

# Flooring options are plentiful and varied

Larsen Carpet has been in business in the Yankton community for more than 38 years. Started in 1972 on West 3rd Street by Richard and Mary Ann Larsen, the opening of the retail store was a natural move to compliment the flooring installations Richard had been doing for other stores in the area for many years. Mary Ann sold carpet and vinyl flooring in the store while Richard and their oldest son, Steve, installed the products. During this time the other three sons, Kevin, Brian and Verlin also helped their dad with installations or worked occasionally in the store.

In 1995, Steve and his wife, Kim, returned to Yankton from Beaverton, Oregon and purchased the business from Richard and Mary Ann. While in Oregon, Steve continued installing carpet as a subcontractor and Kim worked in a family owned flooring and drapery store.

Most of the changes that Steve and Kim have made over the years at Larsen Carpet have been related to the products they sell and install. Prior to the mid '90s, most homeowners had the choice of just carpet or vinyl flooring for their homes. Although there were many styles and qualities available, there were a lot of new, innovative products starting to shake up the flooring industry. Probably the biggest introduction to the flooring business was laminate flooring which had only been available in the European market. Laminate floors brought customers

an entirely different type of flooring material that was extremely durable and didn't need to be glued down or nailed down to your existing floor. In the beginning most laminates looked like strip wood floors but have evolved to now look like tile, slate, brick and exotic woods. Soon to follow the introduction of laminate was a new "faux ceramic" tile product which had the look of real ceramic but the warmth and care of the luxury vinyl it actually was. Over the years there have been many other products Larsen Carpet has brought into the showroom to offer their customers including pre-finished wood floors, porcelain and ceramic tiles, bamboo flooring and cork flooring.

Larsen Carpet takes great pride in the personal service they are able to offer their customers both in the store and working in the customers home. Kim is in the store every day and is eager to help the customer find the right flooring for their home. Some customers find it a bit overwhelming to make choices from all the samples in the store so she will also bring samples to their home and assist with choosing the right floor for their needs. Steve does the measuring and estimating as well as installing the various floor coverings. With over 30 years of installation experience and a great crew to assist Steve, Larsen Carpet has a great reputation throughout the region for quality service and installation.

Editorial provided by Larsen Carpet



*"For Flooring with a Personal Touch"*

# Larsen Carpet

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