

By Jane Peterson

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For many families, these tough economic times mean the bottom line is dictating most of their purchasing decisions. John Williams, owner of Perfect Floors, wants people in the market for new flooring to know that he understands this and that both of his store locations offer a quality product with friendly service at a competitive price.

“We definitely can compete,” he said. “Our overhead is low and we pass the savings on to our customers. We can get people as good of a deal as they can get anywhere if not better.”

Perfect Floors is a neighborhood store with locations in Rochester and South Lyon. Williams said he and his staff live in the communities that the stores serve and see their customers at school events, church and community activities. Perfect Floors has been open for 14 years and continues to thrive because it offers a large inventory of high quality carpet, laminate, hardwood and vinyl at affordable prices.

“We’re not going anywhere,” said Williams. “We plan on having the kids take over the business some day. This is a family business. My brother, brother-in-law and a nephew work with me in Rochester and a brother and nephew work in South Lyon.

The staff, many of whom have been working at Perfect Floors for several years, are just like family as well. They all have the same goal to make sure customers are pleased with their purchase. All the departments communicate with each other in order to provide customers with a no-hassle, seamless transaction from the purchase to delivery and finally installation.

Perfect Floors takes extra steps to ensure customers are satisfied with their purchase. Whatever customers need, they take care of whether that means hauling away old carpet, moving furniture, vacuuming or taking care of squeaks in floorboards. They also follow-up with customers after the sale.

Attention to customer service is why Williams estimates that 75 percent of business comes from referrals and repeat customers.

Experience is the backbone of Perfect Floors’ success. Williams was manager of a large flooring company that he worked for 13 years before branching out on his own to open Perfect Floors in 1995. That gives him 26 years of experience in the industry. He shares what he has learned throughout the years with his employees, offering hands-on training and leading by example.

Sales associates can assist customers with selecting the best option for them. Both the South Lyon and Rochester showrooms feature a huge selection from all the industry’s major manufacturers attractively displayed. There are literally hundreds of colors and styles to choose from.

Associates will ask customers questions about their home, preferences and lifestyle so they can guide them to flooring choices that they will be pleased with now and years down the road. Customers often appreciate the help because while a huge inventory of all types of flooring is definitely an advantage, it can also be overwhelming.

Sales associates are available to help, answering questions and explaining options. Of course,

customers are always welcome to browse on their own as well. There are no high-pressured sales tactics at Perfect Floors.

The installers have been with Perfect Floors for a number of years and Williams knows he can trust them to complete the job right the first time. All the installers are courteous, professional and strive to install the flooring promptly and with little interruption to the homeowner.

“We know that time is important to our customers,” said Williams.

Even special orders will often only take a week or two to be delivered and installed, something that sometimes pleasantly surprises customers who were expecting a longer wait.

For more information, visit Perfect Floors online at [www.perfectfloorsinc.com](http://www.perfectfloorsinc.com) or in person at 1015 John R Road, Rochester Hills, (248) 650-5199 or 21946 Pontiac Trail, South Lyon, (248) 437-2838.

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