

News Release
FOR IMMEDIATE RELEASE

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NEW The Floor Store Diamond Certified Company Report SUMMARY UPDATE
Celebrates 40th anniversary, offers up to \$500 off of any flooring purchase, publishes new blogs on its website, new survey responses posted

Petaluma, CA, September 4, 2026 – Diamond Certified Resource has published a new Company Report Summary Update on [The Floor Store](https://www.thefloorstore.com). This newly researched report for quality-seeking Bay Area consumers adds to The Floor Store's deep info company report on [diamondcertified.org](https://www.diamondcertified.org), which includes in-depth ratings, researched articles, verified real customer ratings, verbatim survey responses, videos, photos, a capabilities table and more.

The Floor Store has earned Diamond Certified for 19 consecutive years, with 1,138 verified customers surveyed and a customer loyalty rate of 93%. The company offers all types of flooring products at 10 locations throughout the Bay Area.



Here are some highlights from the new Update:

- Celebrated its 40th anniversary
- Started offering up to \$500 off of any flooring purchase
- Published several new blogs on its website

Inventory & Distribution Manager Dakota Flick, Diamond Certified Expert Contributor

Dakota Flick is a veteran of the flooring industry who has contributed his expertise to help Bay Area residents improve their flooring projects. He is available to provide his unique insights on all types of flooring topics. Reach him directly for interviews at dakotaf@floorstores.com or (510) 899-9483.



Dakota's expert tips and additional information about The Floor Store can be found below.

[The Floor Store Diamond Certified Company Report + New SUMMARY UPDATE](#)

The Floor Store Diamond Certified Video Reports

[Company Profile](#)

[Company Story](#)

[Expert Contributions](#)

Inventory & Distribution Manager Dakota Flick's Diamond Certified Expert Contributions

[Dakota Flick Expert Tip: The Importance of Flooring Samples](#)

[Dakota Flick Expert Tip: Mixing and Matching Flooring](#)

[Dakota Flick Expert Video: Trusting Experts During Your Flooring Project](#)

[Dakota Flick Expert Video: Mixing and Matching Flooring](#)

[Dakota Flick Expert Video: The Importance of Flooring Samples](#)

"The Floor Store has earned Diamond Certified for almost two decades, and we're proud to add even more deep research about them in this new Summary Update," says Greg Louie, founder and CEO of American Ratings Corporation, creator of Diamond Certified Resource. "When you read their survey responses and see photos of their jobs, they really stand out as an excellent flooring showroom."

Only companies that score Highest in Quality and Helpful Expertise earn Diamond Certified. What really separates Diamond Certified ratings from the star score averages at review sites is that a large, random sample of each company's customers are surveyed by phone to get the most accurate ratings and verify only *real* customers are responding. By surveying from a company's entire customer base, each company's research results truly represent its customer satisfaction level. Most companies can't pass the rating.

About The Floor Store

[The Floor Store](#)'s 10 locations around the Bay Area offer a comprehensive selection of flooring, from name-brand designer carpet (specializing in 100% New Zealand wool), luxury vinyl flooring and laminates to exotic hardwoods, tile and natural stone. The company carries every major manufacturer's products, but it also goes beyond the traditional retailer's role by directly importing tile, stone, luxury vinyl plank and hard-to-find exotic hardwood.

Larry Flick is president of The Floor Store, a Diamond Certified flooring showroom. He can be contacted at larryf@floorstores.com or (510) 899-9483.

About American Ratings Corporation

American Ratings Corporation (ARC), the creator of [Diamond Certified Resource](#), the source for consumers who love quality local companies, rates local companies by surveying only their verified real customers to produce the country's most accurate ratings of local companies. It also creates deeply researched company reports and consumer guides that give consumers the best companies plus the best advice for choosing a local Auto, Home, Health or Personal service type of company.

Only companies rated Highest in Quality and Helpful Expertise® earn Diamond Certified and are backed by their Performance Guarantee. All their deeply researched reports and guides are available for free at diamondcertified.org. They also produce an annual, full-color, printed Diamond Certified Directory with 840,000 copies published in 9 geographic zones in the Greater San Francisco Bay Area. Each April, these are mailed for free to their 182,000 Diamond Certified Preferred Members and selected homeowners and companies.

Greg Louie is CEO of ARC. He can be contacted at greglouie@diamondcertified.org or (925) 548-3175.