

# Buy Local. Get Value.

## Steamboat Springs businesses deliver quality and customer satisfaction

### Molly Killien

STEAMBOAT SPRINGS  
CHAMBER RESORT ASSOCIATION

Community, trust and quality. These three simple words have an important purpose — value!

When purchasing anything these days, one of the most important factors to consider is the value you get. Who you buy a product from, more than ever, can make a big difference in a customer's experience; not only at the time of sale but months and even years down the road.

Local business owners understand that when they do business within our community, their reputations are on the line. What Steamboat Springs' local retailers can deliver is a true sense of community, trust and quality that may not be found when doing business with stores far from home. Based on accessibility and quality of products, Steamboat businesses have the upper hand.

### Value, Value, Value

One Steamboat Springs business that is tackling the misconceptions of local business having less selection and higher prices is Affordable Flooring Warehouse. Affordable Flooring Warehouse opened in the Copper Ridge Business Park in March 2006, with more than 25 years of experience in the flooring business.

"The entire concept of Affordable Flooring Warehouse is to be able to provide the Yampa Valley with a "big box" or "city" flooring selection and prices, but with small town, local friendly service," says Affordable Flooring Warehouse owner Bill Stein. "We offer everything that flooring stores in bigger markets do — full lines of carpet, tile, wood, laminate, fiber floor, area rugs and supplies all

### At a glance

- Your local businesses are there to service the products you buy.
- You can find unique gifts and services that don't exist anywhere else.
- You can find comparable pricing on many products and save money that would be spent on travel elsewhere.
- The people you buy from are your friends and neighbors — people you can trust.
- There are more products and services here than you think — it makes sense to check before you shop elsewhere.

from major manufacturers."

With a huge inventory, years of experience and a personal commitment to fostering a prosperous business community, Stein asks whether it is worth it to buy goods outside our region.

"Why add more trouble to the process by driving out of town, paying for gas and hassling with people you don't know, when you could get the same product here, for an equivalent price and with a business that supports you and the community we live in?" Stein asks. "We hope people realize that whenever they can, to please keep their dollars here in our community. Without local support, businesses like ours in this valley cannot survive."

While remodeling their home, Steamboat Springs' residents Craig and Andy Kennedy found the value they were looking for while staying within their budget by purchasing materials at Affordable Flooring Warehouse. "Honestly, we looked all over for floor materials, and the best prices we found were right here in town," Craig Kennedy said. "We always prefer to buy local, so when we found this great deal, it was an easy decision."



MOLLY KILLIEN/STEAMBOAT SPRINGS CHAMBER RESORT ASSOCIATION

**Bill Stein, owner of Affordable Flooring Warehouse,** offers competitive pricing and variety. The business is a great example of Buy Local. Get Value.

### More than the sale

The "Buy Local" concept is more than a slogan to Steamboat Motors owner Jeff Steinke; it is a way of life. He and his staff work hard to provide exceptional value and unprecedented quality.

"When making a purchase, a lot of people are looking for immediate gratification instead of thinking about the big picture," Steinke notes. "When people recognize that their dollars affect their neighbors, they will help businesses become more viable and choose to buy locally."

Customers' dollars are directly tied to their loyalty. If a customer has a good experience and feels

that he or she got a good value, he or she will tell friends and return to the business. On the flip side, a negative experience can hinder the reputation of a business.

Steinke says that only 10 percent of a consumer's experience is buying the product. The other 90 percent takes place after the sale with maintenance, service and the overall experience.

"The biggest value for our customers isn't necessarily the sale of the automobile. The true value within our company comes in the support and assistance after the sale," Steinke notes. "Our company will be here for the long haul. Our customers know they will get

value from us because we are their neighbors and their friends. We are invested in our customers; we wouldn't have it any other way."

Community, trust and quality are the cornerstones to good business practices. Find the value you are looking for by shopping in the Yampa Valley. The Steamboat Springs Chamber Resort Association urges you to look locally first before making any purchases. You may be surprised not only at the selection in town, but you can rest assured that when you do business here, you will receive the highest quality and value; local businesses depend on it.



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Wilson Roofing Division is a full service roofing company focused on new construction design, re-roofing, maintenance, snow removal, preventative ice damage, thermal leakage solutions, ventilation, insulation, green and solar roofing for residential, commercial and industrial customers. Wilson Roofing Division believes customer's satisfaction has kept them in business for over 15 years in the Yampa Valley.

### Upcoming Events

#### May 15th: Good Morning Steamboat

Get the real story behind the headlines! 5 speakers are invited to present for 7 minutes each with time for Q&A and networking following the event with bagels provided by Colorado Bagel Company. 7:30am at the Steamboat Smokehouse. \$5 for members. Contact Alli to register at 875-7000 or [alli@steamboatchamber.com](mailto:alli@steamboatchamber.com)

### May 19th: Benefits Breakfast

Be sure you are taking advantage of all of your benefits on [www.steamboatchamber.com](http://www.steamboatchamber.com). Learn how to track your hits, post hot deals and jobs, enhance your listing and more! 9am at Rex's American Grill & Bar. Contact Amy to register at 875-7004 or [amy@steamboatchamber.com](mailto:amy@steamboatchamber.com)

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### May 20th & 21st: Economic Summit "Thriving in Tough Economic Times"

The Economic Summit addresses the challenges and opportunities Yampa Valley businesses face. Every year this event has proven to be generative in the creation of new economic programs such as Economic Gardening, Main Street Program and Heritage Tourism. This year's theme, Thriving in Tough Economic Times, will explore the opportunities and challenges of a recessionary period. Steamboat Grand. \$60 per person. Full schedule and registration available online at [www.steamboatchamber.com/ecosummit](http://www.steamboatchamber.com/ecosummit). Contact Alli to register at 875-7000 or [alli@steamboatchamber.com](mailto:alli@steamboatchamber.com)

### SAVE THE DATES!

**May 30 Home & Garden Expo**  
**June 3 Y.E.S. Golf Tournament**  
**June 7 Steamboat Marathon, Half Marathon and 10K**  
**June 9 Summer Activity Mixer**

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