

MULTIFAMILY SOLUTIONS WELCOMES CONTRACT FLOORING

(Marietta, GA) -- Contract Flooring in Chattanooga, TN, is the newest addition to MultiFamily Solutions, the nation's largest multi-family flooring contractor network.

In business 16 years, Mike and Molly have carved out a significant position in Chattanooga's multi-family segment. Their growth strategy has always been to secure market share in their local market, and they credit their success in doing so to two key values: exceptional service and commitment to local installers. They're even implementing a security program that will provide stronger legal assurance to their customers regarding the immigration status of their employees/sub-contractors.

Mike and Molly, a husband and wife team, both have lifelong careers in the flooring industry.

Mike's experience in sales and manufacturing coupled with Molly's design expertise has enabled the pair to build a fine flooring business with a solid reputation. They're honest and loyal; integrity is paramount. When you meet them, you'll recognize it immediately.

A local property manager recently said of the Riches, "The service they provide is everything I hope for and more... every time. They're always smiling, always reassuring, and, in general, they treat me as a friend, not just a customer."

When asked why they considered affiliation with MultiFamily Solutions, Mike explained: "Molly and I believe that now is the time to "refurbish" our company, to continue to solidify our position in the market. We're interested in enhancing our "green" strategy by purchasing recycled and recyclable products and thereby returning our waste products to the manufacturing process. We know our association with MultiFamily Solutions will be a tremendous help in each of these areas." In fact, Mike feels that joining the group has already provided the national credibility and increased buying power that his company needs to be competitive.

In the short time that they've been members, Mike and Molly have shown their commitment to the group. They've changed their product offerings, concentrating on those companies with which MultiFamily Solutions has negotiated favorable programs, and that alone has allowed for more leverage in dealing with other vendors. They're also looking forward to utilizing MultiFamily Solutions marketing programs and business systems to improve their productivity.

MultiFamily Solutions is a national network of independent multi-family flooring contractors dedicated to servicing national, regional and locally-owned real estate investment trusts (REITs), apartment owners and property managers. Exclusive programs with Armstrong, Shaw, Mohawk and Beaulieu are uniquely tailored to the multi-family market segment and further the organization's commitment to superior customer service at competitive prices. Collectively, the MultiFamily Solutions Membership covers every major market nationwide.