

PRESENTED BY

FLOORS ETC.

FOR

BUILDERS and REMODELERS

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# Capability Presentation

*Everything Covered.*

April 2026



BUILT FROM THE GROUND UP

# Our Story

Floors Etc. was founded in the 1890s by my great-grandfather, Nathen Ginsburg, as a feed company in Baltimore. By the early 1900s, it evolved into a hardware and supply store in Pigtown on Washington Boulevard, with advertisements appearing in *The Baltimore Sun* as early as the 1920s.

In the 1960s, the business expanded into do-it-yourself flooring, becoming one of the first Armstrong dealers in the Baltimore market. In 1971, my father, Stanley Ginsburg, opened one of the region's first dedicated retail flooring showrooms, bringing hardwood, vinyl, carpet, and tile together under one roof.

Today, Floors Etc. operates a 10,000-square-foot showroom serving the Mid-Atlantic across residential and commercial divisions. While the business has evolved across generations, one principle has remained constant: everything starts with the customer experience. That commitment drives every decision and reinforces that the status quo is not an option—continuous improvement is required to stay relevant and deliver value.

— John Ginsburg, CEO , Floors Etc.



***“Built, not inherited.  
Refined over  
generations”***

BUILT FROM THE GROUND UP

# Timeline



- 1890 – Foundation
- Early – Mid 1900s – Generational Growth
- 1965 – Formal Incorporation
- 1980s – Next Generation Leadership
- Late 1900s – Early 2000s – Expansion Phase
- 2000s – Brand Evolution
- 2010s – Scale + Infrastructure
- 2020s – Modern Operation

# Company Snapshot



42

Installation Crews



2

Divisions: Residential + Commercial



Full Fleet

Trucks & Logistics



Expanded

Warehouse & Storage Capacity

# What We Do



- Carpet & Hardwood
- Tile & Natural Stone
- Luxury Vinyl & Rubber
- Concrete Flooring
- Waterproofing Systems
- Heated Floors
- Steam Showers
- In-House Rug & Runner Fabrication

## RESIDENTIAL

*Custom homes · High-end finishes ·  
Complex layouts*

*Carpet · Hardwood · Tile · Stone  
Waterproofing · Heated Floors*

## COMMERCIAL

*Retail · Office · Multi-phase · Full  
scope delivery*

*Rubber · Vinyl · Carpet  
Tile & Stone · Concrete*

# Our Advantage



## Sell & Install

We understand how materials interact before they ever reach the site — eliminating surprises.



## Transitions & Elevations

We think about how finishes meet, how our work impacts other trades, before the first board is laid.



## Catch Issues Early

Our holistic approach lets us identify and resolve conflicts before they hit your schedule.



## Schedule Awareness

We're typically the last trade on the job — we feel the pressure to close things out cleanly and on time.

# Experience Our Luxury Showroom · Timonium, MD



Showroom Floor — Tile Display



Tile & Stone Gallery



Carpet Collection



Hardwood Samples



Luxury Vinyl

*Our Timonium showroom is where Pyramid homebuyers experience the full range of products — guided by our design team.*

# Our Process

## 01

### Pre-Con & Estimating

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Detailed scope review, material selection, and accurate pricing before work begins.

## 02

### Planning & Jobsite Review

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Slab elevations, transitions, heated floor coords, waterproofing prep, voltage checks.

## 03

### Execution

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42 crews deploying precision installs with long-tenured, layout-focused installers.

## 04

### Closeout & Follow-up

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Clean finish, punch list resolution, and post-install accountability built in.

PRE-INSTALL DISCIPLINE

# Pre-Install Discipline

WE SOLVE PROBLEMS BEFORE THEY  
SHOW UP ON YOUR SCHEDULE

*"We bring solutions — not  
just problems."*



Slab & elevation review



Transition planning



Voltage & heated floor  
coordination



Waterproofing prep &  
verification



Material checks & quality  
review



Coordination with other trades

# The Value



## Technical Expertise

Full-scope mastery across all flooring types



## Strong Communication

Proactive, clear, and solution-focused



## Schedule Awareness

We know we're the last trade — we act like it



## Trade Coordination

We work with your team, not around them



## Full Scope Capability

Residential, commercial, complex installs



## 42 Crews — Built to Scale

Infrastructure engineered for your tier of work

# Our Residential Work



# Our Residential Work



# Our Residential Work



# Our Residential Work



LET'S BUILD SOMETHING TOGETHER

# What's Next?

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1. What do you value most in a trade partner?
2. Where are you seeing the biggest challenges right now?
3. What's the right next project for us to partner on?

**We're structured, staffed, and ready for your tier of projects.**