

Check off all styles of flooring that make sense for your residential client:

1. What type of flooring does your client prefer?

- a. Hard surface (go to No. 2)
- b. Soft surface (go to No. 3)
- c. Waterproof
- d. One that accommodates high traffic
- e. Pet-friendly and/or kid-friendly

2. Which hard surface flooring matches the client's space needs? (go to question No. 4)

- a. Solid hardwood
- b. Engineered hardwood
- c. Tile
- d. Luxury vinyl tile or plank

3. What type of soft surface flooring matches the client's space needs?

- a. Carpet
- b. Carpet tile
- c. Area rug

4. What flooring color palettes does your client want to consider?

- a. Neutrals (white, beige, gray, brown, black)
- b. Soft colors (pastels, muted hues)
- c. Warm colors (Gold Rush, orange, rust)
- d. Cool colors (ultraviolet, poppy red, bright yellow)
- e. Not sure; I'll have to decide at the ProSource showroom

5. How important is an eco-friendly flooring choice?

- a. Very important: a must-have for the home
- b. Neither important nor unimportant
- c. Not important
- d. It will depend upon the final selection

6. Does your client need commercial floors in their home?

- a. Yes, for a home office area
- b. No
- c. I'm not sure

7. Do your clients want an eco-friendly hard surface floor? If so, which of these options are they interested in?

- a. Cork or bamboo
- b. Luxury vinyl tile or planks
- c. Solid or engineered hardwood

8. Is your client interested in cork or bamboo flooring? Consider these characteristics to help the client narrow down a choice:

- a. Cork is softer than bamboo and provides a "cushion" feel.
- b. Cork floors provide natural thermal and acoustic insulation, making them warmer to walk on and effective at reducing sound in open spaces.
- c. Cork is waterproof and long-lasting.
- d. Bamboo is hard (like wood flooring) but resists staining, scuffing, and scraping better than hardwood.
- e. Bamboo is somewhat water-resistant, but it's not ideal in damp climates where continued exposure to moisture can warp the floorboards.
- f. Bamboo is made of natural materials and is eco-friendly.

9. When to suggest luxury vinyl tiles or planks:

- a. The client is on a tight budget but wants the look and function of ceramic tiles or wood planks.
- b. An eco-friendly floor is desired.
- c. Durability is very important.
- d. Flooring must be easy to clean and care for.

10. If the client needs hard surface flooring for the hallway, ask which option is preferred:

- a. Solid hardwood
- b. Engineered hardwood
- c. Luxury vinyl tile
- d. Natural stone

11. If your client wants carpet, ask these questions to narrow down the selection:

- a. Do they want wall-to-wall carpet or just a portion of the flooring space done with carpet?
- b. Is it a high-traffic area?
- c. Does the carpet need to be waterproof or water-resistant?
- d. Are there allergy concerns?
- e. Does the carpet need to be eco-friendly?
- f. Does the carpet need to be stain-resistant, pet-friendly, and/or child-friendly?