

# HELP THEM TRADE UP!

DO YOU KNOW  
SOMEONE WHO HAS  
THE CREATIVITY AND  
DRIVE TO BE A

**FLOORING  
INSTALLATION  
CRAFTSMAN?**



**FLOOR  
YOUR  
FUTURE.com**

**FCEF**  
FLOOR COVERING EDUCATION FOUNDATION

A FLOOR COVERING EDUCATION  
FOUNDATION INITIATIVE

# CREATIVE CAREER

Job openings for flooring craftsmen are projected to grow for many years to come — no matter where you want to live!

# LESS DEBT

Training is affordable and you can work as you learn. Keep *your* hard-earned cash in *your* pocket.

# SCHOLARSHIPS

# AVAILABLE!

From making six figures to owning your own business and making customers happy every day, flooring installation craftsmen are proud of what they do.



## WHY FLOORING INSTALLATION

Flooring installation is a craft that often gets overlooked, but it's an essential piece of every building – homes, offices, churches, and stores – they all need flooring. Unlike some trades where most of the final work is hidden behind walls and ceilings, flooring is enjoyed and admired by the customer. This instills a unique sense of pride in flooring craftsmen, to be able to transform a space into something both functional and visually appealing.

As counselors, you help guide young people into careers that offer them the brightest future possible. Becoming a flooring craftsman could be just that bright future that your students are looking for.

## WHAT MAKES A GREAT FLOORING INSTALLATION CRAFTSMAN?

A career as a flooring craftsman can be very rewarding – both financially and emotionally. It does require a willingness to work hard and the ability to self-motivate. The ideal candidate for a flooring craftsman career has:

- A desire to work with their hands in different spaces. Flooring installation is rewarding for anyone that is skilled at working with their hands. Students who enjoy shop classes and home improvement projects are a great fit for a flooring career.
- An attention to detail. A successful flooring craftsman has the ability to measure and cut flooring to match a specific space. This attention to detail ensures an installed floor looks flawless to the customer.
- Creativity. While a trade career may not always seem like a good fit for someone creative, flooring installation allows a craftsman to create unique looks with flooring materials. Some flooring specialties, like tile, reward extremely creative and artistic individuals.
- Motivation. After working as a helper and apprentice, flooring craftsmen have the ability to become their own bosses and run their own small businesses. To get to this level, an individual needs to be able to self-motivate.



# THE FLOORING CRAFTSMAN CAREER PATH

Flooring installation is more than just a job. As a flooring craftsman, you'll learn and grow throughout your career. Your knowledge and experience as a flooring craftsman can open up many new career opportunities in the flooring industry and beyond. And the best part...it's easy to get started!

**EXPLORE:** Whether you are in school and starting to think about what's next or you are working and looking for a new opportunity, the first step is to learn about the flooring installation trade and understand what skills you'll need to learn to be successful as a flooring craftsman.

## INSTALLER:

Every installation job is unique. It's something you'll grow to love about your work. That also means you need to get at least 2 years of hands-on experience to confidently tackle jobs on your own. At this point, you'll already be making a competitive salary!

**SALARY:**  
\$45,000 to  
\$55,000

## STEP 3 INSTALLER



## STEP 1 EXPLORE



## STEP 2 TRAIN



**SCHOLARSHIPS  
AVAILABLE!**

**TRAIN:** Even if you've worked with a flooring installation crew before, it's important to learn some basic skills before you jump into your career. Training can be completed in just a few months and will give you a solid foundation of the skills needed to succeed as a flooring craftsman.

**MASTER CRAFTSMAN:**

After years of learning on the job and training from other craftsmen, you've become an expert in your chosen flooring type. As a master craftsman, your work brings in top dollar and you may even run your own company. With all your experience and knowledge of flooring, you've also opened doors to many more opportunities!

**SALARY:  
\$100,000  
and up!**

**STEP 5**

**MASTER  
CRAFTSMAN**

**FUTURE  
OPPORTUNITIES**

**STEP 4**

**CRAFTSMAN  
INSTALLER**

**SALARY:  
\$60,000 to  
\$100,000**

**INSTALLATION  
COMPANY  
OWNER**

**INSTALLATION  
MANAGER**

**TERRITORY  
SALES MANAGER**

**ESTIMATOR**

**GENERAL  
CONTRACTOR**

**TRAINER/  
INSTRUCTOR**

**INSPECTOR**

**CRAFTSMAN INSTALLER:**

Your hard work and training have given you the confidence you need to manage jobs on your own. At this point, you may have helpers or new installers working under you to help you complete your work.

**FLOORYOURFUTURE.com**

A FLOOR COVERING EDUCATION FOUNDATION INITIATIVE



# HOW TO HELP STUDENTS GET STARTED!

1.

## SHARE THE POSSIBILITY

If you have a student that seems like a good fit for a flooring craftsman career, the first step is to talk to them about the trade. Share with them the skills needed and open their eyes to the fact that flooring installation is a career that is in high-demand and offers competitive pay and growth opportunities.

2.

## CONNECT THEM TO TRAINING

You'll find a calendar of training opportunities on the [flooryourfuture.com](http://flooryourfuture.com) website. These programs all qualify for a Floor Covering Education Foundation Scholarship.

3.

## APPLY FOR A SCHOLARSHIP

Our scholarship program covers half of the cost of a student's training up to \$2500.00. This allows a student to get the basic skills they need before working with an experienced installation crew.



# RESOURCES FOR COUNSELORS

If you have students that you'd like to talk to about a flooring installation career, we have a student-focused brochure available to download. You can also register to receive a packet of brochures for your office.



The Floor Covering Education Foundation is available to help. If you have questions or would like to be connected to someone in your community to learn more about the career, please contact us.

Find out more at [flooryourfuture.com/advisor](https://flooryourfuture.com/advisor)

"As a flooring craftsman, you can make the money you want. If you want to make a lot of money, you will make it.

**LEO CORDEIRO**  
Hardwood Solutions  
Nashville, TN  
**FLOORING CRAFTSMAN**

"The flooring industry changed my life. And now, I'm helping my family change theirs."

**MARQUIS WRIGHT**  
Mr. Wright Flooring  
Jacksonville, FL  
**FLOORING CRAFTSMAN**

"I hope I can inspire other women to learn and grow in their company and take on a new challenge."

**MIREYA ZAMORA**  
Pro Floor Sanders  
Woodstock, GA  
**FLOORING CRAFTSWOMAN**

"I enjoy the rewards of providing my artistry to others, knowing they will enjoy my work for years to come."

**KEN BALLIN**  
Skyro Floors  
Westcreek, NJ  
**FLOORING CRAFTSMAN**



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# FCEF

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FloorYourFuture.com is an initiative of the Floor Covering  
Education Foundation. To find out more about the FCEF visit  
[www.FCEF.org](http://www.FCEF.org)