

RUGWORKS JOINS MULTIFAMILY SOLUTIONS

(Marietta, GA) -- Rugworks, LLC, with locations in Raleigh-Durham and Wilmington, NC, does the majority of its business in the multi-family new construction and relay market segments and also services homebuilders.

Founded in 1998 by principals Andy Metcalf, Todd Williams and Jeff Porter, Rugworks is known by suppliers and current Members alike as a first-class operation. Andy, Jeff and Todd developed a mutual respect for one another working for Sherwin Williams. There, they also became well-educated in the multi-family business and eventually made the decision to become entrepreneurs. Collectively, they have over 50 years of floor covering experience, and today Rugworks is positioned as a customer service oriented business, offering superior installation and the highest-quality products.

A competitor and friend, Bob Kindberg, owner of Kindberg Contract Services, says he has the highest personal regard for the three men. "Their reputation in the industry is one of strong work ethic," he states. "It shows in the quality of work they do and in the level of professionalism they maintain. Andy, Todd and Jeff are tough competitors, but we have the same goals for our businesses and our markets."

Rugworks' principals felt an alliance with MultiFamily Solutions was a risk-free proposition. "The group's objective is to protect our profitability," explains Jeff. "We've already seen evidence of this in working with other MultiFamily Solutions Members to drive new business and again as we've begun taking advantage of supply programs."

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.