

The Flooring Business Growth Checklist

25 things to focus on as you build a stronger business

Step #1: Define Your Growth

- ☐ **Look at past financial data:** YoY revenue, cost of goods sold (COGS), operating expenses, total net profit/loss
- ☐ **Ask yourself:** "What does success look like in the next 6 months, the next year, and the next 5 years?"



Step #2: Remove Roadblocks

- ☐ **Eliminate handwritten notes and double entry** with automated workflows
- ☐ **Review** all apps, tools, software, spreadsheets, documents, and systems required to run your business. Can you consolidate to save time and resources?
- ☐ **Accurately job cost** and calculate profit margins with every job
- ☐ **Review your monthly expenses** and uncover areas to cut unnecessary costs

Step #3: Explore Growth Strategies

Expand Your Services & Offerings

- ☐ Add high-demand services (backsplashes, countertops, refinishing, etc.)
- ☐ Explore new markets (commercial, builder, or multi-family work)
- ☐ Differentiate with eco-friendly, luxury, or custom product offerings
- ☐ Offer mobile showroom services to reach more customers at home



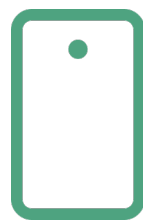
Build Local Partnerships

- ☐ Partner with interior designers or host a "Design Night" event
- ☐ Create referral pipelines with realtors, builders, and contractors
- ☐ Join dealer networks or supplier groups for support and leverage



Improve the Customer Experience

- ☐ Add a room visualizer and quote request tools to your website
- ☐ Upgrade your showroom with kiosks, QR codes, and digital price displays
- ☐ Equip RSAs with tablets for in-home quotes and smoother interactions
- ☐ Set up automated emails or texts for follow-up and review requests



Build a Stronger Brand Reputation

- ☐ Regularly post reviews and before/after photos online
- ☐ Encourage happy customers to share your work on social media
- ☐ Participate in local events or sponsor community activities
- ☐ Run creative campaigns—like sidewalk sales or food truck events



Invest in People & Marketing

- ☐ Hire team members that will help you scale (sales, ops, marketing)
- ☐ Foster a positive culture that supports innovation and initiative
- ☐ Reach back out to past customers with personal messages
- ☐ Use digital ad targeting to find the right customers (by income, location, interests, etc.)



Bonus Questions

- What are customers asking for that you don't yet offer?
- Are you missing out on key local partnerships or referrals?
- Is your website/showroom experience helping or hurting your sales?
- Do you have the right team in place to support business growth?