

MAKE YOUR HOUSE A HOME.



# DESIGNER PROGRAM

*Pioneer Floor Coverings*

# *Our* STORY



Pioneer Floor Coverings has been helping customers since 1978 . We are the Premier Flooring Store of Southern Utah. Pioneer Floor has two locations in Cedar City and St. George, Utah. We have the largest flooring selection in Southern Utah and offer competitive pricing on all our products. Our team has experience with everything from commercial to residential to new builds to remodels. Let us help make each house a home.

*A goal without a plan is just a wish.*

# *Our* PROCESS



1

## Sign up for Rewards Program

After answering a few simple questions, you can enroll in our Designer Rewards Program. You will be asked for information that will allow us to compensate you and communicate as needed.



2

## Give Clients a confident experience

Bring your clients into the showroom and show them that picking out flooring can be an easy experience. Qualified staff are available to answer your questions. Remember, we have the expertise to give you added confidence.



3

## Reap the benefits

As a partner of Pioneer Floor Coverings, you will not only reap benefits for yourself, but for your clients as well. See the attached list of benefits in this packet and talk to a rep for more information.

You will receive benefits like profit sharing, wholesale rug program, employee pricing, professional discounts, design room access, product sneak peeks, and more!



# Meet OUR TEAM

## Preston Wankier

Co-Owner, Washington Location Manager

Preston grew up working for Pioneer Floor Coverings at the young age of 14. After college, he gained leadership skills managing a successful landscape company but now loves being back at home in Southern Utah. He enjoys the outdoors, volunteers for Search and Rescue, and especially loves spending time with his family.



## Brian Shaw

Builder and Retail Sales Associate, Washington

Brian grew up in Aurora, Utah. In his early career, he installed flooring for Pioneer Floor Coverings (1994-2001) and developed a deep knowledge of the many technical aspects of flooring. He enjoys mountain biking, boating, traveling and anything out in the sun!



## Jake Dedrick

Builder and Retail Sales Associate, Washington

Jake is from Enoch, Utah. He enjoys golfing and spending time with his wife and dogs. Don't be fooled by that beautiful smile - only five of his teeth are real. The rest are implants from an injury. He enjoys working for Pioneer because they pride themselves with honesty, integrity, and hard work. He appreciates that everyone there is very welcoming and that he has the right tools and training to help the customers he serves.



## Kristy Farnsworth

Design and Selections Specialist, Washington

Kristy is happiest face at Pioneer Floor Coverings! She is a native to St George, Utah. She loves working with customers and is talented at finding what each is looking for. She has a keen eye for colors, textures, quality and helps stay within budget. She loves hiking, jeeping, painting and being home with her family and her cat.







## Glenn Graff

Co-Owner, Cedar City Location Manager

Glenn grew up working at Pioneer Floor Coverings and has worked here for nearly 26 years. He has helped develop it into the company it is today! He grew up in Cedar City and most locals know him and his family well. He loves fishing, hunting, traveling and coaching his son's baseball team.



## Rachel Despain

Builder and Retail Sales Associate, Cedar City

Rachel grew up in Cedar City where she met her husband, David. They have been married for 35 years. Before working for Pioneer, she owned a business sewing and installing interior draperies, bedding, wallpaper, and pillows. She is known for her keen eye for design. She loves anything active like yoga, baking, gardening, hiking, and especially spending time with family.



## Brant Parker

Builder & Retail Sales Associate, Cedar City

Brant grew up in St. George but moved to Cedar City for college where he met a local gal, making it easy to stay. He loves hunting, fishing, snowmobiling, boating and family. He enjoys seeing familiar faces around town and admits to being manly enough to cry in a good movie. He love Pioneer because of their great systems, process and attention to quality. He feels like it allows him to make customer's lives easier to make the house they dreamed of.



## McRae

Builder and Retail Sales Associate, Cedar City

McRae brings a lively attitude and easy conversation to those making selections in floor coverings. He was born in Morgan, Utah, though he has grown up and lived most his life in Cedar City. He enjoys most anything outdoors including hunting, fishing and hiking and loves to build items in his garage.

*Meet*  
**OUR TEAM**

## Working with the best around

The customer is at the heart of everything we do.

### PROFIT SHARING:

- Earn money for every job you bring to Pioneer Floor Coverings. The percentage is based off of the profit margin for the job and is paid after the job has been completed and payment is received in full.
- Qualifying jobs must be organic and not with an existing PFC account.

### WHOLESALE RUG PROGRAM:

- Custom rugs made by Pioneer Floor Coverings at wholesale pricing for designers.
- Wholesale pricing on Stanton, Antrim, Anderson Tuffex rug programs (add your markup and sell to your clients)

### EMPLOYEE PRICING:

- Once enrolled, you are eligible to get employee pricing on personal projects.

### PROFESSIONAL DISCOUNTS

- Bring your clients in and they will receive a discount just by working with you!

### DESIGN ROOM ACCESS:

(St. George location)

Design rooms are available to reserve for meetings with builders and clients.

- Snacks and drinks
- Private setting
- Stream to TVs to make selection process easier

### PRODUCT SNEAK PEEKS:

- Always be in the know with our quarterly newsletters including the newest available products.

### VISUALIZATION:

- Learn how to use our flooring visualization program to show clients flooring choices in their own home.

### JOB SITE DELIVERY:

- You have the option to have your flooring delivered to the job site as needed.

### SATURDAY SHOWROOM ACCESS:

- Schedule meetings in our showroom with no distractions on Saturdays. (Reservation required)

### IN HOUSE EXPERTISE:

- Access to knowledgeable staff who can help with all your technical flooring questions.

### PERSONLIZED SERVICE:

- You won't find a flooring store more dedicated to customer service.

# *Pioneer Floor Coverings* SIGN UP FORM

Designer Name:

Company Name:

Billing Address:

Phone:

Email:

Tax ID # or SS#:



We're almost there!

I understand this is a voluntary program designed to help foster mutual loyalty and appreciation between parties. It may be discontinued at any time for any reason.

Signature:

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Date:

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*Looking forward to  
working with you!*



## Request for Taxpayer Identification Number and Certification

► Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Give Form to the  
requester. Do not  
send to the IRS.

Print or type.  
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.	
2 Business name/disregarded entity name, if different from above	
3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.  <input type="checkbox"/> Individual/sole proprietor or single-member LLC  <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► _____ <b>Note:</b> Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is <b>not</b> disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.  <input type="checkbox"/> Other (see instructions) ► _____	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):  Exempt payee code (if any) _____  Exemption from FATCA reporting code (if any) _____  <small>(Applies to accounts maintained outside the U.S.)</small>
5 Address (number, street, and apt. or suite no.) See instructions.	Requester's name and address (optional)
6 City, state, and ZIP code	
7 List account number(s) here (optional)	

### Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number	
	-  -
or	
Employer identification number	
	-

### Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign  
Here

Signature of  
U.S. person ►

Date ►

## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

### Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)  
Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.*

# Wholesale RUG PRICING

\$1.75 lf	Carpet Binding
\$3.25 lf	Carpet Surging
\$1.00 lf	Carpet Base
\$20.00 ea	Cut Charge
\$1.75 sf	Felt Backing
\$4.00 lf	Carpet Seaming (non-pattern)
\$5.00 lf	Carpet Seaming (pattern)
\$75.00	In-Home Binding (surcharge)
*Custom shapes + sizes upon request.	



# DESIGNER PROGRAM

*Pioneer Floor Coverings*

*let's stay in touch*

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