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**PAR**  **Your Educated Dealer** 973-292-0089  
*Founded in 1992*

PAR Flooring, Inc.

OCTOBER 2012 FOLLOW US:  

## Face-lift (noun)



**Plastic surgery to remove facial wrinkles, sagging skin, fat deposits, or other visible signs of aging for cosmetic purposes.**

Buildings do not require surgery as required in a traditional face-lift, but simple changes to a buildings interior can increase marketability. A buildings first impression is lasting. If the interior finishes look worn and drab it can leave prospective tenants with a bad first impression.

There is something to be said for the **WOW Factor. Investing in the lobby and common areas of the property is just as critical as investing in the marketing of the property.** The simple act of changing flooring can have a transformative effect on a space. It's a high-impact, low stress project.

If the lobby, hallways and/or building cafeteria is peppered with stains, ripples, visible carpet seams or out of date patterns and borders, **are your common areas doing all they can to sell your space?**

### Consider these tips to add pizzazz and marketability in this tough economy:

- **Incorporate a Pattern:** Larger patterns can be dramatic and help disguise stains in their multi-colored texture than smaller patterned or solid color carpets.
- **Floor Preparation is Key:** A commonly underestimated element is proper floor preparations. Often existing flooring problems (pitted vinyl tile, cracked ceramic tile or bubbly carpeting) are caused by improperly prepared subfloors. Newly installed materials will continue to telegraph these sins unless they are fixed.
- **Entrance Mats Elongate your Investment:** Our 4 season environment wreaks havoc on building lobbies. A two step approach to salt and dirt removal through the installation of exterior and interior matting will elongate the life of your new flooring materials.
- **Maintenance:** 80% of dirt can be removed from carpeting with simple vacuuming but if you create and stick to a maintenance plan that involves dry cleaning or hot water extraction this can increase your

## COMPANY NEWS

PATRICIA ANN ROSSILLI, THE CEO OF PAR FLOORING, HAS CHOSEN TO RETIRE. SHE HAS BEEN THE HEART OF OUR COMPANY SINCE ITS INCEPTION. WE WISH HER JOY IN HER TIME OF LEISURE!

PLEASE WELCOME TINA CONNELL TO PAR FLOORING! TINA HAS ASSUMED PAT'S ACCOUNTING RESPONSIBILITIES AND HAS JOINED US AS OUR BOOKKEEPER AND OFFICE MANAGER. IF YOU HAVE A CHANCE, REACH OUT AND SAY HELLO!  
[TINA@PARFLOORING.COM](mailto:TINA@PARFLOORING.COM)

## SPOTLIGHT





Please support the **ICREW / PAR Flooring 12th Annual Toy Drive** to help provide hundreds of local NJ children with holidays that allow them to believe in a bright New Year! Plan collections in your company or office building. Call PAR Flooring and we will arrange a pick up @ your location the week of December 10th.

product lifecycle. Preventative maintenance is key to longevity.

If your building needs a simple facelift, new flooring is an excellent option that will dramatically change the "feel" of the space. PAR Flooring can help you maximize your budget while helping you identify the best materials for your needs to ensure your new look is sustainable. **PAR Flooring is a flooring specifying expert. Our design services are provided free of charge... Call us at 973-292-0089 for a property consultation.** You have nothing to lose and perhaps more satisfied tenants to gain.

*Let us remember that, as much has been given us, much will be expected from us, and that true homage comes from the heart as well as from the lips, and shows itself in deeds.*  
– Theodore Roosevelt

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*Karen's Corner*

*The Purpose of life is a life of purpose. ~Robert Byrne*  
*I always wonder if I am on the right path in parenthood and my career. Have I made the correct choices? There are no "do over's" in life and regret is a wasted emotion. Make a plan and stick with it. Every step you achieve is a step closer to your goal and a surefire way to ensure your life has purpose. Carpe diem!*

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