

Buy Local. Get Value.

Steamboat businesses deliver quality and customer satisfaction

Community, trust and quality. Three simple words with an important purpose - Value!

When purchasing anything these days, one of the most important factors to consider is the value you get. Who you buy a product from more than ever, can make a big difference in a customer's experience; not only at the time of sale, but months and even years down the road.

Local businesses understand that when they do business within our community, their reputation is on the line. What Steamboat Springs' local retailers can deliver is a true sense of community, trust and quality that may not be found when doing business with stores far from home. Based on accessibility and quality of products, Steamboat businesses have the upper hand.

Value, Value, Value

One Steamboat Springs business that is tackling the misconceptions of local business having less selection and higher prices is **Affordable Flooring Warehouse**. Affordable Flooring Warehouse opened in the Cooper Ridge Business Park in March 2006, with over 25 years of experience in the flooring business.

"The entire concept of Affordable Flooring Warehouse is to be able to provide the Yampa Valley with a "big box" or "city" flooring selection and prices, but with small town, local friendly service," says **Affordable Flooring Warehouse owner Bill Stein**. "We offer everything that flooring stores in bigger markets do – full lines of carpet, tile, wood, laminate, fiber floor, area rugs and supplies all from major manufacturers."

With a huge inventory, years of experience and a personal commitment to fostering a prosperous business community, Stein asks if it is worth it to buy goods outside our region.

"Why add more trouble to the process by driving out of town, paying for gas and hassling with people you don't know, when you could get the same product here, for an equivalent price and with a business that supports you and the community we live in?" asks **Bill Stein**. "We hope people realize that whenever they can, to please keep their dollars here in our community. Without local support, businesses like ours in this valley cannot survive."

While remodeling their home, Steamboat Springs' residents **Craig and Andy Kennedy** found the value they were looking for while staying within their budget by purchasing materials at Affordable Flooring Warehouse. "Honestly, we looked all over for floor materials and the best prices we found were right here in town," said Craig Kennedy. "We always prefer to buy local, so when we found this great deal it was an easy decision."

It's more than just the "Sale"

The "Buy Local" concept is more than a slogan to Steamboat Motors owner Jeff Steinke. It is a way of life. He and his staff work hard to provide exceptional value and unprecedented quality.

"When making a purchase, a lot of people are looking for immediate gratification instead of thinking about the big picture," notes Steinke. "When people recognize that their dollars affect their neighbors, they will help businesses become more viable and choose to buy locally."

Customer's dollars are directly tied to their loyalty. If a customer has a good experience and feels that they got a good value, they will tell their friends and return to the business. On the flip side, a negative experience can hinder the reputation of a business.

Steinke says that only 10% of a consumer's experience is buying the product. The other 90% takes place after the sale with maintenance, service and the overall experience.

"The biggest value for our customers isn't necessarily the sale of the automobile. The true value within our company comes in the support and assistance after the sale," notes Steinke. "Our company will be here for the long haul. Our customers know they will get value from us because we are their neighbors and their friends. We are invested in our customers; we wouldn't have it any other way."

Community, trust and quality are the cornerstones to good business practices. Find the value you are looking for by shopping in the Yampa Valley. The Steamboat Springs Chamber Resort Association urges you to look locally first before making any purchases. You may be surprised not only at the selection in town, but you can rest assured that when you do business here, you will receive the highest quality and value; local businesses depend on it.