



# The 2010 Complete Carpet Buying Guide

Use *“Insider”* Secrets to...

- ◆ Avoid Scams & Rip-Offs!
- ◆ Select the Right Carpet!
- ◆ Get Qualified Installation!
- ◆ And Find Your Best Deal!

Alan J. Fletcher

# The Complete Carpet Buying Guide

**FREE TRIAL VERSION**

**ALAN J FLETCHER**

**A J BOOKS**

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## **Introduction**

Thank you for downloading my 2010 Complete Carpet Buying Guide (trial version). The full version contains all the information you need to make wise and informed carpet choices.

I decided to write this guide after seeing all the carpet scams that exist in the marketplace. I don't think it's fair that any consumer should spend their hard-earned money and end up with a poorly made carpet that doesn't last very long.

The main problem consumers face is trying to get accurate carpet information. It starts with carpet manufacturers who allow retailers to use private labels, remove the carpet specifications, and changing the name of the styles and colors to prevent consumers from comparison shopping. Carpet manufacturers carefully word their limited warranties in such a way that it is almost impossible to make or prove a valid claim. You must follow their warranty requirements to the letter or the warranty is voided. For example, you must be able to produce all the receipts for the periodically required carpet cleanings, or your warranty claim will not be honored.

Unscrupulous Carpet Retailers compound the problem by not telling consumers the truth about carpet characteristics. They will allow you to buy any carpet without making sure it will be a good choice for you. For example, Berber carpets are not a good choice for households with young children or pets because Berber carpets snag so easily and are difficult and expensive to repair. I get tons of emails from unsuspecting homeowners who ended up with ruined carpet because the carpet salesperson allowed them to buy the wrong carpet.

Buying the correct padding is another critical area where you must buy the right pad or you can lose as much as half of your carpet life-span.

Carpet installation is another critical area you must get done properly if you want your carpet to last. Finding a qualified installer is not easy these days. There are a lot of untrained installers who will end up costing you hundreds in carpet damage and repairs.

**The purpose of this book is to:**

- \* Provide you with essential information needed to make wise and informed decisions in selecting carpet and padding.
- \* Educate you in ways to avoid common carpet scams.
- \* Help you find qualified professional carpet installation at a fair and competitive price.
- \* Show you how to care for your carpet, and how to keep your carpet warranty in force.
- \* Advise you what to do if you have a carpet problem or concern.
- \* Make shopping for carpet a fun and enjoyable experience.

To help you to save money on your next and subsequent carpet purchases, you will need to understand some important things about the carpet industry and all about carpet. For instance, You need a basic understanding about how carpet is made and learn what fibers are used to make them. It is also imperative that you use the correct type of padding and know how much it should cost. Most importantly you must be able to select the type of carpet is best for your specific situation and understand why.

Many other important facts that you need to know are detailed in this book. You may need to make phone calls, view carpet at several carpet stores to shop for the carpet quality, style and color that you want, and search for the best and most reasonable carpet installation services.

After reading this book, you should be able to determine what type of carpet and pad will meet your needs and lifestyle. You also should understand how to buy carpet and pad at a reasonable price, and how to find a reputable carpet installer that can install your carpet reasonably and properly. It just doesn't get any better than that. I will repeat key issues many times throughout this book for the benefit of those who like to skim through or just read the chapters that interest them. I suggest you read the entire book to take advantage of all my carpet knowledge, experience and insight to save time, money and headaches.

Alan J. Fletcher – author

## The Carpet Industry

Consumers are never allowed to buy carpet directly from a **Carpet Manufacturer** so don't be fooled by banners or advertisements that say "wholesale to the public". The manufacturer will only sell carpet to a retail store who has a showroom open to the public. This is a strict policy that all carpet manufacturers adhere to. If the price sounds too good to be true, then be wary.

**Co-ops** are large carpet distributors that buy carpet from manufacturers and resell it to retailers. Small retailers can save a lot on shipping costs buying from a distributor rather than the carpet manufacturer. Volume discounts are offered to carpet retailers who order large quantities of the same carpet. Shipping costs are lower for retailers who are located closer to the carpet distributor. This often translates into lower prices for consumers who have the ability to buy from carpet retailers located closest to Dalton, Georgia. Even so, you need to know exactly what you are buying.

**Carpet Brokers.** There are plenty of so-called "wholesale" carpet outlets advertising in the media and on the internet. These companies buy closeout, discontinued, defective or second-grade carpets in large quantities from carpet manufacturers. They often re-label the carpet with their own brand name before they sell it to consumers. Most are located in Georgia and have a large warehouse, a sales team and a toll free number. A salesperson will answer all your questions and is eager to mail you free carpet samples. These carpet brokers claim to offer wholesale prices to the public but consumers need to be very cautious. If you buy carpet from them and you end up with a carpet that is defective or damaged in some way, it might be very difficult for you to submit a claim and get a quick remedy.

It is for these reasons and many more that I strongly recommend you buy carpet from a local, family-owned carpet dealer near you. They will go the extra mile to earn your business and have a vested interest in your community. They survive and thrive by providing good service and having satisfied customers.

## Buying Carpet “Seconds”

If you walk into a retail carpet store and see dozens of rolls of carpet for sale, some or all of those rolls of carpet might be defective. It is a common practice to for carpet retailers to buy second-grade carpet. Carpet manufacturers always have hundreds if not thousands of defective rolls of carpet available for sale at all times. Dealers who buy “seconds” may not tell you what the defect is. They may not know what the defect is.

After the carpet manufacturer makes a roll of carpet it is sent to quality control. There, it is inspected by hand and “walked on” where inspectors walk along the carpet looking for defects or flaws. Once it has met their quality control standards it is then shipped to the retailer. If the carpet does not pass quality control, it is sold as “**seconds**” to carpet retailers who may buy it at a significant discount. If you buy carpet “seconds“, it does have a defect of some kind. It also may have more than one type of defect.

### Are you buying defective carpet?

Sometimes carpets are considered “**seconds**” because the color does not match the samples that are displayed in the retail stores. Sometimes the carpet has color fading problems from one end of the roll to the other or from side to side. Sometimes the carpet backing is just not made well enough to pass the quality tests. Retailers buy all types of “seconds” and may be selling them to you without telling you that they are seconds.

You can get a good deal buying seconds from a retail dealer if you know exactly **why** they were determined to be seconds, but beware! First, the retailer may not know exactly what is wrong with the carpet, and even if they do, they may not want to tell you, and second, you might not find out until it’s too late. Sometimes only after the carpet is installed will you be able to see the color variances, or perhaps other problems may show up like missing tufts or the carpet backing is delaminating. The carpet mill doesn’t have to tell the retailer what makes a carpet deemed a second and the retailer doesn’t have to tell you.

## **Alan's Preferred Carpet Dealer Directory**

# **Looking for a Reputable Carpet Retailer?**

**It's getting harder to find an honest car-  
pet dealer these days!**

To get your absolute best deal, You need to buy car-  
pet from a dealer that...

- ◆ Is Locally owned
- ◆ Gives free estimates
- ◆ Offers fair and square prices
- ◆ Has knowledgeable staff
- ◆ Provides honest measuring
- ◆ And has qualified installers

Carpet is a huge investment! Don't take chances...

Check out my special hand-picked list of Preferred  
Carpet Dealers on my website at [AbcCarpets.com](http://www.AbcCarpets.com).

## **Alan's Preferred Carpet Dealer Directory**

**[Http://www.AbcCarpets.com](http://www.AbcCarpets.com)**

## **Bonus!**

As a purchaser of my ebook I will invite you to e-mail me with your carpet buying questions. My ultimate goal is to ensure that you get a fair deal on carpet, select the right product that will serve your needs and goals, and help you to be sure that you have your carpet installed properly. These three areas are absolutely crucial to ensure that your carpet purchase is fun, satisfying and successful.

Let me know if there is any information that I can provide you. I am here to offer helpful advice and suggestions in any way I can.

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FREE TRIAL VERSION

*Alan J. Fletcher*

## The Complete Carpet Buying Guide -FREE TRIAL VERSION

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- ◆ Now you need to get the real version that has over 100 more pages filled with powerful information and advice to help you select your new carpet wisely!

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Alan Fletcher – Author