

HOMERWOOD®

THE PREMIUM HARDWOOD

CONSUMER INTERNET PURCHASING POLICY

BUYING HOMERWOOD FLOORING OVER THE INTERNET

HomerWood® has been crafting unique quality hardwood floors since 1984. Since that time the HomerWood name has been a name you can count on for *Unsurpassed* Quality, *Superior* Construction, and *Inherent* Durability.

This means you can rest assured that your HomerWood® floor is backed by some of the best warranties in the business. For well over a quarter of a century, HomerWood has been a leader and trusted source for beautiful, quality flooring for the home.

HomerWood flooring is found for sale on the Internet through the websites of authorized HomerWood retail stores. You may also see HomerWood flooring advertised on websites that are not authorized to advertise or sell HomerWood products and are not affiliated with an Authorized HomerWood Retailer. Always make sure you are dealing with an Authorized HomerWood Retailer to insure that you are buying genuine HomerWood products and you get the best possible consumer service and the best possible warranty service.

Some retailers selling from their websites may offer what seem like “bargain” prices. The key to understanding whether those Internet sales prices really are a bargain compared, for example, to buying from a local retail store, is to consider the total installed cost of your floor. Keep in mind the total installed price of your flooring includes installation, shipping and handling. Hard surface flooring is very heavy, and depending on the final destination, if shipping and handling are charged separately, those charges can dramatically increase the overall cost of your floor.

The Internet is a useful tool for researching companies and the products they make. The HomerWood website, for example, offers comprehensive product information, design tips, company history and the opportunity to order samples online, to assist in the flooring selection process. When it comes to purchasing your floor - whether you buy over the Internet or in person at a store, again, make sure you are dealing with an Authorized HomerWood Retailer that offers installation by a Certified Hardwood Flooring Installer. **There is no substitute for personal, professional service and guaranteed installation, and that can only come from an Authorized HomerWood Retailer and a Certified Installer.**

Remember, your Authorized HomerWood Retailer and Certified Installer carry first-quality, HomerWood-warranted flooring products, offer superior service before and after the sale, and assure warranty protection and manufacturer-backed customer satisfaction. Don't forget to ask your installer for proof of their Installation Certification.

If your HomerWood product is purchased through an unauthorized Retailer and they are unable to satisfy your service needs (assuming the product is genuine HomerWood®), any warranty or service claims may take considerably longer to finalize than if the product was purchased through an Authorized Retailer. Make sure you get a copy of HomerWood's warranty with your genuine HomerWood floor.

To determine if a Retailer is an Authorized HomerWood Retailer, click this link for access to our Dealer Locator tool:

<http://www.homerwood.com/locator.asp>

Authorized HomerWood Retailers provide:

- Quality flooring samples and the very latest flooring design trends that you can see in-person
- First quality flooring products backed by HomerWood standard limited warranties
- Specialized knowledge to help you make the best flooring decision for your needs