



...there is plenty of room for everyone!

Modern technology and scientific advancements have been fantastic for the flooring industry, but "buzz words" are running rampant and we are always being told that this product is **better** than that one. I do not always believe that, since not all buildings or their habitants have the same needs or require the same level of sophistication. Furthermore, I do not believe vinyl is inherently "bad" and phthalate free is naturally "good" --- I think both categories have strong strengths and if the right manufacturer's products are selected for the right reasons then you will be making a wise investment.

Now, let's learn what these words mean and stop fearing them!

- **PVC:** (Polyvinyl Chloride) is plastic commonly referred to as vinyl.
- **Phthalate:** A salt or ester of phthalic acid commonly used as plasticizers in PVC.

Vinyl has received a bad name over the years. Its manufacturing process can be harmful if not properly regulated, but the commercial flooring industry has taken extreme measures through third party certifiers --- such as FloorScore® --- to ensure a safe and affective material is brought to market. Vinyl is the most energy-efficient major plastic utilized today and is strong and resistant to moisture and abrasion.

Shannon Specialty Floors has developed responsible resilient products for the educated consumer that wants more for their environments. Today, there are "smarter" commercial luxury vinyl tiles & planks available on the market aptly named the **Think Ahead™ Collection**. Check it out!



Think Ahead™

Commercial LVT is different because:

- ✓ It is produced using **100% Virgin PVC Vinyl**
- ✓ It is **Phthalate Free** --- contains non-phthalates plasticizers and is free of **heavy metals**
- ✓ No Wax & No Buff Maintenance with a Superior 23 Mil Wear Layer

barenaked™

For those consumers that want to take things a step further and believe the vinyl stigmatism will negatively affect their environment, then **barenaked™** floors are the way to go. **barenaked™** is a PVC FREE flooring that many see as a cleaner choice. **Shannon Specialty Floors** has developed two PVC FREE collections that both offer No Wax & No Buff Maintenance practices and are produced from natural minerals combined with an ionomer-impregnated bonding agent giving the material high resistance to indentations and wear.



Click to view barenaked™ PVC FREE CS Homogeneous Sheet

As an Educated Dealer, **PARflooring** believes there is a place for **EVERYONE** (Vinyl, Phthalate Free, 100% Virgin PVC Vinyl & PVC Free Resilient Flooring) in the CRE marketplace. Budgets and needs vary, but I can confidently say, all forms are safe and all types have a function well served. Lean on **PARflooring** to help you select the material that will help you increase your ROI while providing you with a flawless installation. Experience does matter.



Click to view barenaked™ PVC FREE LT Heterogeneous Plank

Here are 2 CRE Narratives Worth your Time:

CREW Crew Network



I am proud to be a member of CREW Network, the leading producer of research on women in CRE. With the release of the 2015 Benchmark Study Report: Women in Commercial Real Estate, Crew Network has produced the most extensive industry research to date over an unprecedented 10 year span, tracking and analysing specialization, compensation and career achievement by gender. CREW Network members comprise nearly 10,000 industry professionals worldwide and represent nearly all disciplines of commercial real estate to "do the deal."

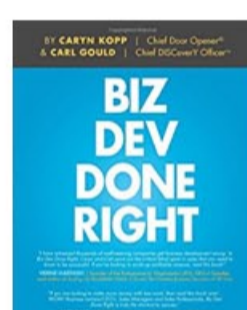
✓ This study indicates that an 'aspiration gap' exists between men and women in #CRE: 28% of women aspire to the C-suite vs. 40% of men; 47% of women aspire to the senior vice president, managing director or partner levels.

✓ The Report reveals that the #CRE industry median annual compensation is \$115,000 for women and \$150,000 for men - an average income gap of 23.3%.

✓ Review the **full report**. #crewbenchmark #pledgeforparity #paygap

BIZ DEV DONE RIGHT

Amazon.com Best Seller & NJ Entrepreneur, Caryn Kopp demystifies the sales process and provides useful tools to keep your pipeline moving forward. Her Door Opener skills are empowering and have made a difference for TeamPAR --- check out her new book, **Biz Dev Done Right**.



Have you Seen TeamPAR's 2016 Business Crushes on LinkedIn?

Each year **TeamPAR** enjoys hand picking 12 people in our industry that we respect for their knowledge, years of experience, philanthropic efforts, ability to mentor, for being a great client or just a long standing friend to **TeamPAR**. Fun, right?



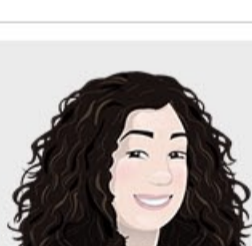
The first 6 **Business Crushes** were ogled over in our March Newsletter and numbers 7-12 are equally impressive! (drum roll please...)

7. [Joanne Orozco of NGKF](#)
8. [Tim Franges, Jr. of Prolong Pharmaceuticals](#)
9. [Ted Brennen of Wallkill Group](#)
10. [Nate Stone of Alfieri](#)
11. [Toni Lynn Davis of Green Hill](#)
12. [Steve Lazarus of Axis Architectural Studio](#)

Check them out! We think you too will agree...

They are all fantastic!

Connect with them on LinkedIn

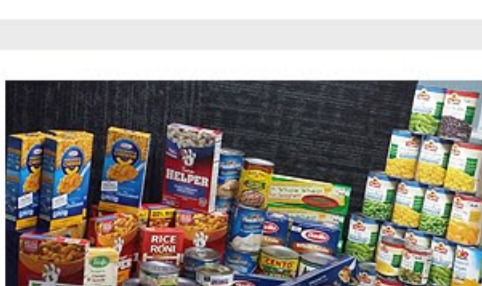


KAREN'S CORNER

HOW BEAUTIFUL IT IS TO STAY SILENT WHEN SOMEONE EXPECTS YOU TO BE ENRAGED.

Follow @TheHappinessHelpers on Instagram

*My SUV was picked up from my office from Lexus of Route 10 for its routine maintenance "checkup". I have always been impressed with this dealerships customer service and enjoy their free concierge service with a complimentary car wash too! Well, I was oddly interrupted on a conference call from a very startled manager who informed me that a tow truck just backed into my parked SUV at their dealership. GULP! Mind you, my car has only 18,000 miles on it and is only slightly over one year old. I was so surprised by the call that I chose to stay silent when he expected me to scream. Now this routine item on my "to do list" has turned into a major chore, but Lexus of Route 10 did not set out to ruin my day and honestly they have done everything within their power to make things right ever since. Today, Alexa and I are in Jersey City in the loaner vehicle Lexus provided to me trying to navigate Route 1&9 and its never ending construction and my cell phone rang on Bluetooth --- "Hello, Karen? This is Jane Doe of Lexus of Route 10. I am just calling to follow up on the service you had performed on your car yesterday. Did we meet your satisfaction?" After a long pause, I giggled and replied, "Well Jane I think you are out of the loop. You see, I have not received my car back because it was run over by a tow truck at your dealership yesterday." I learned that my car was the talk of the dealership yesterday since such events appear to happen and my name was not marked as a **DO NOT CALL** on the follow up list! Jane was very grateful for my day after humor. My mother always said you get more with honey than vinegar --- I am a work in progress with this lesson, but I guess this is one instance she can be proud!*



Supporting our Neighbors

TeamPAR chose to support **Paradigm Marketing & Design** this month and their efforts to aid the Interfaith Food Pantry because we believe that neighbors should help neighbors year round. Thanks for making a difference in Morris County, Rachel & everyone @ **Paradigm Marketing & Design!**

Ladies Night Out!

The **TeamPAR** ladies in Denville some creative R&R @ **Uptown Art in Denville** sipping wine while painting our masterpieces. (I know, I took that statement a bit too far!) Great team building event --- who is ready to join us for round #2?

