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Members share feedback about what they want for Perfect Home hardwood

Hardwood Comes to Perfect Home Flooring Alliance updates products & enhances technology

By Mallory Cruise-McGrath

[Park City, Utah] Alliance Flooring welcomed more than 100 CarpetsPlus COL-ORTILE and Carpetland members to its convention here — dubbed Family Vacation 2025 — to discuss new product introductions its Perfect Home Flooring program, including a new hardwood offering.

“As a group, we fared better than most,” co-CEO and president Kevin Logue shared with attendees. “I fully believe business will start to come back in the second half of 2025. [But] we need a rate cut, we need housing starts back and existing home sales.”

The stage is set, Logue stated, for hardwood to make a comeback. “Wood continues to take share — the timing for what we’re doing here is perfect,” he said.

Alliance was intentional in introducing hardwood last as it knew it’d be the most difficult product assortment to regionalize. “We wanted to take the time and make sure we got it right. That’s where the growth is going to be and that’s where the opportunity lies,” Logue offered. Perfect Home’s hardwood offering will feature a 48 SKU hardwood wall.

Ahead of convention, members met with nine wood vendors to look at 300 products and narrow down the wood offering to 100 products, explained co-CEO and president Ryan Dunn. “It’s broken down by region so what does that look like?” As hardwood is so highly regionalized, the group has brought on new distributor vendors to support its program.

“We wanted to start with three regions and dig deeper into those regions but eventually, long term, it could be broken down into six or seven regions,” Dunn explained. “We received great feedback on colors, presentation, the story salespeople told, displays; how they’d like to have good, better, best options; rustic and clean products.”

Members wanted options, said Dunn. “We’re walking away with a clear focus.”

Indeed, what separates Perfect Home from other selling systems out there, Dunn reported, is that members themselves are picking the product. “Pick what you want to sell — we’re giving [members] the power to build it because then you have to go sell it,” he said, adding, “To pick the product from our corporate office would be harder to sell because every region is so different.”

Alliance first introduced Perfect Home in 2023 and continues to enhance the program. “The first 50 who took it on were pioneers with taking the vision we had,” Dunn shared with attendees. Currently, 72 members have brought on Perfect Home with the goal being 100 members. “Of the 72 Perfect Homes, it’s evenly split between the East Coast and West Coast,” Dunn added.

For full Alliance convention coverage, visit FCW1.com and look for FCW’s July 14 issue.



Member Chuck Rude checking out a potential Perfect Home hardwood selection



Brett Miller, NWFA's lead trainer, speaks to members about hardwood's outlook



Alliance's Kevin Logue & Ryan Dunn