment (approx. \$6-7 per \$1000, which is tax deductible) Use the **mortgage calculator** to demonstrate this.
- Most homebuyers stay in the home less than 7-years. Since many upgrade carpets last 7-10 years, let the next homeowner pay for the upgrade. Now they can use their money to invest in other things or items they have to pay cash for.



### **Objection: "I'm going to buy carpet through a local carpet store."**

- Once you replace the product installed by the builder, you may nullify some warranties.
- Selecting carpet at the design studio gives you enhanced warranty protection-- from the builder as well as the manufacturer, Shaw Industries. Compare that to only a retail establishment. The builder's customer service is beyond compare!
- The builder will repair any damages done during installation before you move in. Can a local flooring store give you that same assurance?
- There is no possibility of damaging furniture, as there is none to move.
- Upgrading now is more convenient, as there is no time off work to monitor the installation.
- Advertised retail pricing does not cover all the costs...
  - Sales tax
  - Carpet take up, removal and disposal
  - Additional prep work, like float, stair charges, toilets, etc.
  - Planning or re-hanging doors
  - Moving furniture
- Quality of installers: the builder will stand behind the installation!!

### **Objection: "The salesperson at a carpet store told me that....." "My friend/neighbor/relative told me that..."**

- Make sure your buyers have all the information and are making accurate comparisons between buying through the studio or using another option. Begin your response by saying "Well, I'm sure they also explained that...." By doing this you put yourself back in the position as their expert and their trusted advisor.

### **Objection: "Why do you offer such an inexpensive carpet, with no features or benefits, as the standard?"**

- By selecting an industry-recognized product as the standard carpet, the builder allows their buyers to spend their upgrade dollars where they choose, and still offer a competitive price for their base home.

### **Objection: "I heard that it's more important to upgrade the pad than it is to upgrade the carpet."**

- Pad can enhance the carpet's performance and add comfort underfoot, but in order to get the best performance from new carpet, one must focus on the carpet itself. New shocks can enhance a car's performance, but it is not more important to have good shocks than a well-made automobile!!
- The most important items to consider as it relates to a carpet's performance are twist level, density, ounce weight, and stain protection.
- Standard carpet offers no stain or wear warranties.

## Leading questions give you the opportunity to educate homebuyers on features that are important.

- **'Do you have an active household, kids or pets?' 'Do you eat in the carpeted areas?'**  
If so, you should upgrade your carpet to a product which features stain protection, such as R2X or Stainmaster. Standard carpet offers no stain warranty!
- **'Is comfort or softness important when choosing a carpet?' 'Do you lie or play on the floor?' 'Do you like to walk barefooted on the carpet?'** These are all questions that allow you to demonstrate the softness and styling of upgraded carpet in contrast to standard carpet.
- **'Are you a first time homebuyer?'** First time homebuyers are probably moving out of a rental unit or apartment, which probably utilized a product comparable to standard carpet. Find out if they liked that flooring, and if it's something they want to install in a home they own.
- **'How long do you plan on living in this home?'** Most people live in the homes 5-7 years. Selecting standard carpet virtually ensures your homebuyer will have to replace it before they move. Choosing an upgrade carpet and maintaining it properly means that your buyer may be in a position to simply have the carpet cleaned when they choose to sell, versus having carpet replaced before selling.
- **'Have you ever purchased flooring before. What and why?'** Find out what your buyer liked or disliked about their other flooring purchases. Are they selecting a carpet that will give them the same good/bad experience they had before?
- **'If you were to pick any style or color regardless of price, what would be your first choice?'** Focus on style and fashion and desire, rather than price! Use the **AHF Table Top Carpet Educators** to help your buyer **"Choose a Carpet that Fits their Lifestyle..."**
- **'How important is it to deal with a company you know and trust?'**  
A Test: Demonstrate Brand vs. Non-Brand. Do you buy Coke vs. store brand, Dell vs. home built computer? Etc. At what price level does brand not become important? 20-30-40% off?  
We don't initially look for the cheapest price, but brand name and quality first, then value, then price. Why? We know the brand, we choose it, and we have confidence in it. We have assurance of quality, and an affiliation with it. The builder name helps sell. It's a message of quality. Be sure to sell the quality of the product as well as the quality of the company you represent!



# The True Cost of Carpet Upgrades

What Will I Have Paid For My Carpet Upgrades When I Move From My Home With a 7% Interest Rate? (The average home owner stays in their home between 5-7 years.)						
Upgrade Purchase Amount	12 1 Year	24 2 Years	36 3 Years	48 4 Years	60 5 Years	
\$250.00	20	40	60	80	100	
\$500.00	40	80	120	160	200	
\$750.00	60	120	180	240	299	
\$1,000.00	80	160	240	319	399	
\$1,500.00	120	240	359	479	599	
\$2,000.00	160	319	479	639	798	
\$2,500.00	200	399	599	798	998	
\$3,000.00	240	479	719	958	1,198	
\$3,500.00	279	559	838	1,118	1,397	
\$4,000.00	319	639	958	1,277	1,597	
\$4,500.00	359	719	1,078	1,437	1,796	
\$5,000.00	399	798	1,198	1,597	1,996	
\$5,500.00	439	878	1,317	1,756	2,195	
\$6,000.00	479	958	1,437	1,916	2,395	
\$6,500.00	519	1,038	1,557	2,076	2,595	
\$7,000.00	559	1,118	1,677	2,235	2,795	
\$7,500.00	599	1,198	1,796	2,395	2,994	
\$8,000.00	639	1,277	1,916	2,555	3,193	
\$8,500.00	679	1,357	2,036	2,714	3,393	
\$9,000.00	719	1,437	2,156	2,874	3,593	
\$9,500.00	758	1,517	2,275	3,034	3,792	
\$10,000.00	798	1,597	2,395	3,193	3,992	
\$10,500.00	838	1,677	2,515	3,353	4,191	
\$11,000.00	878	1,756	2,635	3,513	4,391	
\$11,500.00	918	1,836	2,754	3,672	4,591	
\$12,000.00	958	1,916	2,874	3,832	4,790	
\$12,500.00	998	1,996	2,994	3,992	4,990	
\$13,000.00	1,038	2,076	3,114	4,151	5,189	
\$13,500.00	1,078	2,156	3,233	4,311	5,389	
\$14,000.00	1,118	2,235	3,353	4,471	5,589	
\$14,500.00	1,158	2,315	3,473	4,631	5,788	
\$15,000.00	1,198	2,395	3,593	4,790	5,988	
\$16,000.00	1,277	2,555	3,832	5,110	6,387	
\$17,000.00	1,357	2,714	4,072	5,429	6,786	
\$18,000.00	1,437	2,874	4,311	5,748	7,185	
\$19,000.00	1,517	3,034	4,551	6,068	7,584	
\$20,000.00	1,597	3,193	4,790	6,387	7,984	
\$21,000.00	1,677	3,353	5,030	6,708	8,383	
\$22,000.00	1,756	3,513	5,269	7,026	8,782	
\$23,000.00	1,836	3,672	5,509	7,345	9,181	
\$24,000.00	1,916	3,832	5,748	7,664	9,580	
\$25,000.00	1,996	3,992	5,988	7,984	9,980	
\$26,000.00	2,076	4,151	6,227	8,303	10,379	
\$27,000.00	2,156	4,311	6,467	8,622	10,778	
\$28,000.00	2,235	4,471	6,706	8,942	11,177	
\$29,000.00	2,315	4,631	6,946	9,261	11,576	
\$30,000.00	2,395	4,790	7,185	9,580	11,975	
\$40,000.00	3,193	6,387	9,580	12,744	15,967	

What Will I Have Paid For My Carpet Upgrades When I  
 Move From My Home With a 7% Interest Rate?  
 (The average home owner stays in their home between 5-7 years.)

Upgrade Purchase Amount	72 6 Years	84 7 Years	96 8 Years	108 9 Years
\$250.00	120	140	160	180
\$500.00	240	279	319	359
\$750.00	359	419	479	539
\$1,000.00	479	559	639	719
\$1,500.00	719	838	958	1,078
\$2,000.00	958	1,118	1,277	1,437
\$2,500.00	1,198	1,397	1,597	1,796
\$3,000.00	1,437	1,677	1,916	2,156
\$3,500.00	1,677	1,956	2,235	2,515
\$4,000.00	1,916	2,235	2,555	2,874
\$4,500.00	2,156	2,515	2,874	3,233
\$5,000.00	2,395	2,794	3,193	3,593
\$5,500.00	2,635	3,074	3,513	3,952
\$6,000.00	2,874	3,353	3,832	4,311
\$6,500.00	3,114	3,633	4,151	4,670
\$7,000.00	3,353	3,912	4,471	5,030
\$7,500.00	3,593	4,191	4,790	5,389
\$8,000.00	3,832	4,471	5,110	5,748
\$8,500.00	4,072	4,750	5,429	6,107
\$9,000.00	4,311	5,030	5,748	6,467
\$9,500.00	4,551	5,309	6,068	6,826
\$10,000.00	4,790	5,589	6,387	7,185
\$10,500.00	5,030	5,868	6,706	7,545
\$11,000.00	5,269	6,147	7,026	7,904
\$11,500.00	5,509	6,427	7,345	8,263
\$12,000.00	5,748	6,706	7,664	8,622
\$12,500.00	5,988	6,986	7,984	8,982
\$13,000.00	6,227	7,265	8,303	9,341
\$13,500.00	6,467	7,545	8,622	9,700
\$14,000.00	6,706	7,824	8,942	10,059
\$14,500.00	6,946	8,103	9,261	10,419
\$15,000.00	7,185	8,383	9,580	10,778
\$16,000.00	7,664	8,942	10,219	11,496
\$17,000.00	8,143	9,501	10,858	12,215
\$18,000.00	8,622	10,059	11,496	12,933
\$19,000.00	9,101	10,618	12,135	13,652
\$20,000.00	9,580	11,177	12,774	14,371
\$21,000.00	10,059	11,736	13,412	15,089
\$22,000.00	10,538	12,295	14,051	15,808
\$23,000.00	11,017	12,854	14,690	16,526
\$24,000.00	11,496	13,412	15,329	17,245
\$25,000.00	11,975	13,971	15,967	17,963
\$26,000.00	12,454	14,530	16,606	18,682
\$27,000.00	12,933	15,089	17,245	19,400
\$28,000.00	13,412	15,648	17,883	20,119
\$29,000.00	13,892	16,207	18,522	20,837
\$30,000.00	14,371	16,766	19,161	21,556
\$40,000.00	19,161	22,354	25,548	28,741