

A VISION OF EXCELLENCE

Our vision drives us in everything we do to help our member succeed. *Our Vision: Carpet One Floor & Home® will be the store of choice for professionally installed flooring in every community we serve.*



“ I was afraid of losing my independence, but what I found out after we joined Carpet One Floor & Home was that my independence was actually reinforced by Carpet One. ”

Rick Wiebe,
Carpet Colour Centre Carpet One - Alberta

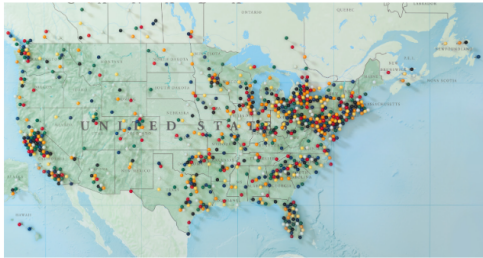
THE COOPERATIVE ADVANTAGE



You may be wondering how you could possibly join a group and maintain your independence. Our cooperative business model does just that!

Cooperative businesses (co-ops) are local businesses that have joined with other businesses to create a competitive alternative to big corporations.

With co-ops, consumers get expertise without compromise – selection, pricing, attention, and a vested interest in their community.



WHOLE BUSINESS SOLUTIONS

Carpet One Floor & Home is more than a buying group. Our members benefit from diverse products and programs across merchandising, marketing, and business management.

MERCHANDISING

We negotiate with even the biggest of suppliers to give you industry leading pricing. But our merchandising programs go beyond getting great prices. We've developed exclusive brands that help you compete, state of the art displays, and in-store signage - it's the complete package.

MARKETING

An easy to shop store and the best pricing won't make a sale if your customers don't know about you. That's where our marketing programs come in. From traditional marketing avenues such as radio, TV, and direct mail, to state of the art websites, social media and public relations, we have all the tools you need to get your message to your customers and drive traffic to your store.



MANAGEMENT

5 DIAMOND INSTALLATION EXCELLENCE CERTIFIED

Even the most beautiful store with great customer traffic can struggle if it's not managed efficiently. Carpet One Floor & Home's expertise in store operations, national program discounts and savings, as well as a revolutionary training program and member networking opportunities, will ensure that your business runs smoothly and help increase your bottom line. Look to us for help with sales pro hiring and installation recruitment and training.

MERCHANDISING DIFFERENTIATORS

Carpet One Floor & Home stores offer a unique customer experience with the exclusive SelectAFloor™ merchandising system, The Beautiful Guarantee®, and the exclusive Healthier Living® Flooring Installation System.



The Beautiful GUARANTEE

The Beautiful Guarantee® sets Carpet One Floor & Home® apart from the competition, while instilling confidence in your customers and building brand loyalty. With The Beautiful Guarantee®, you can promise your customers that the floor you've created together is as beautiful as the one in their dreams. If not, we will replace it, FREE-including installation.

Healthier Living Flooring Installation System

Our Healthier Flooring Living® Installation System gives you a superior installation to offer your customers. Our cleaner, healthier installation practices help minimize irritants, dust and odors to encourage better air quality in your customers' homes. Plus, with carpet installations, our 100% recyclable Healthier Living® Carpet Cushion means the planet can breathe a little easier as well.



“ I am definitely more successful and more profitable because of what I have learned from all the other members. ”

Cathy Buchanan
Independent Carpet One Floor & Home - Westland, MI

10 REASONS TO JOIN

With over \$1 billion in total patronage dividend distributions to our Carpet One Floor & Home members since inception. There are many reasons our members succeed. Here are the top 10 reasons to join our cooperative of over 900 independently owned and operated flooring retailers!

1. As the Carpet One Floor & Home member®, you own a share of CCA Global Partners® and it's 14 affiliated companies. Ask us about this unique ROI.
2. Nine dedicated corporate buyers work to get you the best prices and programs from 180 suppliers. For many of these suppliers, CCA Global Partners is their largest customer.
3. Exclusive brands such as Lees®, Bigelow® and Invincible® allow you to sell more at higher margins than the competition.
4. The best consumer guarantee in the industry - our Beautiful Guarantee®.
5. You could save \$10,000 on everyday activities like insurance, fuel expense, payroll processing and waste management. Access to our SAVINGS4MEMBERS platform can find significant savings on business services you may already use.
6. An electronic product catalog with crossovers, pricing and tagging makes it easy for you to re-price your showroom, improve margins, and create more sales.
7. Best-in-class websites, digital marketing and lead management will help you obtain our average of 141 leads per Carpet One member per month. Average lead conversion generates over \$24,000 in sales per month- and growing!
8. Carpet One Floor & Home University gives you access to over 400 training courses across every business discipline including installation and hiring to help your store operate more effectively.
9. Connect with fellow business owners through social networks, in-person meetings and regional calls to share best practices and ideas.
10. The greatest member trips in the world—Australia, China, Russia, Greece, St. Johns, Hawaii, Costa Rica, Danube River—earned through your member purchases.

IT'S EVEN BIGGER THAN CARPET ONE FLOOR & HOME®



The astounding success of the Carpet One Floor & Home® cooperative has grown into something bigger... CCA Global Partners®. As a member of Carpet One Floor & Home®, you are also an owner and stockholder of CCA Global Partners®.



CCA Global Partners®
enriching the lives of entrepreneurs

CCA Global Partners® is a privately held cooperative based in the United States with member businesses in the U.S., Canada, Australia, and New Zealand. For over thirty years, CCA Global Partners® has partnered with entrepreneurial businesspeople to create a cooperative powerhouse unmatched in the marketplace. With 14 independent business brands and more than 3,500 locations, CCA Global Partners is well positioned to positively impact the success of independent businesses.

As an owner and stockholder of CCA Global Partners you not only earn rebate dollars from your Carpet One Floor & Home purchases, you earn patronage dividends from the profits of CCA Global's other divisions as well.

WHY? CARPET ONE FLOOR & HOME

JoinCarpetOne.com



**CARPET
ONE**
FLOOR & HOME®

