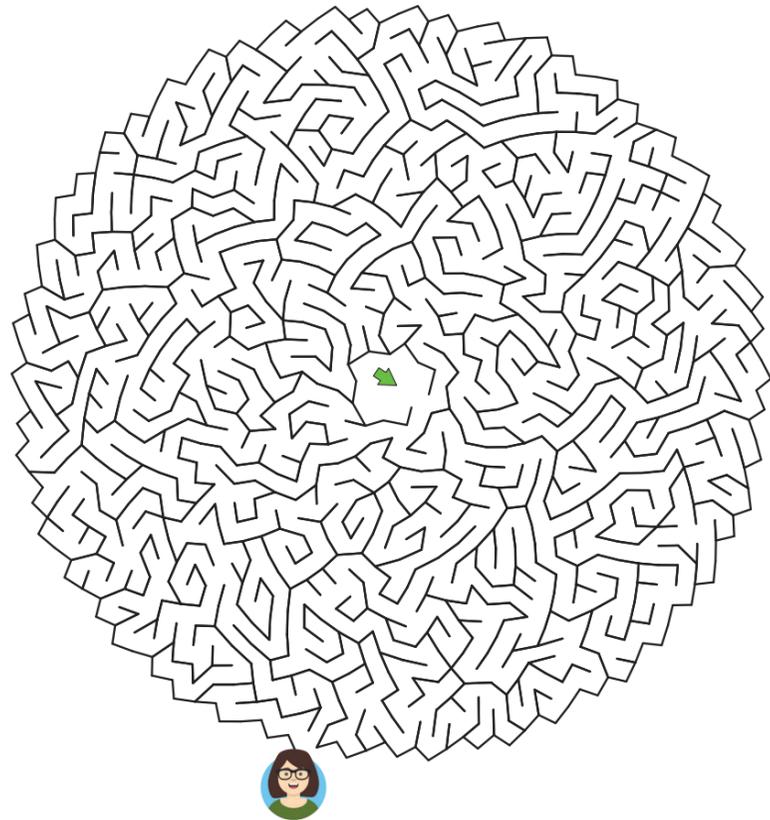


Find Teresa in the MyCARPETMART Maze



MyCARPETMART Members

Finish this fun page and drop it off at Carpet Mart this month to receive a coupon for a **FREE Starbucks coffee** or a treat from My Favorite Muffin!



myCARPETMART Connection

Good News from your Carpet Mart Family | FALL 2021
 mycarpetmart.com/visit us | 502.425.3022 | 9501 Shelbyville Road
 Hours: Mon/Wed/Fri 10-4, Tue/Thur 10-6, Sat 9-12

Welcome to the **MyCarpetMart Connection**, a Good News Newsletter. We began this unique rewards program to benefit our loyal customers, families, friends, and our community. Throughout these pages, you'll find our non-profit of the month and how you can join in donations, features about our team, current customer projects, and all the ways you can earn rewards and savings by shopping and referring friends to Carpet Mart.

Part of our evolving commitment to our staff has been adjusting our hours to allow our staff more time with their families. Our staff are all full time, trained flooring specialists who have made a career with Carpet Mart. By creating a company culture that prioritizes both our customers and our staff, our staff members come to work rested and recharged to provide the best customer service to our patrons.

Benefits of myCARPETMART Community

MORE than a rewards program

Member Only Discounts*

24 Months 0 Interest Plans*

Send A Friend Rewards*

Send A Friend Group of the Month*

Your Name in Lights*

Good News From MyCarpetMart Connection

Join at mycarpetmart.com/community
 See Store for Details*

Community Partner of the month

Carpet Mart is honored to partner with the Center for Women and Families throughout the fall as our Community Giving Partner.

The Center for Women and Families provides trauma-informed advocacy and support for individuals, families, and the entire communities affected by intimate partner violence and sexual assault. Center for Women and Families has 4 regional office locations and serves 9 Kentuckiana counties.

The Center offers shelter services that provide a safe and secure place for clients experiencing domestic violence/intimate partner violence, who often have no other housing options. During their stay, clients receive case management, safety planning, children's services, group support services, and connection to community resources. The shelter houses all genders and families with children.



This October, **The Center hopes to raise \$132,000 during their Domestic Violence Awareness Month Campaign.** We will be working alongside The Center to not only raise funds, but to also gather donations for their organization. If you would like to donate items or additional funds, you can find out more through the link on our website — mycarpetmart.com/community-giving.

myCARPETMART Fall Word Search

Y	E	M	N	O	L	F	T
X	M	Z	W	H	E	A	T
S	Q	X	A	U	N	L	M
T	Q	J	V	M	X	L	V
O	G	K	U	W	P	I	E
O	I	T	O	Q	V	N	H
B	U	R	N	I	N	G	X
A	C	Y	D	N	I	W	W

WORD LIST

Autumn	Crow
Pie	Falling
Wind	Vivid
Boots	Maze
Wheat	Burning



YOUR NAME IN LIGHTS

myCARPETMART Exclusive:

We would love to celebrate a special occasion with you on our road sign. To register call Courtney at 502.425.3022, ext.1



Bruce Baise
11 Years at Carpet Mart



Drue Felts
7 Years at Carpet Mart



Courtney Robinson
6 Years at Carpet Mart



Jake Hightower
6 Years at Carpet Mart



Christian Robinson
6 Years at Carpet Mart



Levi Martin
Newly Established

CARPET MART

Get MORE from your floor,
 Give MORE to your community



Partner with Carpet Mart by dropping off the following unused items:

- Socks
- Shoes
- Blankets
- Shampoo
- Conditioner
- Plastic Cups
- Paper Plates
- Laundry Pods
- Diapers/Wipes
- School Supplies
- First Aid Supplies
- Combs
- Hairbrushes

Employee Spotlight



Carpet Mart Team Member: *Teresa Brame*
Years with Carpet Mart: 20
Team Role: Receptionist
Favorite Restaurant: *Havana Rumba*

Favorite Hobby: *Swing, Ballroom and Salsa Dancing with husband Mike*

Teresa Brame – The Receptionist Who Knows Your Name

When you join the “My Carpet Mart” community, the first voice to welcome you to the family will probably be Teresa’s.

For the past 20 years, Teresa Brame has made it her passion to get to know the customers who call or walk in the front door and to do whatever she can to take care of their flooring needs.

“I enjoy meeting new people,” said Teresa. “I feel like we do a good job finding out what folks need and providing the right flooring solutions for them.”

Teresa started working at Carpet Mart as a salesperson in July of 2001 when her brother-in-law, Keith Jones, invited her to join the team. (As a member of the Jones family, Teresa has actually known her boss, Bruce, since he was about 6 or 7 years old. Ask her for some stories!) Teresa transitioned from working in sales to handling various office responsibilities including receptionist, which involves interviewing customers over the phone to set up appointments with the right salespeople depending on the type of flooring they need.

“We started doing appointments when Covid hit in 2020,” said Teresa. “I ask a number of important questions on the phone, and we have found it really helps

to speed up the process.” The current turnaround time from phone interview to flooring installation can take two to four weeks for installs. “And our installers are really good, too,” said Teresa. “Most of them have been with us for a long time; they do a great job.”

Teresa has seen several repeat customers – and their kids – come back time and time again when they have flooring needs. “I really think our service brings people back,” said Teresa. “I’ve heard customers say, ‘My mom and dad used to come here, and I remember crawling over those rolls of carpet as a kid when we came in the showroom.’”

A graduate of Moore High School, Teresa met her husband Mike at a school dance. Most of their time together has been in Kentucky, but they moved to South Dakota for three years when Mike was hired as a principal for a school for the deaf. Mike and Teresa recently celebrated 41 years of marriage and enjoy spending time with their four grandchildren.

In addition to selling carpets, Teresa has been known to “cut a rug” as well – she and Mike enjoy salsa, ballroom and swing dancing at Mike Linnig’s or Willow Park on Sunday nights. •

Send a Friend!

Save your friend extra \$\$\$ on their purchase and earn gift cards for you based on their spend.



For you and your friend to receive extra discounts, you must register them either at mycarpetmart.com/sendafriend or call Courtney at 502-425-3022, ext 1.

SEND A FRIEND GROUP OF THE MONTH

Back to School Parents

Get An Extra 5% off material purchase

as a member of myCARPETMART Community.

Thanks for making our community great!

Getting MORE From Your Home: Keeping It Real

When it comes to real estate, Jack May of May Team Realtors has done it all: renting (last year he managed 70 properties), selling (sold 100 homes in 2020), and renovating (remodeled 25 homes last year alone). And, to top it off, he still manages to travel about 12,000 miles a year with wife Cindy of 31 years in their 43-foot Class A Mountaineer motorcoach. So, how does he manage to get so much out of his career and still make time for life?

“I subscribe to the mantra ‘Work hard, play hard,’” said Jack. “I’ve been reading a book entitled The 4-Hour Work Week by Tim Ferris. Life’s too short not to enjoy it with the people you love.”

Jack’s career in real estate actually began in 1992, when his wife became a licensed realtor. He joined her five years later, and they worked as a team at RE/MAX for a little over a decade. In 2008 they decided to start their own business, May Team Realtors. Eventually Jack expanded his activity to include managing rental properties and “flipping” houses.

“I belong to a group called KREIA – the Kentucky Real Estate Investors Association,” said Jack. “We are a group that helps other people get into this business of buying houses, remodeling them and reselling them for profit. People think they can’t do it, but they really can.”

In fact, Jack was so successful, his father John decided to follow suit and began flipping houses as well. He and his wife Joan work together to remodel homes and stage them for new buyers. Last year, John and Joan flipped 7 houses. They are both in their 80s.

“My mom really enjoys helping stage the homes,” said Jack. “She’ll hand-sew curtains for every home they flip. They probably net \$5 to \$6 thousand more just by paying extra attention to detail.”

“What’s neat about that story is that my dad got me into his line of work – professional photography – years before we ever got into real estate,” said Jack. “I’ve enjoyed seeing them stay active and become so successful at home remodeling.”

PROPERTY:
1,100 square foot home in Jeffersontown

PRODUCT:
New kitchen, lights, knocked out one wall, carpeting, luxury vinyl and paint throughout home

PURCHASE PRICE: \$142,000
RENOVATIONS: \$20,000
SELLING PRICE: \$190,000

TIMEFRAME: Between 45-60 days



A typical home remodel for Jack involves buying homes priced around \$100,000; investing \$30,000 in renovations like a new kitchen, new bathroom, carpeting and painting; and then reselling the home for around \$160,000.

“It’s exciting to see people fight over my homes,” said Jack. “People really like NEW – so the renovations make all the difference. We often get three to six offers on the homes we list.”

Jack credits much of his success to following the leads of others. “I read a lot and attend several seminars,” said Jack. “I found out successful realtors offer free moving trucks, so I was the first in Louisville to offer the use of a free moving van for my customers. Clients sometimes call me 5, 10 years later and ask ‘Hey, you still got that van?’ So it’s been a unique service that I offer.”

Jack manages to do much of his work on the phone, which allows him time for travel. He and his wife Cindy enjoy mountain biking, attending concerts and watching UK football games. “We love to do stuff on a whim,” said Jack. “One time we said, ‘Hey, want to go to New Orleans for the weekend? And we did!’”

If you’re thinking about buying a new home or selling yours, give Jack May a call at 502-419-0817.



Bruce Jones
(Manager) 27 Years at Carpet



Joe Jones
22 Years at Carpet Mart



Teresa Brame
20 Years at Carpet Mart



Aaron Kinser
(Manager) 22 Years at Carpet Mart



Kimberly Grant
16 Years at Carpet Mart



Brian Beckmann
13 Years at Carpet Mart