

FLOOR

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Members have input about Perfect Home hardwood wants and needs. Hardwood addition to launch in 2026.

Alliance Flooring Convention Focuses on Perfect Home Program Expansion and Industry Leadership

By Tanja Kern

The 28th annual Alliance Flooring Convention brought together industry professionals at the Grand Hyatt Deer Valley in Park City, Utah, from June 16-20, with a “Family Vacation” theme that combined learning opportunities with networking and product showcases.

The convention centered heavily on the company’s Perfect Home Selling Solution, which launched at the 2023 Austin convention with all 50 initial sets selling out immediately. Co-President and CEO Ryan Dunn told attendees that the first adopters were “pioneers with taking the vision we had.”

Currently, 72 members have implemented Perfect Home, with the goal of reaching 100 participants. “Of the 72 Perfect Home dealers, it’s evenly split between the East Coast and West Coast,” Dunn noted.

The program has rolled out in phases since its launch. Phase one featured carpet shipping in September 2023, followed by Phase two in July 2024, which included LVP, LVT, PVC-Free, and laminate products. Phase three, focusing on hardwood flooring, is scheduled for launch in 2026.

Co-President and CEO Kevin Logue emphasized the importance of member input in shaping the upcoming hardwood program. “We need to hear from you and what you want so we can make this as effective a program as possible,” Logue said, seeking feedback on preferred suppliers, popular species, and successful constructions.

Logue expressed optimism about the hardwood market’s potential. “Wood continues to take share — the timing for what we’re doing here is perfect,” he stated.

During Wednesday’s opening session, Logue reflected on the Perfect Home program’s progress. “You are a part of the hottest thing going in flooring. Thank you for helping us build this,”

he told attendees. He described the first year of sales as “a resounding success.”

The convention also showcased new CarpetsPlus ColorTile merchandising with 10 new displays and updates. The exhibit hall featured new suppliers including Artivo, Galleher, Stanton, Cain & Bultman, Marquis, Floorzap, and Tech Stain-X.

The convention featured a Women in the Floor Covering Industry (WIFI) roundtable meeting that addressed topics including leveraging Alliance Flooring resources, navigating down markets, entering new categories, generational succession, and technology tools.

Ron Dunn emphasized self-leadership as crucial for influence. “The hardest person to lead is yourself. Self leadership is the key to influence. You cannot have sustained performance without self-leadership.”

Will Young, senior vice president of residential sales for Engineered Floors, provided market insights, noting that 90% of sales are existing homes with only 10% from new builds. He pointed to new apartment buildings as a bright spot in the market.

Economic insights came from Wells Fargo representatives Steve Jermier, senior vice president of relationship management, and economist Nicole Cervi. Cervi addressed tariffs, spending growth, labor markets, and mortgage rates, noting that while soft sales may continue in Q3 and Q4, she expects growth to resume in 2026, particularly if the Federal Reserve cuts rates by 50-75 basis points as anticipated.

The convention’s closing keynote came from Ron Dunn, co-founder and former co-CEO of Alliance Flooring, who spoke on leadership. “I want to acknowledge you have lead through some tough times these last three years; you’ve lead through inflation, rising wages, and a labor shortage of skilled installers,” he said.

Member Dave Lee, owner of ColorTile & Carpet in Salem, Oregon, won a free trip for two to next year’s convention during the prize drawings—marking his third win.

The convention also highlighted the introduction of custom medallions and motifs created by Travis Robison of Robison Design Flooring, a master Karndean installer and Alliance Flooring member who has developed exclusive custom creations for the group.

2025 Alliance Flooring Award Recipients

Retailer of the Year – Don Cantor, Lake Interiors, Chelan, Washington

Gold Record Award Winners – Members who purchased over \$1 million through the program
Platinum Record Award Winners – Members who purchased over \$2 million through the program

Highest Sales Increase – John Coleman, Carpetland USA Grand Junction, Colorado

Highest Sales Increase – Marc and Troy Bryan, Bryan Flooring, Des Moines, Iowa

Highest Sales Increase – Missy Bakken, CarpetsPlus of Rochester, Minnesota

Retail Sales Associate of the Year – Jon Cantor, Lake Interiors, Chelan, Washington

Retail Sales Associate of the Year – Josh Adams, Cleveland Carpets and Floors, Griffin, Georgia

New Member of the Year – Todd Wheelis, ColorTile of Medford, Oregon

New Member of the Year – Adam and Mary Wilson, CarpetsPlus Flooring Designs, Steamboat Springs, Colorado

Perfect Home Member of the Year – Josh Elder, Gainesville CarpetsPlus ColorTile, Gainesville, Florida

Perfect Home Supplier of the Year – Engineered Floors

Member’s Choice Supplier of the Year – Karndean

Supplier of the Year Soft Surface – Shaw Floors
Supplier of the Year Hard Surface – Mohawk