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## Terms of Use

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## About the Author



### Kevin Cheetham | Kacee Carpets

Hello and thank you for purchasing my book, you've made a great decision; the information contained within will really help during your buying decision.

I've been in the flooring trade all my life, encountered many people within the industry and with over 40 years of experience under my belt I thought I've got a lot of knowledge to impart. Carpet fitting has always been in the family, I've been fitting carpets since the age of 15 with my father; right back in the days when carpet was sewn up. At some point in my life I have worked for all the major carpet shops in Derby. I established Kacee Carpets in 1989 with the goal of doing things right with a strong emphasis on customer satisfaction. Being perhaps the longest standing carpet fitter in Derby, fills me with confidence knowing that I'm more than able to offer good solid advice and answer any questions you may have, I'm here to help. I hope you enjoy the read

## Welcome,

For homeowners, flooring is one of the most essential aspects of interior design that should never be taken for granted. Integral for comfort, aesthetic and insulation, good quality flooring can add luxury to your home for decades, helping to reduce the heating bills and allowing you to feel at ease when walking around your home.

However, poor quality flooring, can have the opposite effect, leaving you cold, splintered and out of pocket, and unfortunately, many flooring suppliers do not know the difference between the two. This makes it incredibly difficult to know who to trust when buying your flooring, and with the recession still in full swing, it has never been more crucial that you look for a supplier that can give you what you need and want as far as flooring is concerned, because rectifying a mistake could prove costly.

With so many things to consider, what once seemed to be a relatively simple purchase may seem daunting, and some suppliers will happily profit from your confusion. With this in mind, here are a few tips and tricks to help you ward away corrupt or inept suppliers.

## Look out for hidden costs

Price is a major consideration in every purchase and flooring is no exception. Carpet itself is usually pretty inexpensive, but add in necessities such as underlay, grippers, door strips and fitting, and the cost soon seems to mount. While it's true that you can't avoid these charges, you can avoid suppliers who use these as an excuse to double their profit at your expense.

Remember that display prices can be deceptive, conveniently missing out the added price of underlay and the like. If necessary extras aren't included in the quoted price, it helps to do some research on the price and characteristics of good quality stock, as certain suppliers price the cheapest underlay in line with the best quality carpet to increase their margins!

### QUICK TIP

The body language of a salesperson is a good indicator as to how close they believe they are to closing a sale, knowing what to look for when judging conversations with sales people can help prevent you from being manipulated into a rushed sale.

FOR EXPERT  
INFORMATION ON  
WHAT TO LOOK OUT  
FOR, SEE:

[http://changingminds.org/disciplines/sales/articles/sales\\_body\\_language.htm](http://changingminds.org/disciplines/sales/articles/sales_body_language.htm)

This is disastrous, and can decrease the life expectancy of the carpet by up to 20 years! In order not to become victim of suppliers that hide the real cost of their products, get a full price list from different suppliers and compare their quotes at home, in an unpressurised environment.



***1 Avoid financial misfortunes by asking for a full breakdown of carpet costs***

Furthermore, knowing as much as possible about how much extras might cost will really help you when it comes to making budgeting plans. It is often better to get pricing information well in advance of when you wish to purchase your carpet to make sure that you can afford the most suitable carpet for your aesthetic tastes.

## Watch out for White Labeling

White labeling is one of the many strategies being used not just by flooring suppliers but by other traders as well. Usually, it is perfectly legitimate and means that companies can sell a larger variety of products under their own name, but it can also be used to trap buyers

into paying over the odds for a budget brand.



***2 Don't let big carpeting firms lure you in with false incentives***

Similarly, you might notice that many TV campaigns boast that popular flooring firms will give you incredible discounts, extras, and even freebies if you can find a better deal on the same flooring elsewhere.

While this might sound generous, in 99.9% of cases, the offer refers to exclusive brand products, where it is impossible for

other showrooms to sell the same branded carpet without risking legal action being taken, so these discounts are nothing more than dangling carrots to entice buyers in. Don't be fooled, visiting a selection of showrooms and suppliers before choosing flooring will give you a good understanding of what's on the market, and you can always return to a store once you've seen what the others have to offer.



*3With so many good quality carpets to choose from, there is no need to settle for cheaply made, white label brands*

## Not All Fitters Are Created Equal

Just as all individuals possess different qualities, you can expect that carpet fitters will vary in their skill as well. You can always find exceptional fitters, but there will also be mediocre ones. While it might be tempting to save on cost by hiring the cheapest fitter, to increase the likelihood of receiving a top quality service, it pays to source a fitter through a seasoned company who can provide certified evidence of their skill. Always check for the number of years of experience the supplier's fitters have, and make sure you agree on a fitter before your purchase.

### QUICK TIP

As much as it might be tempting to source your workers from peer rating sites, it's incredibly easy for a person to get their friends and family to give them good feedback in order to fool people into thinking that they're a high quality when in fact they are inexperienced. Whenever you are sourcing workers online, try to go through the official governing bodies before consulting

Many large carpet companies will provide you with, or at least put you in touch with a carpet fitter, thus usually accepting responsibility for the quality of work

undertaken by them, but if for whatever reason you need to hire a fitter privately, it is worth noting that the floor laying trade in the UK is overseen by the National Institute of Carpet and Floor layers, (NICF) who work in association with the Flooring Industry Training

Association (FITA) to compile a useful directory of certified workers which is available at their website:

<http://www.nicfltd.org.uk/index.php>

The website also contains information on what should be expected from a certified carpet fitter, which could prove incredibly handy if you decide to source your carpet fitter through a telephone directory or via local recommendation.



*Figure 4 the consequence of employing an under qualified fitter*

## Beware of Cheap Remnants

Remnants can be a great way to make savings, they tend to be large left over carpet rolls from a previous fit that are enough to be installed in small rooms such as toilets and closets.

It probably won't be a big surprise to learn that, as in all industries, some carpet suppliers are not all that dedicated and honest with their trade, selling badly made or second hand products without letting customers know this. It is important to be aware that there are several suppliers known for measuring and cutting carpets that will be sold as remnants at a higher price than what they should be. This is a way of fooling and outsmarting customers.

For this reason, make sure that you check for pile color shades, flaws and faults in the remnant, and inspect the carpet as it may not have come of the loom square.

### QUICK TIP

Carpet remnants are particularly good for flooring small rooms such as spare bedrooms, and can even be used for providing your domestic pet with a comfy bed. Before getting rid of carpet remnants, consider whether they could be used in another room, or even donated to the RSPCA.

If you have any doubts about the product, go home, check up on similar carpets within the price range and then make a decision, as the best way to ensure that you receive excellent service is to do meticulous research into each supplier before purchasing to make certain that they are trustworthy.



*5 Carpet being weaved on a loom*

## *Rubbish Alert!*

When first contacting a supplier, make sure that you specify whether you would like the fitter to clean up after they have completed the job. It's easy to assume that leaving your home in the condition that they found it will be a key part of the service agreement, but checking with the supplier or fitting company before they arrive will prevent them from leaving any nasty surprises. Due to waste disposal laws, businesses are required to pay additional costs for disposing of waste, so be aware you may have to pay extra for this service. If the company includes this in their price it may be worth asking them to knock this off your final bill and dispose of the waste yourself for free.



*Don't let fitters leave your home looking like a rubbish tip*

## Work Concerns



*Figure 6 A good carpet fitter at work in a home*

Of course, we would all love our fitters to uplift our old carpet, remove our furniture and to put it back before they leave, but as with rubbish disposal, this can cost, and it is the customer's responsibility to ask about pricing before letting them move any furniture. If you wish to save yourself money then consider specifying that you will do this yourself when first hiring a fitter, so that you are not automatically charged. Carrying out these tasks may seem like a chore, but it can be incredibly cost effective, especially if you would prefer to spend the money on a better quality carpet.

## *Confirm the cost and terms*

Before you settle for a supplier, confirm exactly how much it will cost. This may sound obvious, however in your first consultation; many suppliers may forget to mention whether they charge for quotations and fitting. While many of the leading suppliers offer these services free, assuming that this is the case with every supplier is a bad idea, as some will try to trick you into paying over the odds by not mentioning these charges until the bill arrives.



## *Measuring Matters*

Too often rooms aren't measured correctly, giving suppliers another opportunity to make a hidden profit by charging for more than what is actually required. A good carpet fitter knows how to piece together your flooring plan to use the least amount of carpet, saving you money.

## Credits

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