

News Release
FOR IMMEDIATE RELEASE

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THE FLOORSTORE

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NEW The Floor Store Diamond Certified Company Report SUMMARY UPDATE
Celebrates 39th anniversary, President Larry Flick appointed to executive committee of the WFCA, posts new blog on its website, new survey responses posted

Petaluma, CA, August 8, 2025 – 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, 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 18 consecutive years, with 1,016 verified customers surveyed and a customer loyalty rate of 93%. The company sells all types of flooring products at nine locations throughout the Bay Area.



[The Floor Store Diamond Certified Company Report + New SUMMARY UPDATE](https://diamondcertified.org)

The Floor Store Diamond Certified Video Reports

[Company Profile](#)

[Company Story](#)

“The Floor Store has earned Diamond Certified for nearly 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 a remarkable 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 nine 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.