

A woman with curly hair, wearing a yellow polka-dot sleeveless top and blue jeans, is smiling and playing with a young child with curly hair in a modern living room. The child is wearing a light-colored t-shirt and blue shorts, and is captured in a dynamic, low-to-the-ground pose. The room features a large window with green curtains, a brown sofa with a patterned pillow, a wooden coffee table, and a bookshelf filled with books and decorative items. The overall atmosphere is bright and cheerful.

# CENTRICITY

Unlock New Revenue Streams



# How flooring retailers can grow topline revenue by 3-6%

*In a landscape clouded by economic uncertainties, flooring retailers find themselves navigating through challenges such as inflationary trends, a looming Fed tightening, and a downturn in the housing market. Amidst this backdrop of caution, there exists a beacon of opportunity for those willing to innovate and redefine the customer experience.*





A photograph of three people in a store setting. On the left, a man in a light blue button-down shirt is leaning over a counter, pointing at a black portfolio or book. In the center, a man in a light grey shirt and suspenders is looking at the portfolio. On the right, a woman in a blue and white striped long-sleeve shirt is smiling and looking at the portfolio. They are surrounded by various flooring samples, including wood-look planks and tiles, on the counter. The background shows a window with a grid pattern and some papers on a shelf.

## Flooring innovation that leads

*At the forefront of this innovation stands Centricity, revolutionizing the flooring industry with our pioneering accidental damage protection plans. This groundbreaking offering not only provides peace of mind to customers but also unlocks avenues for retailers to elevate their revenue streams and solidify their position as trusted advisors in the market.*






# Accidental damage protection: redefining safety nets

*Centricity's accidental damage protection plan stands as a shield against the unforeseen mishaps that traditional warranties and insurance fail to cover. With a comprehensive 5-year coverage starting from the date of installation, our plan boasts a hassle-free online claims process devoid of deductibles or hidden fees.*

*Our protection extends to the everyday accidents that threaten the beauty and integrity of your customers' flooring investments.*





*From a couch-induced gouge on pristine hardwood to a misplaced hammer denting luxury vinyl plank (LVP).*





*From a cast-iron skillet shattering kitchen tiles to a mishap with candle wax, ink, or paint staining the floor.*



# Backed by extensive research

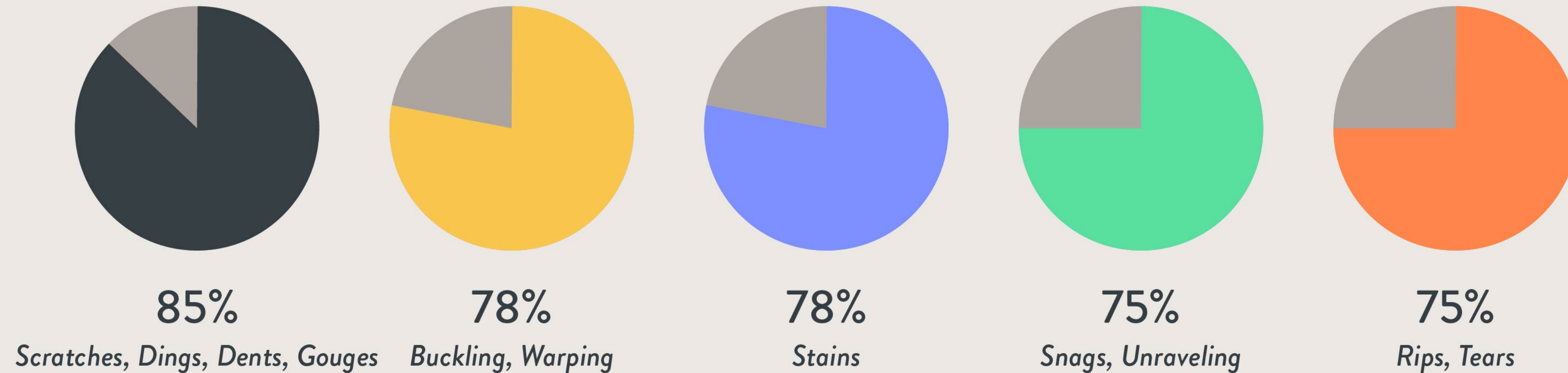
*Our commitment to excellence is grounded in robust consumer research. With over 7,400\* interviews conducted, we unearthed invaluable insights:*

- *60% of customers agree that protection is important or very important*
- *That number grows to 80% for customers that are interested in premium flooring*
- *Urban households show a staggering 74% interest in flooring protection.*
- *First-time homeowners exhibit a 69% likelihood of investing in flooring protection.*





# Here's how interest was rated extremely important or very important on covering specific accidents:



These statistics underscore a significant market demand that Centricity is uniquely positioned to fulfill, with a remarkable 50% current attach rate validating our approach.

\* In order to qualify for the survey, respondents had to own their own home and be the primary decisionmaker in the household. In addition, homeowners had to have upgraded an area of flooring in their home in the last 5 years or be at least somewhat likely to do so in the next two years.



# Empowering retailers

*For flooring retailers, our accidental damage protection plan isn't just a product; it's a gateway to growth. By offering this exclusive coverage, retailers have an easy-to-implement program that will:*

- Expand revenue by 3-6% with your existing foot traffic without any inventory investment.*
- Reduce free service work and enhance customer satisfaction and loyalty.*
- Leverage three distinct opportunities for selling protection: at the point of sale, during installation scheduling, and on the day of installation.*
- Generate high margins of more than 50%*
- Provide easy online technology service platform*
- Be quickly adopted your sales staff with world-class training and marketing materials*
- Result in higher average ticket price*







*Furthermore, retailers benefit from additional touchpoints to upsell flooring while repairing damages, effectively turning service calls into sales opportunities.*

*Your flooring sales associates will enjoy the program because they will get paid more and stay longer!*





## Delighting customers

*For customers, Centricity's plan provides unparalleled peace of mind. No longer do they need to fear the repercussions of everyday accidents, whether from pets, children, or guests.*

*Our no-hassle claims process, devoid of deductibles and hidden fees, ensures a seamless experience, reinforcing our commitment to customer satisfaction.*



# Protect floors effortlessly

*For every customer who's ever had to shop for new flooring because of a stain or gouge caused by an accident, there's an opportunity to delight your customers by offering them an accidental damage protection plan from Centricity.*

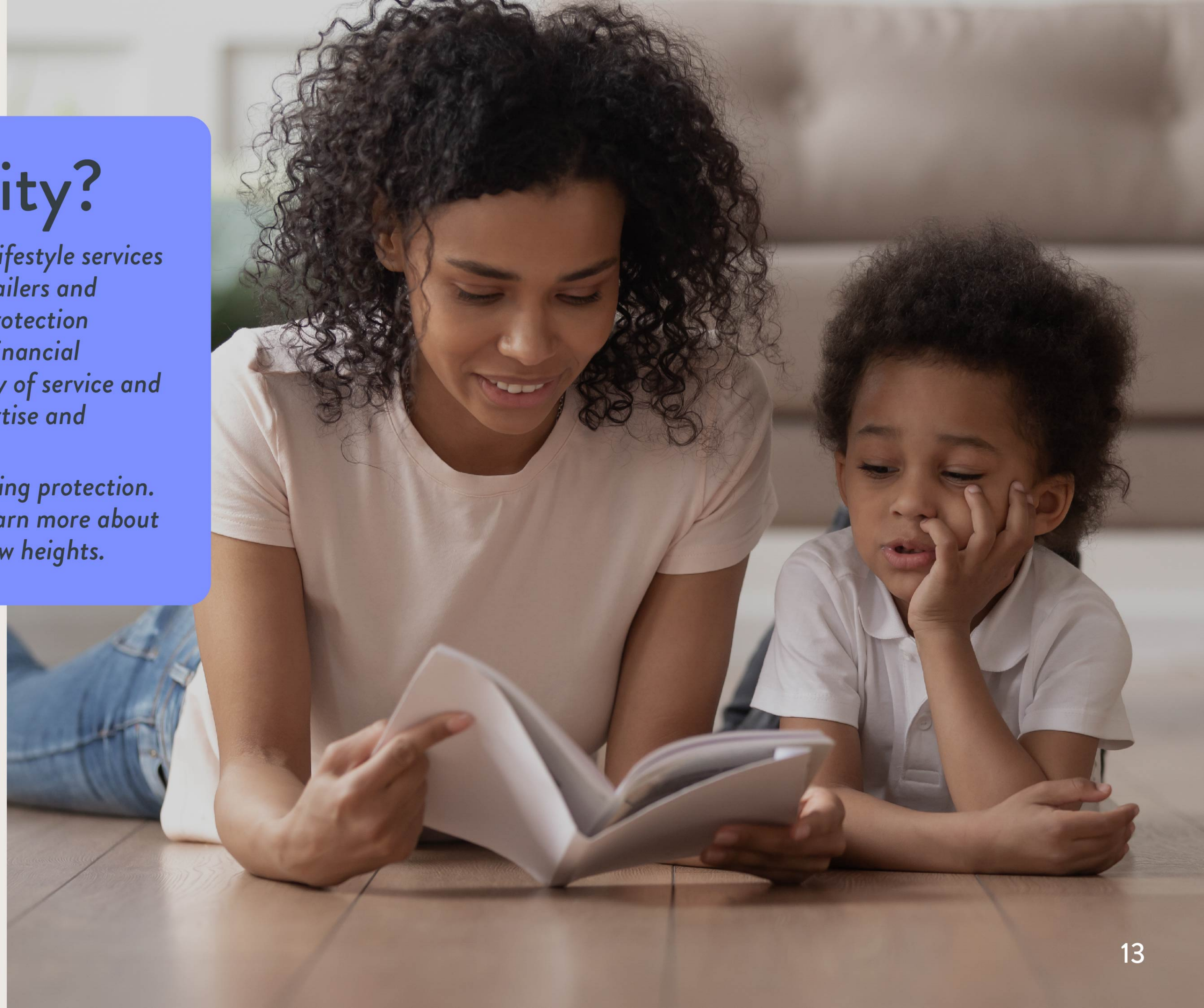




# Who is Centricity?

*Centricity isn't just a provider; we're a lifestyle services company dedicated to empowering retailers and manufacturers with tailored product protection solutions. As a subsidiary of Bankers Financial Corporation, boasting a 47-year legacy of service and protection, we bring unparalleled expertise and reliability to the table.*

*Join us in redefining the future of flooring protection. Visit [www.centricity.com/flooring](http://www.centricity.com/flooring) to learn more about how we can elevate your business to new heights.*







## Centricity by the numbers:



**9M+**  
Contracts  
Managed



**500K**  
Flooring  
Contracts



**>\$3B+**  
In Assets  
Protected



**4.5**  
Trustpilot  
Rating



**47 Yrs**  
St. Petersburg  
Florida



**3K**  
Service  
Points



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