



# WOOD FLOOR BUSINESS

Empowering Wood Flooring Professionals



## What do I need to prepare for my WFB Outstanding Retailer Awards entry?

1. **Company Basics:** We need your number of locations, year founded, number of employees, annual revenue, percentage of business that is wood flooring, etc.
2. **Company Story:** Tell us about the history of your company. Describe how your business has evolved and explain your company's core philosophy.
3. **Customer Service:** Provide examples and/or anecdotes that best exemplify your company's customer service.
4. **Store Design:** Include high-resolution photos of your store design. Include information on merchandising techniques, unique locations, etc.
5. **Digital Footprint:** Tell us how your company stays up-to-date digitally in terms of marketing, customer service, management, etc.
6. **Marketing:** How do you promote your business? What's your best success story?
7. **Employee Management:** How do you manage your employees in terms of training, maintaining morale, etc.?
8. **Other Activities:** Tell us about anything else that you think sets you apart from the typical retailer. Include high-resolution photos, company brochures/marketing materials and/or other documentation.

**Keep in mind that the more detail you tell us about your company, the greater your chances of being selected. When you're ready to enter, visit [wfbmag.co/retailawards21](http://wfbmag.co/retailawards21).**

**DEADLINE:** Applications close June 1. Winners will be featured in the August/September 2021 issue of Wood Floor Business.

**QUESTIONS?** Visit [wfbmag.co/ora21](http://wfbmag.co/ora21) or email [editors@woodfloorbusiness.com](mailto:editors@woodfloorbusiness.com).

