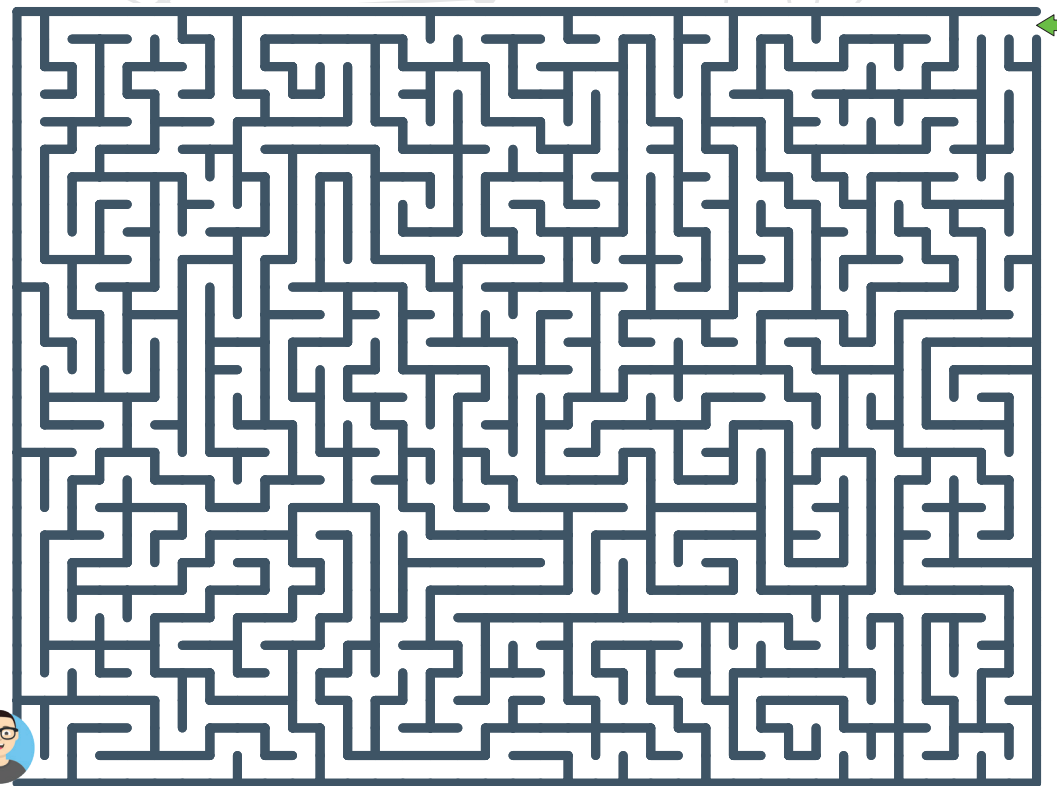


## Find Joe in the MyCARPETMART Maze



## 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 | JUNE 2021

mycarpetmart.com | 502.425.3022 | 9501 Shelbyville Road

Hours: Mon/Wed/Fri 9-4, Tue/Thur 9-6, 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.

If you're not already a registered member of the **MyCarpetMart Community**, there are no fees, just an "Ask" for you to join us in building a business that wins. A win for us means everybody benefits (you, our installers, our team, our community). As a member, you get access to exclusive benefits. Join at [mycarpetmart.com/community](http://mycarpetmart.com/community).

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

## myCARPETMART Summer Word Search

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

### WORD LIST

Watermelon Vacation  
Sunscreen Bicycle  
Barbecue Camping  
Baseball Flowers  
Holidays Picnic  
Icecream Beach  
Swimming Hot  
Olympics



## 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

## CARPET MART

Get MORE from your floor,  
Give MORE to your community

## Community Partner of the month

**L**ifehouse exists to provide for the spiritual, emotional, physical, and intellectual needs of pregnant and/or parenting teens and women and their children, both born and unborn, in a Christ-centered, home environment.

- Lifehouse is a three-part program of planning and preparing for baby, planning and preparing for the future, transition and aftercare. At Lifehouse, residents are provided with a safe place to live, emotional support, prenatal care referrals, and a loving team to guide them into becoming the mothers and women God plans for them to be.
- If you or someone you know is dealing with an unexpected pregnancy, please contact Lifehouse today at 502-897-1655.
- Lifehouse exists through the generosity of our donors. We receive no government funding. We thank you for your prayers and financial support.



Donate Now: <https://lifehouzelouisville.org/donate/>

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

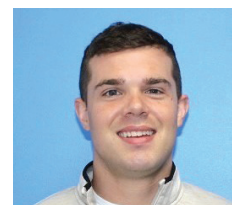
- Regular Tea Bags
- Decaf Tea Bags
- Sugar (4 lb. bag or container)
- Paper Towels
- Pump Liquid Soap
- Stamps
- Copier Paper
- 16 x 25 x 1 Furnace Filters

### General Gift Cards for Supplies:

- Kroger
- Office Depot
- Staples



Bruce Baise  
10 Years at Carpet Mart



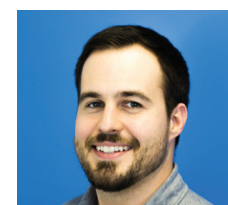
Michael Marchal  
9 Years at Carpet Mart



Drue Felts  
6 Years at Carpet Mart



Courtney Robinson  
5 Years at Carpet Mart



Jake Hightower  
4 Years at Carpet Mart



Christian Robinson  
4 Years at Carpet Mart





## Employee Spotlight

**Carpet Mart Team Member:** Joe Jones  
**Years with Carpet Mart:** 22  
**Team Role:** Warehouse  
**Favorite KY Event:** UK Basketball

**Favorite Superhero:** Thor  
**Favorite Carpet Mart Product:** LVP (Luxury Vinyl Plank)

## SuperJoe, Carpet Mart's Everyday Hero

He does not wield a magic hammer. And, as far as we know, he cannot climb walls or spin webs. But put him behind the wheel of a "towmotor" or forklift, and this Carpet Mart veteran can move shipments of laminate flooring or cut and finish area rugs in a single bound.

Meet Joe Jones, 22-year carpet professional whose passion, energy and positive attitude make him a superhero to the entire Carpet Mart family.

"This guy never stops," said Drue Felts, a 6-year salesman at Carpet Mart. "Joe is like the Energizer Bunny. He's always busy, doing anything you ask him to do."

Joe spends most of his working days in the warehouse, receiving and checking carpet and flooring shipments, cutting carpet as needed for installers, and binding area rugs for special purchases. His commitment to excellence and attention to detail have earned him the reputation of making sure each job gets done right.

"I believe in just working as hard as you can, doing the best you can, every day," said Joe. "We have a great team here – the installers do their job well, and the salespeople give you all the information you need to make a good decision about flooring."

Joe joined the Carpet Mart team more than two decades ago, when his uncle Keith Jones and brother Bruce brought

him on board. Since then, Joe has continued to learn more about the flooring industry and takes a lot of pride in being part of a big team that works together to make every customer's experience at Carpet Mart a positive one.

"Back in his early 20's, Joe was diagnosed with ulcerative colitis, and it was bad," said Bruce. "Eventually, the doctors removed his entire large intestine. For a while, Joe wore a colostomy bag and nursed a huge scar, all while rolling remnants and cutting rugs (that's dedication). Fortunately, the doctors were able to do another surgery eliminating the bag. From that time forward, he became known to everyone around here as SuperJoe."

A graduate of St. Rita Elementary and DeSales High Schools, Joe is a lifelong Louisvillian. But don't hold it against him that his blood runs blue - his entire family of 7 siblings and their kids are die-hard Kentucky fans! When he's not cutting carpet or moving laminate, Joe enjoys playing volleyball, watching movies and spending time with family.

Joe has also been known to sing a song or two while on the job. So, if you're in the showroom and hear a Christian song or hard-rock tune wafting from the warehouse, you can be sure that SuperJoe is just having another good day! •

## 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](https://mycarpetmart.com/sendafriend) or call Courtney at 502-425-3022, ext 1.

## SEND A FRIEND GROUP OF THE MONTH

**School Employees - Full time teachers & staff members**

**Get An Extra 5% off material purchase**

as a member of myCARPETMART Community.

*Thank you for your contributions*

## Getting MORE From Your Home: Customer Transformations

Ever wish you could transform your home into an "HGTV-style" living space – without spending \$100,000 to do it? Bruce Jones proved it possible to make significant lifestyle changes to get the home you want. But it meant thinking about life differently. So, instead of trying to remodel their family home, Bruce and his wife Jill decided to sell the home, purchase a 1,500-square-foot condo and remodel it to meet their needs.

### Doing Things Differently

During the pandemic, Bruce and Jill had seven adults living in their home, including Bruce's brother, a married daughter and her husband, a son who recently graduated college and a daughter just starting college as a freshman. In typical lightning-speed fashion, Bruce and his family managed to sell a 3,500-square-foot-home, purchase one house and three new condos, remodel one of those condos and get everyone moved out and into their new respective digs in about 6 months.

"Our big home was wonderful for the kids growing up, but we did not want to hold on to it for sentimental reasons," said Bruce. "We wanted to put ourselves in a position to take care of other priorities in life. Buying the condo allows us the freedom to be closer to work and church and to pick up and go whenever we want."

### Investing Where it Makes Sense

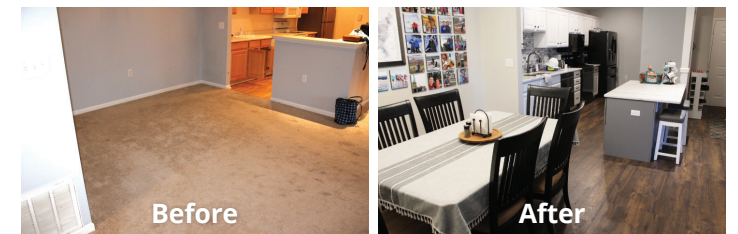
Bruce and Jill wanted to make sure the condo would not just meet their need to downsize, but also offer ongoing value to them as well. "We had the mindset of moving into a brand-new condo, so we were willing to make a lot of changes before we moved in. It has helped us enjoy the space so much more."

In addition to installing new flooring, Bruce and Jill also revamped plumbing, installed an island in the kitchen, covered existing countertops with quartz, replaced dated appliances and ceiling fans, and painted rooms and cabinets throughout the condo.

**PROPERTY:** 1,500 square foot condo  
**PRODUCT:**

Laminate flooring, plush carpeting, quartz top vanities, kitchen island, appliances, ceiling fans, paint on all rooms and cabinets, plumbing hardware

**PRICE:** \$30,000



"There were so many little things we did to modernize the condo and make it our own," said Bruce. "We really didn't look at it as spending money, we viewed it as an investment in our property – making it something we would enjoy so much more on a day-to-day basis in addition to raising its overall value."

### Floor-to-Ceiling Design

Bruce spent some time thinking about how they wanted to use the space in their condo before beginning the remodel. "As the owner of a flooring store, my choices were unlimited," said Bruce. "I'm a huge carpet fan, but my wife insisted on hard surface in most of our home, and she was right. It is gorgeous and easy. We selected a dark Revwood laminate throughout the main areas, including the kitchen and bathrooms. This provided a stunning contrast to the freshly painted white cabinets in those areas. We also installed super plush carpeting in the bedrooms, a fun pattern for the game room, and a custom area rug in the living room. We are thrilled with our entire home." •

If you'd like to learn more about Bruce's remodel or get some ideas about a remodeling project of your own, give Bruce a call at 502-425-3022.



**Bruce Jones**  
(Manager) 26 Years at Carpet



**Joe Jones**  
21 Years at Carpet Mart



**Teresa Brame**  
20 Years at Carpet Mart



**Aaron Kinser**  
(Manager) 19 Years at Carpet Mart



**Kimberly Grant**  
15 Years at Carpet Mart



**Brian Beckmann**  
13 Years at Carpet Mart