



## Romanoff Floor Covering Acquires Remodeling Provider

**September 25, 2012 – Atlanta, GA** Romanoff Floor Covering (RFC) is pleased to announce that it has recently acquired top-rated remodeling provider, Affordable Contracting.

RFC's leadership is excited about the opportunities this acquisition will create for both companies' customers. Affordable Contracting, one of 2011's Top 5 Residential Remodelers in the *Atlanta Business Chronicle* and among the top 500 nationwide, provides the same "Perfect 10" customer service levels enjoyed by RFC flooring customers. Now those seeking to delve into additional remodeling projects can feel good in continuing to work with a team they know and trust.

Over the next year, RFC's proven methods for successful expansion, as evident from growth into 15 new markets in just 5 short years, will be used to expand Affordable Contracting's service area into multiple-markets throughout the Southeast. "The success of both companies creates a foundation for even greater ability to serve our customers," said RFC President Doug Romanoff.

Knowledge and experience from the two companies' leadership teams and staff will be leveraged towards continued innovations that exceed customer expectations. As RFC enters into this new venture and expands its capabilities, commitment to providing "Perfect 10" customer service is stronger than ever.

### **About Romanoff Floor Covering**

Romanoff Floor Covering (RFC) is a full-service flooring construction services firm providing contract flooring services throughout the southeastern United States. Headquartered in Atlanta, GA, Romanoff's twenty-three locations have provided carpeting, hard wood, laminates, vinyl, and stone installation for companies and individuals for nearly forty years. RFC prides itself on delivering "Perfect 10" customer service, acknowledged in 2011 by the Home Depot's "Service Provider of the Year" award for flooring. Active in philanthropies, the company and its employees gave upwards of \$100,000 in goods and services in 2011, including the development of a charitable arm, The Romanoff Foundation. RFC's shared value system of "Do the Right Thing." Commit to Excellence, Listen, Give Back and show Respect for All, is the cornerstone for all company operations. To learn more, visit [www.romanoff-floors.com](http://www.romanoff-floors.com).

### **About Affordable Contracting**

Affordable Contracting, Inc. is one of the top rated, local home contractors in the greater Atlanta area. Aiming to serve as a one-stop-shop provider, customers can reap the benefits of their home's interior and exterior renovation needs in one single location. Specializing in general construction and remodeling, Affordable Contracting is a proud partner with The Home Depot as an authorized installer and service provider. Affordable Contracting can transform bathroom and basement renovations or kitchen remodeling projects into a beautiful home addition. For more information on Affordable Contracting, visit [www.affordablecontracting.com](http://www.affordablecontracting.com).



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