

OPEN SAMPLE BAGS

47

6 past 21 days · 11 out last Sat

SAMPLE-TO-MEASURE (90D)

34%

+9 pts vs. clipboard era

MEASURES THIS WEEK

9

5 booked by text, 3 after hours

MEASURE-TO-CLOSE (90D)

49%

store-wide, all categories

OPEN QUOTES

\$71.4k

18 quotes · 3 past day 14

Sample checkouts

sorted by next action

CUSTOMER	TOOK HOME	ROOMS	OUT	CADENCE	STATUS
Erin Walsh Luis	Hartwell white oak (eng.) Bayside LVP, 2 more	Kitchen, living ~640 sq ft · dog	4 days	Booked from her reply	Measure tomorrow 10 AM
R. & T. Okafor Kara	Porcelain 12x24 "Slate Fog" 2 grout samples	Primary bath ~110 sq ft	4 days	Side-by-side today	Asked about heated floor
Dev Patel Luis	Bayside LVP Coastal Ash LVP	Whole downstairs ~900 sq ft	11 days	Next: Oct 15	Waiting on move date
M. Brandt Kara	Carpet, 3 colorways Plush + berber	3 bedrooms ~520 sq ft	22 days	No replies to 4 texts	Owner call
J. Romero Luis	Hickory solid, 2 stains	Dining, hall ~300 sq ft	Returned	Sequence stopped	Lost · price

Erin Walsh

text thread

Auto · Mon 10:02 AM (day 2)

Hi Erin, it's Luis from Riverside Floors. How are the samples looking in your kitchen? The Hartwell white oak can read pretty different in morning light versus at night, so check both before you decide.

Erin · Tue 9:40 PM

We're down to the Hartwell and the Bayside LVP. Which one can we get in faster? Want it done before Thanksgiving.

AI reply · Tue 9:41 PM

Bayside is about 2.5 weeks out right now, Hartwell about 6. Either works for Thanksgiving if we measure soon. Thursday 10 AM or Saturday 9 AM?

Erin · Tue 9:44 PM

Thursday at 10 works.

Lead times pulled from distributor portal nightly. Pricing questions beyond a per-sq-ft range go to the salesperson.

Measure appointments

next 7 days

Erin Walsh · kitchen, living

Thu 10:00

Bring Hartwell + Bayside full boards

Lindqvist · LVP, basement

Fri 1:00

Reminder confirmed · path cleared

Huang · hardwood refinish

Sat 9:00

Booked by text, 10:12 PM Mon

Okoro · tile, 2 baths

Sat 11:30

Reminder goes out Fri 4 PM

Castillo · carpet, stairs

Tue 3:30

Asked to bring stair-nose samples

Quote aging

after measure

Day 0-3 · 7 quotes

\$24.8k

Day 4-7 · 5 quotes

\$21.6k

Day 8-14 · 3 quotes

\$11.2k

Day 15+ · 3 quotes

\$13.8k

Call today:

Meyer, \$6,200 hardwood, day 15. Asked on day 3 whether tear-out was included; it is.

Measure-to-close

last 90 days

Luis

61%

23 measures · 14 signed · quote sent same day (median)

Kara

38%

21 measures · 8 signed · quote sent in 4 days (median)

By category

LVP 58% · Tile 52% · Carpet 47% · Hardwood 36%

Hardwood quotes sent without a lead time close at about half the rate of those with one.

Follow-up cadence

runs from the moment samples leave the store

DAY 0

Checkout logged

Tags scanned, rooms + rough sq ft, pets noted

DAY 2

Light check

"How do they look in your kitchen?" No pitch

DAY 5

Side-by-side

Two finalists: price/sq ft, wear layer, lead time

DAY 10

Measure ask

Two real slots offered, booked in the thread

EVERY 2-3 WKS

Slow check-in

Lead-time changes, new arrivals in their style

STOP

Samples returned

Reason logged: price, timing, went elsewhere