

# Creative Carpet & Flooring HOME ADVISOR™

June  
2014



Mark Bouquet



Mark Bouquet, Jr.

Greetings!

Ideally, by the time this letter reaches you, the weather will finally be nice! Living in Chicago, the weather sure gives us its fair share of emotional ups and downs. I'm ready to grill out! Also by the time this reaches you, I probably will have gained 20 lbs. from all of the grilled burgers and hotdogs I will have consumed. If you're thinking this letter sounds a little different from past letters, that's because it's me, Mark Jr.! My dad had an outpatient surgery this week and is feeling a little too under the weather to write this month's letter. We all pray for a speedy recovery!

Father's Day is coming up just around the corner. Last year was my very first Father's Day as my daughter, Ruby, was born January of 2013. Ruby 'bought' me a tie clip (which I wear every day or carry in my pocket if I am not wearing a tie) and my wife, Annie, got me a helicopter flying lesson. We always joke that one day business will be so good here at the store that we'll be able to get a company helicopter and fly to our in-home measure appointments. ☺ Business has been good (not quite purchase-a-helicopter good), but good enough that I've been too busy to get in the lesson so far. I will be scheduling last year's lesson in the next week or so. If you happen to see a low flying helicopter in the area, WATCH OUT! I'll be the one behind the wheel!

As always, I'd like to thank our past customers who have referred us. As I am writing this, we realized that this is a record number of referrals for one month! It seems as though Luxury Vinyl Flooring is the product that most of our new customers are interested in. As the saying goes from last month's sale flyer "April showers bring May flowers ...and also flooded basements." The rain that has flooded some of our basements, mine included, has really shown A LOT of our customers the value in a product that can take that flooding with almost no damage! In my own basement, we just let the water recede and mopped it up!

Thanks for reading this month and allowing me to fill in for my dad!

Sincerely,  
Mark Jr.

**"We promise that you'll love your new floors, or we'll replace them FREE! Call today for a complimentary Design Audit®!"  
(708) 479-8600**

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**ATTENTION!**

**JOHN  
WOOLLEY**

You are this month's  
**Mystery Winner!**  
We have a **\$10.00 gift certificate**  
to Starbucks reserved just for you!  
Come by our store to claim your prize!

Creative Carpet & Flooring  
19420 S. LaGrange Road  
Mokena, IL 60448

**NOTE: Must be picked up by  
6/30/2014**

### *Thank You for the Kind Words!*

*"This is the 3<sup>rd</sup> time using CC—always a great experience—Mark knows his carpet. So much better than other places--big box stores. We went all over and when we finally came to CC we were so happy we did so. CC always does the extra things with his specials. This is the only place we will ever go for carpet!!"*

*- Irene Schranz of Mokena, April 2014*

*"We have used other companies in the past and have never had such a great experience with carpet. They gave us exactly what we needed and had excellent recommendations for us. The installers were quick and did excellent work!"*

*- Pastor Mark Thompson of Diamond IL, May 2014*



Home Advisor  
**Summer in the City...**

**What were they  
playing then?**

**1984 – 30 years ago**

- The Reflex – Duran Duran
- The Heart of Rock & Roll – Huey Lewis & The News
- Borderline – Madonna
- Time After Time – Cyndi Lauper

**1974 – 40 years ago**

- Band on the Run – Paul McCartney & Wings
- Sundown – Gordon Lightfoot
- Billy, Don't Be a Hero – Bo Donaldson & The Heywoods
- Rock the Boat – The Hues Corporation

**1964 – 50 years ago**

- Walk On By – Dionne Warwick
- A World Without Love – Peter & Gordon
- I Get Around – The Beach Boys
- Love Me Do – The Beatles

**WARNING!**

*Don't visit any flooring dealer until you call us for a FREE Consumer Awareness Guide!*

**You will learn...**

- 4 predatory sales tactics
- 7 costly misconceptions about flooring
- 5 questions to ask a dealer before buying

**RANDOM FACTS... REALLY RANDOM FACTS**

If you have 3 quarters, 4 dimes, and 4 pennies, you have \$1.19. You also have the largest amount of money in coins without being able to make change for a dollar.

The numbers '172' can be found on the back of the U.S. \$5 dollar bill in the bushes at the base of the Lincoln Memorial.

President Kennedy was the fastest random speaker in the world with upwards of 350 words per minute.

In the average lifetime, a person will walk the equivalent of 5 times around the equator.

The 57 on Heinz ketchup bottles represents the number of varieties of pickles the company once had.

***DID YOU KNOW...***

Creative Carpet & Flooring now offers

**Interior Design Services!!!**

*Would you like a cohesive color palette for your home?*

*Our designer will select a cohesive color palette which will include colors for your walls, furniture and/or accent pieces.*

*Have a space that could use some design updates, but you are not sure what to change or where to start?*

*Have our designers put together a custom Style Board just for your room to your taste and needs.*

*Want to purchase new furniture but don't know what will fit?*

*Our designer will draft three layout options per room, using your existing furniture, new furnishings or a combination of both - your choice.*

- ✓ *Get DREAM space you always wanted!*
- ✓ *Receive a manual which you can use to shop with confidence at the retailer of YOUR choice!*
- ✓ *Have full control over your design budget!*
- ✓ *Complete the design project on your own time!*

**CALL US TO GET MORE INFO & PRICING ON THESE AWESOME NEW SERVICES!**

708.479.8600

**Mega Trivia Contest!**

Congratulations to last month's winner:

**Sam Chellino**

Stop in at Creative Carpet & Flooring to claim your prize by June 30, 2014!

*(Answer to last month's quiz: Greenland)*

**Who else wants to WIN A \$50 GIFT CARD towards dinner at TGI Fridays or Olive Garden?**

**This month's Mega Trivia question:**

**Who tried to conquer the world first?**

- A) Genghis Khan
- B) Napoleon
- C) Attila the Hun
- D) Alexander the Great

Call us at 708.479.8600 or e-mail answers to [Contests@creativecarpetinc.com](mailto:Contests@creativecarpetinc.com)

😊 **NEW** 😊

**FRIENDS & CLIENTS**

~ April 2014 ~

George Caddick

Sara Schultz

Liz Massick

Richard Nichols

Jan Petru

Terry Murphy

Julie Orbik

Willa Bormet

Arica Guarino

Richard Brown

Linda Balaja

Mary Graves

Randy Bullard

Michael Lawson

Allpema

Mary Maertin

George Tragos

Diane Ryan

Pat Clarke

*It Was WONDERFUL*

*to Meet You! 😊*

*Please Come Again!*

**Meet our  
Carpet Cleaning  
Customers:**

JON JAGER

MARY ANN GAWLEY

PAT & RONALD BRANN

MIMI ROYER

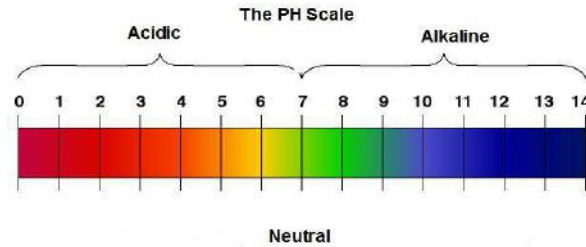
CREATIVE HOME SERVICE

*Didn't know that we not only  
sell and install carpet,  
but we clean it, too?!*

*Call for more info on our expert  
carpet cleaning services!*

**About Staying Well: Understanding Your Body's pH**

Scientists usually talk about pH, doctors not so much. Yet it's possible some chronic conditions can be attributed in part to your body's acidity. If you suffer from frequent stomach upsets, pay particular attention.



Here's how pH (potential of hydrogen) works: an acid has a pH below 7. The lower the number the stronger the acid; for example, hydrochloric acid has a pH around 1. A healthy human body should have a pH pretty close to 7.4, i.e. near neutral. You can easily test your own pH with strips available at your pharmacy or health food store

Your body's pH depends in large part on the foods you eat. Some are acid-forming, others are alkaline-producing. Generally speaking, fruits and vegetables are alkaline, while sugars and grains are more acidic. As in many other healthy practices, more vegetables and fewer sweets seem to be the order of the day!

**Work Tips: Know Your Social Networks**

Social media: seems like they're always in the news. But if you're a small business owner, or work for a larger company in a sales or marketing role, how much attention should you pay to Twitter and Facebook? How critical are the various social media to your branding strategy?

Ask yourself these questions:

1. Does your business depend on word of mouth to generate leads?
2. Do you provide a product or service people might not find familiar?
3. Do you provide after sales service to your customers?



If the answer to any of these questions is yes, please consider using a bare minimum of Facebook and Twitter.

1. Your Facebook friends will spread the word to their friends if you give them good service.
2. You can familiarize people with your products and services by occasionally posting information about your field.
3. Your customers who require after-sales information will be happy when they can readily find what they need on your business page.

For people who rely on business-to-business networking, LinkedIn is an excellent tool to use in addition to Facebook and Twitter. But no matter how many social networks you use, if you're spending more than fifteen minutes a day on them, you're probably wasting your time.

In closing, here's the golden rule of social media: don't spam your friends and followers. For each direct sales pitch, provide at least three tweets or posts with useful information.

## Welcome Back to Our RETURNING CLIENTS:

Dale Hoekstra	Ben Heneghan
John Paul Evans	Sherry Mackowiak
Scott Gilliam	Jack Blount
John Paul Evans	Paul Garry
Bill Tschiggfrie	Bob Kroll
Todd Hedman	Pattie Johnson
Karen Beringer	Steve Carrara
Denise Ackerman	Kevin Witt
Pam Lord	Bill Depyssler
Brett Matthuis	Mike Hudek
Shirleen Mas	Mara Dechene



*GREAT  
TO SEE  
YOU  
AGAIN!*

## Home Advisor: The Ultimate Grocery Guide

Here's a simple way to stay on track with your food budget, get rid of all those extra trips to the store, but still make sure you never forget another item.

Some call it a grocery guide, and some call it a shopping grid. There are places to find them online and as always there are apps available! But there's no reason you can't make your own, and what's more, it'll be customized to your family.

FRUIT	DAIRY	SPICES	BEVERAGES
Apples	Milk	Salt	Coffee
Oranges	Butter	Pepper	Tea
Grapefruit	Cream	Thyme	Soda
Lemon	Yogurt	Oregano	Water
Cherries	Cheese	Paprika	Juice
Grapes			
VEGGIES	MEAT	CONDIMENTS	CLEANING
Lettuce	Chicken	Ketchup	Dish Liquid
Asparagus	Hamburger	Mustard	Bleach
Broccoli	Pork Chops	Relish	Detergent
Cabbage	Bacon	Soya Sauce	Trash Bags
Celery	Salmon		

### Get A Night Out At One Of Your Favorite Restaurants Through Creative Carpet's **REFERRAL REWARDS PROGRAM**

As you probably know, advertising is very expensive. Instead of paying the newspaper or other place to advertise, we'd rather reward you. So we've assembled our *Referral Rewards Program*. Every time you refer someone who becomes a client and purchases, we will send you a \$25 gift card to one of the following: **Olive Garden, Chili's, Red Lobster or TGIF.**

### A gigantic **THANK YOU** to all who referred us last month:

Peter & Tracy Kieklak	Jim Katzman
Patty Vandenberg	Patty Curtis
Ruth Wojack	Peggy Zegley
Patricia Hadaad	



**Enjoy dinner on us as thanks for the referral!**

So grab a couple of sheets of lined paper, sit around the kitchen table and add your own items, listing everything you can remember that you buy on a regular basis.

Here are some more categories to include: personal products, bathroom products, paper products, baby needs, pet supplies, snacks, frozen foods, medical supplies, garage & yard supplies.

**Creative Carpet & Flooring**  
19420 S LaGrange Rd Mokena, IL 60448  
**708-479-8600**

[www.creativecarpetinc.com](http://www.creativecarpetinc.com)

**HOURS: Mon., Wed., Fri.: 10am – 6pm**  
**Tues. & Thurs.: 10am – 8pm**  
**Sat.: 10am – 4pm**

The material contained in this newsletter is for informational purposes only and is based upon sources believed to be reliable and authoritative; however, it has not been independently verified by us. This newsletter should not be construed as offering professional advice.





# YOUR CARPET WARRANTY IS AT RISK!!!

Did you know that carpet manufacturers will NOT honor most carpet warranties if your carpet wasn't professionally cleaned annually?!

For the month of June, ANY AND ALL carpets purchased from Creative Carpet & Flooring will come with a

**FREE CARPET CLEANING**  
**FOR YOUR ENTIRE PURCHASE**

**by our certified, green-clean technician!**

We'll even give you a call in a year to remind you about this offer!  
(With an offer this good, we're offering it only on owner-occupied homes.)

*DON'T PUT  
IT OFF!*

*Now's the time to hurry on in!*

*LIMITED TIME  
OFFER!*

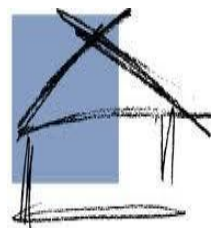
*What's that? This deal's not quite sweet enough for ya?*

Fine! We'll put select styles of our gorgeous, durable & practical

**CARPET ON SALE!**

**In addition to your FREE CARPET CLEANING,  
GET UP TO 5% OFF SELECT STYLES**

from our leading manufacturers:



**Need expert interior design services for those finishing touches at home?**

*We've got professionals for that!*



**Dirty carpet in need of an intense deep cleaning?**

*We're certified to make 'em so fresh and so clean!*

**Looking for that perfect area rug to complete your space?**

*Come on in! We have thousands of options to make your very own unique rug!*

**Are your wood floors looking a little drab?**

*Give us a call! We have the perfect solution!*



19420 S. LaGrange  
Mokena, IL 60448  
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[Info@CreativeCarpetInc.com](mailto:Info@CreativeCarpetInc.com)  
[www.CreativeCarpetInc.com](http://www.CreativeCarpetInc.com)



**Showroom Hours:**

Mon, Wed, Fri : 10am – 6pm  
Tues, Thurs : 10am – 8pm  
Sat : 10am -4pm  
Sun : Closed

## **Top 21 Reasons to do business with Creative Carpet**

- 21) Family owned and operated
- 20) No job too big or too small
- 19) 99% of products we carry are made in the USA
- 18) Refer friends and family, receive \$25 restaurant gift card
- 17) Our installers wear shoe covers and vacuum before they leave
- 16) We include padding and installation in our pricing
- 15) We represent the leading manufacturers in flooring
- 14) We handle both commercial & residential flooring needs
- 13) Hundreds of satisfied customers
- 12) Preferred flooring retailer of both Best Pick Report & ABC Carpets
- 11) We have an A+ rating with BBB and received Angie's List's Super Service Award in 2013
- 10) We treat customers like family and look out for their best interest
- 9) We educate our customers on types of flooring that best meet their needs
- 8) If we don't carry it, we'll find it or a comparable product
- 7) We use the same teams for installation every day- insured & bonded
- 6) Free, no-obligation measure
- 5) Financing available
- 4) Conveniently located
- 3) Lifetime Installation Warranty
- 2) Zero Regrets Guarantee – Don't like your new floors? We'll replace the material for Free within 30 days of install or 60 days of purchase

**AND THE #1 REASON TO DO BUSINESS WITH CREATIVE CARPET ....Because we are the BEST!**

