

Pro (M-SFI) Modified Sales, Furnish & Installation Flooring Program Guide



General Flooring

Introduction / Summary

Introduction

The following document reviews a modified (no Siebel use) Sales, Furnish & Install (M-SFI) Pro Flooring Installation Program. This Process guide will explain in detail the steps involved in selling the Program and processing orders.

Note: This is a PAR managed Pro sales Program only, and **SHOULD NOT be sold by store associates.**

- The Program is a valuable resource for Property Management customers, but has many other applications and can be used across all customer segments (Multifamily, Property Investors, Light Commercial, Restoration, and some Government projects).
- This service allows Home Depot to offer a wide assortment of flooring Products and services at competitive pricing that is not available through the stores

Program Attributes / Benefits

- Only the PAR / RPSM or other Pro sales team members have access to the Program (PRO Desk should be aware of the Program but send leads to the Pro sales team or Service Provider)
- This Program should also be used as an enabler to capture more than just flooring sales.
- Key Attributes:
 - No min purchase – (Customer should be a managed account or target account approved by the PAR with longer term relationship possibilities)
 - No measure fee (SP will walk site, identify and record, take offs, unique requirements etc.)
 - Total job price includes material and labor
 - Installation price is based on job size, product selection and installation method (in some situations additional charges may be incurred) (Unforeseen subfloor conditions etc...)
 - Delivery of all material is included
 - All jobs should be quoted by the Service Provider: The requirements of the bid Process may vary by customer

- Product application (what Products to use) consultations can be performed by the Service Provider as requested
- Full selection of (residential, builder and commercial) flooring Products are available (SP/THD will direct source from manufactures)
- The total Project is sold in a bid Process (Product and install related materials are Provided)
- The PRO Flooring Program includes SKU #'s: (The assigned market Service Provider will support the following SKUs) **(THESE MUST BE USED FOR THE PAR TO GET PROGRAM SALES CREDIT)**
 - Carpet (629-535)
 - Laminate (629-800)
 - Hardwood (629-837)
 - Ceramic and Stone (630-797)
 - Vinyl (630-804)

General Program Overview

Process Overview

1. PAR will identify existing account or establish new account for Pro Flooring customer
2. *PAR and Service Provider will communicate with the Pro Solution Center for store assignment and account / order Processing*
3. All orders must be initiated by PAR and or Service Provider ONLY – (Not store associates)
4. PAR will obtain payment processing information and work with PSC or in rare cases the store COS directly to set up account and retain payment information (Proper tender method must be identified when customer is set up)
5. Measure / Property walk to be conducted with PAR, flooring service Provider and Property management representative prior to any job quotes or pricing communications
 - Determine / identify ALL Properties listed for account
 - Retrieve blueprints/layouts etc. and confirm multiple floor plan designs and measurements (example; Property Name, Apt #, Floor Plan #, Product/services quality level)
 - Review material options and determine Product selections (If adjusted all changes must be communicated between SP and Property Managers) PAR must also approve

6. Service Providers will retain all floor plan designs and dimensions for each account
 - This will allow future installations to be easily calculated and expedite sale Process

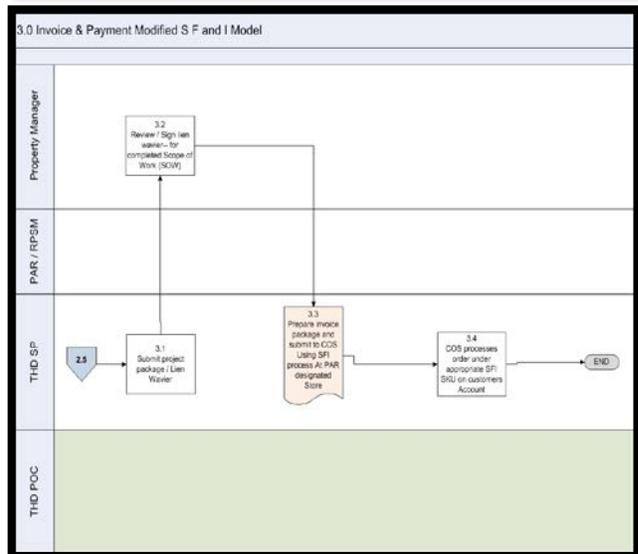
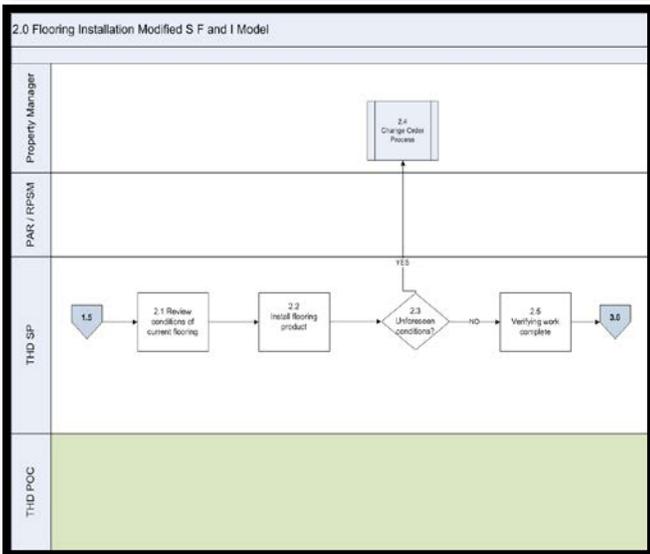
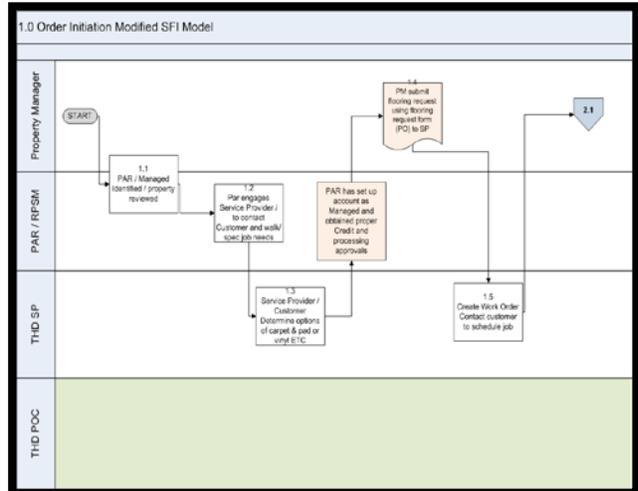
Purchase Order Overview: (Once all preliminary property evaluations have been completed)

1. PM representative contacts PAR or Service Provider upon replacement need for unit
2. Service Provider contacts Property management company to schedule and confirm details
3. Service Providers sends over Job request to PM(Fax/ Email) to validate
4. Once Job has been completed PM walks site with SP and signs wavier
5. SP faxes or Emails signed job completion waiver and Detail Order Information to (See attached forms) Pro solution Center
6. Pro Solution Center creates installation quote with the following information included on SP purchase Order (See attached forms)
 - Create order under Property Account
 - Include Installation Site with Address and Unit#
 - Specify floor plan information
 - List Product selection
 - Enter total price of installation under Optional Work Installation
Note: separate all Lead Safe Work Practices Labor- (this will be identified by SP if needed)
7. PSC process payment through the MSFI Process (Key Rec)

Important reminders:

- Multi-Family Units include accounts of Apartment Buildings, Condominiums, Hotel/Motels, etc
(Large scale installation sites with pre-designed floor plans)
- Non-residential installations may have varying requirements by state and local municipalities
- Additional or alternate levels of license requirements may be necessary
- Most installations require different permits due to occupancy and safety requirements
- “Commercial Rated” Products may be required based on installation site and code requirements

Process Flow (Modified Sales Furnish and Install Model) – Siebel is not used in this Process



Pricing Book - (EXAMPLE)

These are the most commonly used Products – Regional and customer specific options will be available as needed through the assigned service Provider

Base Generic National Pro Flooring Assortment	
Product	Description
CARPET	
Value Grade	FHA 18oz Continuous Fillament Nylon Carpet (Two Colors)
Mid Grade	FHA 22oz Continuous Fillament Nylon Carpet (Two Colors)
High Grade	FHA 25oz Continuous Fillament Nylon Carpet (Two Colors)
Value Grade	18oz Continuous Fillament Polyester Carpet (Two Colors)
Mid Grade	22oz Continuous Fillament Polyester Carpet (Two Colors)
High Grade	FHA 25oz Continuous Fillament Polyester Carpet (Two Colors)
CARPET PAD	
Mid Grade Pad	FHA 3/8, 5lb Pad
Moisture Barrier Pad	FHA 7/16, 6lb Moisture Barrier Pad
VINYL:	
Value Grade	Vinyl - sheet
High Grade	Vinyl - sheet
VINYL PLANK	
	Allure or equal
	Allure Ultra click
TILE	TBD - Can be sourced as needed
WOOD	TBD - Can be sourced as needed
LAMINATE	TBD - Can be sourced as needed
Examples of Additional installation / Job site cost pricing that may vary	
Occupied spaces will be extra (+25% labor only)	
Installation on stairs is an extra charge per stair	
The moving of appliances	
Floor prep if required	
Primed shoe molding installed	
Underlayment (for Vinyl) if needed	
Remove and replace Toilets	

FAQ'S / Contact information

Can the store add customers to the program?

No, only the PAR sales team can approve the use of the program

If the stores have questions or a customer that might be a good fit who should they contact?

The PAR is the primary contact at the local level for the program (Stores should not offer to customers)

Does the customer need to be a managed account to use the program?

No, but the PAR should use the normal in store processing if the customer is not anticipating additional volume past the initial order

How do we get samples to discuss with the customer?

Any discussions or engagement of the program past the program overview should include the service provider; they will bring samples and additional options to the customer engagement

What happens if we have a problem with the installation?

First contact should be the service provider, they can work with the manufactures as needed, and if the issue gets escalated then you will need to contact your local THD - District Services Manager

Does the store need to set up a measure?

No, the Service Provider will handle this process during the property assessment / walk

How is the pricing determined?

The Service Provider will determine the pricing once the individual property has been assessed; (they will build a customized pricing model for the customer by Property/ unit / Product selection etc.) each job will be Processed separately

How does the store get credit?

Processing is through the special services system so the store keying the order / PO will get the credit

APPENDIX

Service Provider Contact List by Market

Solution center support -Based on SP home office	Market Number(s)Multi- SP supported Markets listed by Store	Service Provider	SP contact Name	Phone #	Email address
East	10, 15, 66, 116 & NYC	American Carpet South	Mark Barcello	732 779-6794	mark_barcello@acsouth.com
East	10, 15, 66, 116 & NYC	American Carpet South	David Scafani	973 725-3824	davescafani@acsouth.com
East	39, 260	American Carpet South	Josh Blaisdell / Mark Barcell	508 479-7205	joshblaisdell@acsouth.com
East	106	American Carpet South	Robert Covert / Mark Barcell	412 477-5327	robert_covert@acsouth.com
East	43	American Carpet South	Heather Pigott	240 223-7771	heather_pigott@acsouth.com
East	2, 25, 138	USIG	Alex Baquerizo	561 294-9084	abaquerizo@us-installations.com
East	3, 14	USIG	Patrick Huynh	407 949-7014	phuynh@us-installations.com
East	4, 28, 50, 60	USIG	Ron Sanders	727 644-1917	rsanders@us-installations.com
East	34	USIG	Jerry Newcomb	302 757-6202	jnewcomb@us-installations.com
East	48 Partial - (supported stores - 611 612,654,1012,1037,1040,1070,1858,6610,66 13,6623,6627,6632,6644,6654,6661,6662,66 63	USIG	Sergio Nowacki	818 231-5101	snowacki@us-installations.com
East	6, 8, 13	USIG	Todd Zachary	713 817-1737	tzacharcy@us-installations.com
East	1,473,89,447,23,392,57,26,45,9,27,19,327	NIS	David Price, Lance Walker	o-678-325-4430 m-7703646123	dprice@nationalinstaller.com lwalker@nationalinstaller.com
East	148, 327	Romanoff Floor Covering, Inc	Bryan Artioli	615 598-5311	bartioli@romanoff-floors.com
East	176, 177, 282, 303	Romanoff Floor Covering, Inc	Donny Lee	252 560-5973	dlee@romanoff-floors.com
Central / East	139	CFI	Jim Pukas	216 214-9577	jpukas@cfi-installation.com
Central / East	137	CFI	Tim Lark	513 259-4781	tlark@cfi-installation.com
Central / East	156	CFI	Ben Lasita	513 259-4839	blasita@cfi-installation.com
Central / East	237	CFI	Ken Culbertson	513 259-4455	kculbertson@cfi-installation.com
Central / East	72,67	Andersons			
Central / East	129	G.S. Floor Designs, Inc.	Martin Goetze	224 636-6368	marty@gsfloordesign.com
Central / East	75, 164, 234, 304	Superior	Mike Pivar	630 330-3245	mpivar@superiorcorp.net
Central / East	75, 109, 164, 234, 304	Superior	Mike Simpson	630 878-2242	mikes@superiorcorp.net
Central / East	109	Superior	Mike Hewitt	314 625-3278	mhewitt@superiorcorp.net
Central	101,165,185,158,207	Crew2	Heidi Carlson	651 248-7140	heidi.carlson@thecrew2.com
Central	16,58,249,331,183	Cooper	Jim Gallagher	214-535-5627	jgallagher@cooperinstallations.com
West	12, 21, 29, 47,196, 48 Partial - Stores covered: 1840,614,6668,1077,6628,8525,603,6680,66 64,606,6965,615,6643,6963,6639,6646,6893 ,6952,647,6647,1072,6650,6657,648,1062,6 08,654,6627,6673,6629,607,8463,1845,6617 ,689	JW Floors	Dean Bednar	619 347-0290	orders@jwfloors.com
West	36, 76, 226, 533	JW Floors	Dean Bednar	619 347-0290	orders@jwfloors.com
West	94,44,54,77	GMA	Greg Allen, Kyle Hyde	208-888-7415	greg@gmaconstruction.com kyleh@gmaconstruction.com
West	51	Home Solutions	Karl Kocsis	303-328-8898	karl.kocsis@homsolutionsinc.com
West	6,134	Westernstates	Jamie Pace , Dave Cowart	480-346-4103	dave@westernstatesflooring.com

Pro Flooring Sales Sheet



THE HOME DEPOT CAN TAKE CARE OF ALL YOUR FLOORING NEEDS

Let our flooring Associates and network of handpicked, licensed and insured installers manage your project from start to finish. Plus, your installation⁰ is backed by The Home Depot, guaranteed

- ✓ PRO Flooring program provides complete flooring solutions for the multi-family/property management customer
- ✓ This is a valuable resource for multi-family/property management companies—it allows The Home Depot to offer a wide assortment of property management products and services at competitive pricing
- ✓ Full selection of all flooring product types are available
- ✓ Job specific installation price is based on job size, product selection and installation method
- ✓ All inclusive quote includes materials and labor (total project is sold in bid process—product and install-related materials are provided)
- ✓ Delivery of all materials is included
- ✓ No minimum purchase required—all jobs are quoted at the individual property level
- ✓ Next day/same day service is available



PLEASE CONTACT YOUR PRO ACCOUNT REPRESENTATIVE FOR ADDITIONAL DETAILS



FIND THE STORE NEAREST YOU AT HOMEDEPOT.COM OR 1-800-HOMEDEPOT.

⁰All installation services provided by insured, licensed (where applicable) and background screened independent contractor Home Depot Authorized Service Providers. License numbers held by or on behalf of Home Depot U.S.A., Inc. available at homedepot.com/licenses/numbers or at the Special Services Desk in The Home Depot Store. Installation services not available in all areas. We reserve the right to limit quantities to the amount reasonable for our regular customers. In the event of an error, we will make every reasonable effort to accommodate our customer. Details on any product warranty available at store. ©2012 Home Depot, Inc. All rights reserved.

PSC Contact Information

The Home Depot Pro Solutions Center



Pro Solution Center

Phone: 1-800-292-4208

Fax: 1-877-959-0318

prosupport@homedepot.com

Hours of Operation: Monday – Friday: 8:00 am – 8:00 pm est.

Pro Solution Center Associates

Molly Umphrey

Monday – Friday: 8:00 am – 4:30 pm est

770-433-8211 ext. 77081

molly_k_umphrey@homedepot.com

Lloyd Moate

Monday – Friday: 9:00 am – 6:00 pm est

770-433-82111 ext. 77082

lloyd_e_moate@homedepot.com

Kristina Bowen

Monday – Friday: 11:00 am – 8:00 pm est

770-433-8211 ext. 77083

kristina_l_bowen@homedepot.com

Customer Invoice Example



YOUR NATIONAL SOURCE FOR FLOORING INSTALLATION

INVOICE

4291 COMMUNICATIONS DRIVE
 NORCROSS, GA 30093
 OFFICE 678-325-4430
 FAX 678-924-3724

SKU #629-535/8% OPTION

STORE #1121

DATE	INVOICE #
8/17/2012	1505

TERMS NET 30

BILL TO:
 HOME DEPOT U.S.A., INC.
 PAYABLES DEPARTMENT
 P.O. BOX 105114
 ATLANTA, GA 30339-5114

CLIENT

PAR

CUSTOMER ORDER NO.

QTY		DESCRIPTION	PRICE	AMOUNT
126.00	SY	SHAW XV442/MEADOWLARK WITH PAD & LABOR	\$12.25	\$1,543.50
15.00	EA	STEPS	\$3.50	\$52.50
57.00	LF	BINDING	\$1.25	\$71.25
TOTAL:				\$1,667.25

Customer Waiver Example

CUSTOMER WAIVER

Customer Name:	
Job Site Address	

I accept the materials and installation described in Installation Proposal as complete and satisfactory.

Customer Signature		Date Completed
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INSTALLER'S WAIVER AND RELEASE OF LIEN

Upon receipt by the undersigned of a check from The Home Depot on behalf of the customer named above, and when the check has been properly endorsed and has been paid by the bank upon which it is drawn, this document shall become effective to waive, relinquish, and forever release any right of the undersigned or any laborer, mechanic, or material man claiming through or under the undersigned, to a mechanic's lien, stop notice, or any right against a labor or material bond on the job performed for the customer and the location listed above. The undersigned represents that all laborers, mechanics, material men furnishing services or materials on the job have been fully paid for their service or materials the undersigned agrees to cause the prompt release of any liens which may be filed against the said premises by any laborer, mechanic, or material man claiming the right to file such lien through or under the undersigned. The undersigned further agrees to hold harmless and indemnify The Home Depot the named above, and the owner of title to said premises, from and against all costs and expenses arising from or by reason of such lien of the release or discharge thereof. This waiver and release covers the final payment to the undersigned for all labor, services, equipment, or material furnished on the job, except for disputed claims from extra work. Before any recipient of this document relies on it, the parties should verify evidence of the payment to the undersigned.

Installer's Company Name:	National Installation Solutions, Inc.	
Installer's Signature:		Date: 8/14/12