

## WHAT IS CFI?

Founded in 1993, CFI is the acronym for the International Certified Floorcovering Installers Association, Inc., in Kansas City, Missouri with affiliates in South Africa, Japan, UK, Australia, China and growing every day.

### ***Union – Independent Association?***

- CFI - Association of independent and union Installers who display professionalism within the industry

### ***What does CFI offer the Industry?***

- A better level of qualified Installers through the CFI Certification process
- Accountability – Complaint Committee
- A strong voice of growing numbers
- Resource through the CFI Directory and Internet for Manufacturers and End Users'

### ***What does CFI want?***

- The Industry to recognize individuals who are committed to providing a quality installation
- Fair compensation \$\$\$ for those that strive for professionalism
- A level playing field with Manufacturers and Retailers

### ***What can CFI do for YOU?***

- Provide you a VOICE in the Industry
- Test your skills and assist in developing those skills to become a more qualified craftsman
- Promote YOU through a national directory and the Internet [www.CFIinstallers.com](http://www.CFIinstallers.com)
- Promote awareness as to the value of a Certified Installer through the Media, Internet and Seminars
- Education through CFI Chapters
- *GREATEST BENEFIT* - Self-respect and an attitude adjustment, resulting in self-confidence!

### ***How do I become a CFI Installer?***

- Go through the Certification process available at locations throughout the USA  
Main Levels - Residential I – II and Commercial I – II and Master or Master-II for continuing education

### ***What does CFI want from ME?***

- A more positive attitude on Monday morning
- A first impression that makes, not breaks an installation; professionalism, a clean appearance
- Clean truck – no beer cans, clutter on the dashboard – more organized
- If problems occur on the jobsite, ability to work with the salesperson and provide education

### ***CFI Certification is the FIRST step!***

- YOU must continue YOUR education! It never ends! There is no Installer that knows it all.
- Too many Installers "Talk the Talk," but they don't "Walk the Walk."

### ***CFI will NOT do for YOU!***

- Tell you to go out the day following Certification and demand a raise
- Get involved with civil issues between a Retailer and an Installer..... a Retailer who did not pay for services or an Installer who did not pay another Installer

### ***YOU can do for CFI .....***

- Promote the organization to your peers
- The stronger we are as an organization, the more we can make a difference in the Industry
- Quit saying that "nothing is going to change" – it won't unless YOU DECIDE TO CHANGE!
- Too many Installers think that CFI is going to do all the work
- Not so, each Installer must decide what can be done to help CFI to grow so it will benefit them

### ***CFI is THE voice for the Installation Industry***

- Is no longer only carpet-affiliated – Hard surface aligning with CFI because of growth of the organization
- Hard Surface Division - Armstrong, Ceramic Tile Education Foundation, Pergo, Kahrs and growing
- The Partners see the value of the CFI Certification process
- WFCIA Association is the single largest contributor to CFI because of the value to the industry
- Abundant education
- Awareness of professional Installers
- Installation Contest – Annually at Surfaces promoting "The Best of the Best"