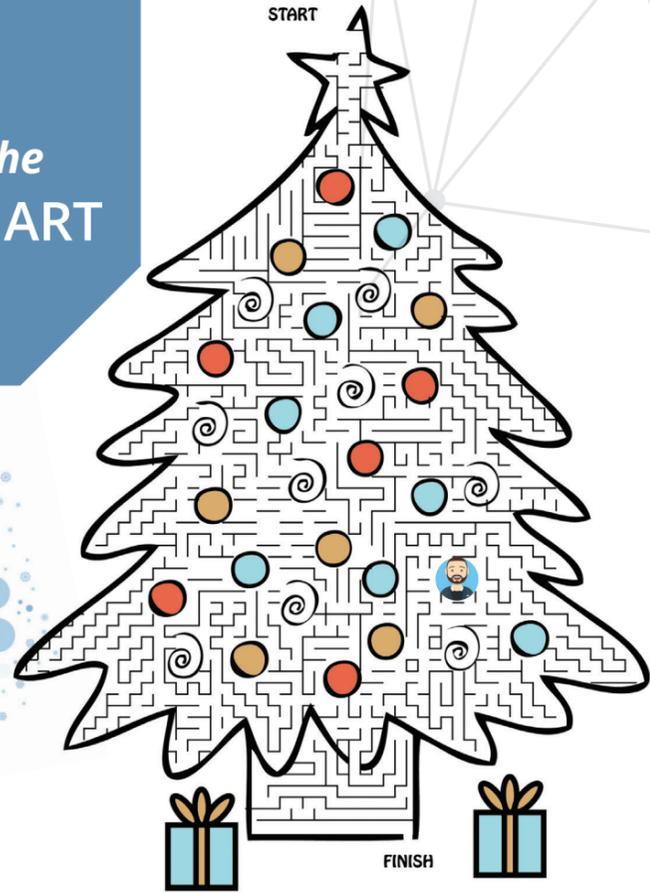


Find Jake in the MyCARPETMART Maze

hello, Winter!



MyCARPETMART Members

Finish this fun page and drop it off at Carpet Mart to receive a FREE Starbucks gift card.



myCARPETMART Connection

Good News from your Carpet Mart Family | WINTER 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\*

Your Name in Lights\*

Good News From MyCarpetMart Connection

myCARPETMART Winter Word Search

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

WORD LIST

- |            |            |
|------------|------------|
| Bells      | Giving     |
| Candles    | Greetings  |
| Candy Cane | Holiday    |
| Cards      | Jolly      |
| Celebrate  | Joy        |
| Chimney    | Merry      |
| Christmas  | Mistletoe  |
| Rudolph    | Noel       |
| Santa      | North Pole |
| Season     | Reindeer   |
| Sleigh     |            |
| Stocking   |            |
| Tree       |            |
| Wreath     |            |
| Elves      |            |
| Frosty     |            |
| Gift       |            |

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

Community Partner of the quarter

Carpet Mart is honored to partner with the Home of the Innocents throughout the winter as our Community Giving Partner.

Home of the Innocents enriches the lives of children and families with hope, health, and happiness.



Programs include residential and community-based behavioral health services, therapeutic foster care and adoption services, supportive services for homeless young adults, and long-term care for medically complex or terminally ill children.

We will be working alongside the Home of the Innocents to 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](http://mycarpetmart.com/community-giving).



Join at [mycarpetmart.com/community](http://mycarpetmart.com/community)  
 See Store for Details\*

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

- Board Games
- Pillows
- Sensory Toys
- Twin XL Sheets
- Art Supplies
- Ponytail Holders
- Deodorant
- Night Lights
- Shampoo
- Sensitive Skin Body Wash
- Conditioner



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

## Employee Spotlight



**Carpet Mart Team Member:** *Jake Hightower*  
**Years with Carpet Mart:** 6  
**Favorite part about his job:**  
*Meeting new people*

**Favorite vacation?** *Camping*  
**Favorite family outing?**  
*Splashing with the kids at Beckley Creek Park*

## Flooring for the feet, solace for the soul — JAKE HIGHTOWER

When it comes to buying new flooring for a house or business, some customers may not know exactly what they're looking for. Jake Hightower is happy to step in and ask the right questions. And, he's found that approach works well for things besides flooring, too.

"I just enjoy meeting people, getting to know them, helping them figure out what they need," said Jake. "It's really meaningful to me."

As a 6-year salesman on the Carpet Mart team, Jake works with customers from start to finish, meeting with them initially to find out the purpose for their project. Then, he sets up a schedule for measurements, recommends appropriate product options, obtains quotes and arranges the installation.

"We've seen a lot of people working from home because of Covid, so they are updating their 'workspace,'" said Jake. "Our two most requested products lately have been laminate and luxury vinyl plank – and the newer laminate choices are water-resistant, making them even more popular."

In addition to giving advice on the sales-floor, Jake is also accustomed to offering counsel on a deeper level. He became a Christian in the 8th grade and attended Moody Bible Institute in Chicago, where he met his wife Jessica. They traveled to Georgia to plant a church for the Hispanic

community and then moved to Louisville, where Jake completed a Master of Divinity in Biblical Counseling degree at the Southern Baptist Theological Seminary. He and his family are members of Grace Fellowship Church in Louisville, where he takes every opportunity that God provides to walk with others through their difficult times of suffering. One of the ways he does this is through Biblical counseling. He also serves other local churches that are in the process of seeking a new pastor by occasionally preaching for them on Sundays.

"Everyone is faced with struggles and suffering, because we live in a fallen world," said Jake. "I really believe that we all do 'informal' counseling every day as we speak to others. And the words that we speak to others can either be hurtful or offer hope to the ones receiving them. So, whether formally or informally, I just try to be faithful in communicating that God's Word is sufficient to help them through their struggles and that their ultimate hope can be found in Christ."

When he is not offering counseling or recommending flooring products, Jake enjoys spending time outdoors with Jessica, son Levi and daughter Eliana Grace. The Hightower family enjoys camping, watching Levi play soccer, and splashing at the "splash pad" at Beckley Creek Park. •

# Send a Friend!

Referred friends save an additional 3%.



Help your friend save money 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](http://mycarpetmart.com/sendafriend) or call Courtney at 502-425-3022, ext 1.

## Four Things Every Property Investor Needs to Remember from Carpet Mart Customer: *Trevor Searcy*

**T**revor Searcy has made a living renting property, investing and renovating properties for resale, and working as a licensed realtor. When asked how he manages to turn a profit in the real estate market, Trevor Searcy doesn't take much credit. "I'm always looking for advice, I usually don't give it," said Trevor. "But there are a few things that make up my business philosophy."

### NUMBER 1: BE PREPARED FOR ANYTHING

"In my opinion, real estate is always a good investment. It's almost recession-proof, because everyone needs a roof over his head," said Trevor. "But you have to be ready to react quickly. Just today a lady called and said she needed to sell her house fast. I have found that my job really involves being a counselor to folks who need help understanding what is going on in the marketplace."

One of the strategies Trevor credits his success to is investing in rental properties. "If you want to purchase real estate and resell it for profit, and you want to do it full time, you need to keep rental property as part of your portfolio," said Trevor. "Having multiplex properties that I am renovating allows me to rent out some of the units and use that income immediately while I complete the other ones."

A recent property Trevor purchased was a 4-unit multiplex in the Moreland neighborhood, which needed complete renovations down to the studs. After about a \$60,000 remodeling investment over a two-year period, Trevor had all four units refurbished and rented.

### NUMBER 2: GET AN LLC

Trevor said using a Limited Liability Corporation to purchase investment property is important. "It's helpful to have an LLC to protect yourself and your investment."

### NUMBER 3: KEEP GOOD ADVISORS...AND GOOD RECORDS

Trevor is a stickler for doing things the right way – and that means having qualified people to help. "You really need a good real estate attorney," said Trevor. "And an excellent CPA. It's also important to keep accurate records of cash in, cash out so you can manage your investments properly."

**PROPERTY:**  
4-Plex Rental Unit in the Moreland Neighborhood  
**PRODUCT:**  
New kitchens, bathrooms, flooring in all four units  
**PURCHASE PRICE:** \$125,000  
**RENOVATIONS:** \$60,000  
**SELLING PRICE:** \$2,800/month for all four Units (all currently rented)  
**TIMEFRAME:** 24 months



Another person Trevor really likes having on his team is Bruce Jones. "I started working with Bruce about 16 years ago, and he's been my carpet and flooring guy ever since," said Trevor. In 2017, he purchased some 4-plex units and asked Bruce to recommend flooring that would be extremely durable. Bruce pointed him toward Luxury Vinyl Plank (LVP) tongue-in-groove flooring. Even though LVP was more expensive than traditional carpet, Trevor was extremely pleased with the results. "The first tenant we had was amazed at the flooring in our units."

At first Trevor would simply order pallets of flooring from Carpet Mart and use his own contractors to do the installation. However, recently he has been turning entire flooring projects – from bid to installation – over to Bruce. "I'm really happy with the Carpet Mart installers, they're great," said Trevor.

### NUMBER 4: HAVE CAPITAL

"I like to pay cash when I can," said Trevor. "It gives you so much more flexibility."

That's why, when Bruce introduced Trevor to a lender who could provide 24 months same-as-cash for his flooring projects, it was a game-changer. "That was a huge deal to me," said Trevor. "I was able to buy flooring that would last longer in my units but still had cash to do what I needed to get the units ready right away." •

If you'd like help selling your property or you are considering property investments and would like some advice, give Trevor Searcy a call at 502-386-8000.



**Bruce Jones**  
(Manager) 27 Years at Carpet



**Aaron Kinser**  
(Manager) 22 Years at Carpet Mart



**Joe Jones**  
22 Years at Carpet Mart



**Teresa Brame**  
20 Years at Carpet Mart



**Kimberly Grant**  
16 Years at Carpet Mart



**Brian Beckmann**  
13 Years at Carpet Mart