

PRESENTED BY

FLOORS ETC.

FOR

PYRAMID BUILDERS

Capability Presentation

Everything Covered.

April 2026



Why We're Here



Our Structure

See how we're organized to handle complex, multi-phase flooring scopes.



How We Execute

Understand our thinking, process, and what sets us apart on the jobsite.



Where We Fit

Identify where we can strengthen your current trade partner mix.

The Team



Rachael Ginsburg

Senior Design / Sales

15+ years serving leading designers & custom builders.



Olesya Filippova

Director Residential

15+ years in flooring. ASID Industry Partner.



Dave Prendergast

Sr. Project Manager

30 years at Floors Etc. Tile & stone specialist.

BUILT FROM THE GROUND UP

Our Story

This business is personal for me.

My family started Floors Etc., and I was five years old putting away carpet samples for 25 cents. I've grown up in this business — seeing it at every level.

What started as a small flooring store has evolved into a much more complex operation, but that foundation is still how we think today.

We didn't inherit this level — we built it. And because of that, we don't take shortcuts, and we don't take opportunities for granted.

— *Rachael Ginsburg, 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 · 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.



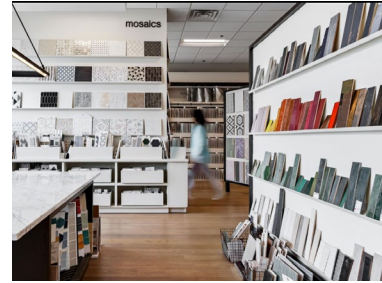
Schedule Awareness

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

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

02

Planning & Jobsite Review

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

03

Execution

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

04

Closeout & Follow-up

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?

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.