

PREFERRED FLOORING MI LLC

- Minority Business Enterprise (MBE) MSHDA
- Grand Rapids Micro Local Business Enterprise (MLBE)
- DUNS # 33330844
- Cage Code 88CR9
- SAMS Registered
- NAICS 238330-442210

PAST PERFORMANCE

- PURE Architects
- Grand Rapids Chamber
- Calvin University
- Our Daily Bread Ministries
- Behler-Young
- [Byron Center Public Schools](#)
- Trinity Health
- [Holland Hospital](#)
- [Sytsema Funeral Homes](#)
- Salvation Army
- Bronson South Haven
- Herman Miller – Spring Lake
- Davenport University
- Goodwill
- LG Chem
- Image Studios
- Intertek
- O’Grady Orthodontics
- Rivian Service Center
- West Michigan Academy of Environmental Science
- Westend CRC
- Lifestance Health

OUR MISSION

To elevate the standard of flooring installation. We aim to exceed customer expectations through exceptional service, completing projects on time, within budget, and with unparalleled workmanship.



PREFERRED FLOORING
 2853 3 MILE RD NW, STE B
 WALKER, MI 49534

CAPABILITY STATEMENT

PREFERRED FLOORING

Setting the Standard, One Installation at a Time

Since 2010, Preferred Flooring has evolved into a leading full-service flooring contractor in the Greater Grand Rapids area. Our dedicated team of technicians, installers, and partners leverages deep industry knowledge and expertise to deliver an installation experience that surpasses expectations.

CORE COMPETENCIES

Resilient Tile	ICRI Certified Concrete Slab Moisture Technician
Resilient Sheet Goods – Sheet Vinyl, Linoleum, Rubber	Tarkett Sports Omnisports Certified
Heat Welding	Armstrong Resilient Certified
Flash Coving	nora by Interface Certified
Broadloom Carpet	Protect-All Factory Trained
Modular Carpet Tiles and Planks	Certified Flooring Installers (CFI)
Vinyl and Rubber Stair Systems	NAFCT Heat Weld/Flash Cove Certified
Flooring, Coatings and Adhesive Removal	2016 FCI Installation Award – Best Commercial Resilient Installation
Resinous Coatings	2020 TISE Installer of the Year - Resilient

DIFFERENTIATORS

Preferred Flooring stands as a premier flooring company in Western Michigan, distinguished by our unwavering commitment to excellence in both knowledge and installation. We prioritize continuous education, ensuring our team stays updated on the latest advancements in materials, adhesives, and concrete technologies. This proactive approach allows us to deliver installations that consistently exceed manufacturer specifications. Unlike many of our competitors, who rely on a subcontract-installers, Preferred Flooring boasts a dedicated team of in-house installers. This ensures that every project is handled by skilled professionals who uphold our high standards of quality and reliability. We take immense pride in our advanced installation systems and a comprehensive range of removal equipment, enabling us to maintain project schedules efficiently while complying with OSHA standards. Our blend of expert knowledge, innovative technology, and dedicated in-house installers truly sets us apart from the competition.

VALUES

Quality – Our commitment to excellence is reflected in every aspect of our work, from the meticulous installation process to our professional interactions. We strive to exceed client expectations by ensuring our products and services are nothing short of exceptional.

Knowledge – In a constantly evolving industry, we prioritize continuous learning and adaptability. We encourage our team to expand their skills through ongoing training and professional development, staying at the forefront of flooring trends and innovations. This commitment to knowledge ensures we consistently deliver superior quality and service.

Integrity – Our foundation is built on honesty, transparency, and respect. We hold ourselves accountable for our actions, fostering trust within our team, with our clients, and in our community. This principle is paramount in all our business dealings.

Excellence – Preferred Flooring is synonymous with surpassing industry standards. Our dedication to excellence drives us to continuously improve our processes and products. By fostering a culture of creativity and innovation, we aim to provide value beyond mere floor coverings.

ENHANCING YOUR EXPERIENCE WITH EVERY STEP

At Preferred Flooring, we don't just install floors; we create lasting impressions. Our commitment to quality, knowledge, integrity, and excellence is what sets us apart. We are devoted to not only meeting but exceeding expectations, ensuring every project is a testament to our dedication to excellence.

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