



Aged Maple Natural Wood Floor or White Oak Natural Wood Floor The Team at Brockville Wood Products: (left to right) Matthew Gregoire (Installations), Lorna Farley (Sales & Estimates), Lyne Murphy (Client Service) & Dale Murphy (Owner)

LET'S GET FLOORED

By Jonathan Vickers

How often do you think about floor coverings? Up until recent times, likely not too often, even though we walk on many different types in our everyday lives. Now a days, thanks to Home Renovation and House Hunting Real Estate television shows filling the airwaves, flooring has now become probably the #1 consideration couples and home buyers look at when buying a home/condo or cottage property, even before the kitchen, bathroom, and bedrooms.

"Definitely, it is probably one of the most important decisions a homeowner will make" says Dale Murphy, owner with his wife Lyne of Brockville Wood Products, a locally owned specialty wood flooring business. "Flooring really is the canvas of the house, or in other words, the landscape in the room that homeowners can then build around. Once you choose your flooring, then you can accessorize the particular room to the type of furniture,

appliances or décor to match." Dale continues, "When a customer visits our showroom, there is never any pressure or lack of time. We listen to their story to understand what they are trying to accomplish. We get customers that know what they want, to others that need some guidance. Some of the questions we ask for instance, "What theme, style, or look are you trying to get in the room? What type of traffic will the floor be subject to? Do you have kids or pets? And of course we always offer cleaning and everyday maintenance tips. After listening to the customer's needs and answers to such questions, often times they take home large flooring samples to live with for a few days. Then it is common to make an appointment to do an onsite consultation. Take measurements and ultimately provide a detailed quotation. It doesn't matter if you're renovating or building your dream home, we'll be there for you."

Dale speaks from experience. He worked in the high tech industry for many years in software development and project management, which gave him a good solid foundation for planning, quality results, meeting deadlines, as well as team building skills. During the tech downturn, Dale took advantage of an opportunity to join forces with a family member in the contracting and construction industry. There, he learned the business from the ground up, working with individuals who mentored him in design, estimating, planning, and building those projects. Through these learned skills, Dale eventually ventured out on his own to take on a business opportunity in the Brockville Marketplace. He founded Brockville Wood Products with his wife Lyne in 2006 and they have never looked back. They are proudly celebrating their 10th business anniversary this year. In addition to proudly selling Canadian made hardwood flooring products, they also help homeowners choose softwood, cork, ceramic and bamboo flooring. They also offer complete Staircase & Handrail solutions. Even still, if your project needs trim mouldings, doors, fireplace mantels, custom woods and profiles, then they can help. Dale says, "We proudly offer installation services for everything we sell. Our business is based upon customer satisfaction". They have developed business relationships with numerous quality Canadian manufacturers. To add to their offerings, they also refinish hardwood floors. Dale points out that one advantage he has is, that over the years he's visited all the manufacturers mills in Canada and has developed a great appreciation and knowledge of their products. An appreciation and knowledge that he passes on to each customer.

I asked Dale why he wanted to be a business owner after working for different companies in his career. Dale explained, "I wanted to start something that was mine and control my own destiny. I also wanted something that Lyne and I could do as partners. She is a vital part of our business; We both bring different talents and skill sets to the company. The business needed to reflect our values in life. There's no better reward then meeting a past customer that is proud of the decision they made."

Dale concluded our time together with this, "Flooring is an investment. Take your time choosing it, and it will be the centerpiece of any room in your home or cottage. It will represent who you are and will give you enjoyment for many years to come." LH