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Alliance's Perfect Home Flooring program is centered on choosing styles that meet the needs of each member's unique market and will soon include a hardwood offering.

Renewed & Reenergized Alliance introduces hardwood, technology updates to Perfect Home

By Mallory Cruise-McGrath

[Park City, Utah] Alliance Flooring welcomed more than 100 CarpetsPlus COLORTILE and Carpetland members to its 2025 Family Vacation convention here to discuss new product (with a strong emphasis on domestically-made) and technology updates to its Perfect Home Flooring program. A key initiative here was the announcement of a 48 SKU hardwood offering, set to make its debut at its 2026 convention in San Antonio, rounding out Alliance's Perfect Home Flooring selling system.

WINNING WOOD FORMULA

The stage is set, co-CEO and president Kevin Logue reported, for hardwood to make a comeback. "Wood continues to take share — the timing for what we're doing here is perfect," he said.

Alliance was intentional in introducing hardwood last as it knew it'd be the most difficult assortment to regionalize. "We wanted to take the time and make sure we do it right, have the correct core mix of products and the correct core group of vendors but also supplement that with regional options for members to service their markets," Logue explained. "That's where the growth is going to be and that's where the opportunity lies." The offering is set to launch ahead of the 2026 convention, he said. "It's critical to get that kind of feedback this early," Logue added.

Members met with nine wood vendors to look at 300 products and narrow down the wood offering to 100 products, explained co-CEO and president Ryan Dunn. "It's broken down by region because hardwood is so regionalized so what does that look like?" The group has brought on new distributor vendors to support its program.

"We wanted to start with three regions and dig deeper into those regions but eventually, long term, it could be broken down into six or seven regions," Dunn explained. "We received great feedback on colors, presentation, the story salespeople told, displays; how they'd like to have good, better, best options; rustic and clean products."

Perfect Home Flooring selling system is also welcoming new technology updates to support the program. A Fast Track option (launched May 1) allows customers searching on a dealer's website to select whether they would like to be guided through the shopping experience with the help of the Interactive

Design Consultant (IDC) Beth or jump straight to products. "Fast Track has driven a 58 percent increase in selections sent to stores," Logue shared.

And the average engagement time on the member's website is 9.5 minutes. "25 percent of users are adding products to their 'favorites,'" said Logue, noting the group is currently seeing a 16 percent lead conversion rate. "That's more than three-times higher than the average e-commerce conversion rate." One in four users, he noted, are saving flooring product to their favorites. "This is a sign they're seriously considering making a purchase."

The next order of business will be to completely embed IDC directly on dealers' websites. "Visitors can enjoy the entire shopping experience without ever leaving your website," Logue said. Logue added that the entire program is optimized for mobile devices — whether for an iPhone or a tablet. "The use of QR codes to immediately see product information and specs and then having the visualization of the product in a room is huge," he said.

SELLING MADE EASY

Introduced at convention in 2023, Perfect Home Flooring continues to be enhanced and updated. "The first 50 who took it on were pioneers with taking the vision we had," Dunn shared. Currently, 72 members have brought on Perfect Home with the goal being 100 members.

What separates Perfect Home from other selling systems out there, Dunn reported, is that members are getting options and picking the product. "Pick what you want to sell — we're giving [members] the power to build it because then you have to go sell it," he said.

Out in the market for some 18 months now, Perfect Home's carpet program has been very successful, said Logue. "It not only simplifies the selection process for the consumer but it simplifies the job of the RSA. It's set up in a good, better, best selling system with different constructions of carpet color coded and characterized within each display. It makes it easier for the RSA to qualify the customer and dial it down to what she's looking for," he explained.

The hard surface component of Perfect Home has been out nine months and while it too has been successful for membership, it required a different approach. "What's different about the whole program in general is hard surface is driven through technology which is the backbone of the program; the visualization tool, IDC, those technologies tools are much

more effective in enhancing the presentation of hard surface," Logue explained. "You can see the different ways planks can be installed, and the patterns."

And hard surface has already been updated. "Colors and trends change so quickly," Logue said. "We're bringing out warmer colors, rustic and character-driven visuals. More darker tones, less gray and less cool undertones. We already had to evolve the plank visual mix sooner than anticipated."

That's not necessarily a bad thing, he said. "The good thing about Perfect Home is it allows us to keep our dealers head of the curve in terms of industry trends because it's a smaller, more focused product assortment. Another surprise to me, personally, was how well the stone and tile visuals are selling. We're blowing the doors off with stone visuals on WPC and SPC products more so than I thought we would. Dealers are wanting us to expand that assortment and include loose lay."

FACING CHALLENGES

Convention is also focused on bringing the right content and new information to members to help them return to their businesses energized. "It's about refresh," Dunn stated. "We had a very specific target as far as bringing great content around what's happening. Presentations were specific and from different viewpoints."

Logue too said his goal was for membership to walk away with a renewed focused on driving business for the second half of the year. "I think it was helpful and insightful to get the industry's outlook and projections for the balance of the year. The reality is we know 2025 is not going to be flooring's recovery year that we all wanted it to be so it's looking [toward] 2026, but that's realistic and members need to know these things and be prepared," he said.

Business is indeed tough right now, he said, adding, "as a group, we fared better than most. We're hearing from membership they're flat or up a couple points. They're doing incrementally better than last year, but they're not going gangbusters," Logue shared. "I fully believe business will start to come back in the second half of 2025."

Alliance is encouraging its dealers to "promote, promote, promote. Get yourself out there, get noticed in the community, advertise, use our assets in terms of social media marketing — that's what you've got to do. Don't take your foot off the gas when it comes to promotions," Logue stressed.