

# Tom Hadinger, owner; and Susan Hadinger, Hadinger Flooring and Area Rug Gallery

‘It is very important that we provide the best customer service in the market’

**How did you first get into business?**

Tom: I accidentally got into the flooring business when I owned two jewelry stores and I needed carpet for the stores.

**What are some recent trends you've seen in your industry?**

Wood is getting stronger every year. Also, the tile that looks like wood is gaining in popularity. Tone on tone transitional area rugs continue to gain in popularity with blue remaining as the dominant color trend.

**What lessons did you learn from the Great Recession?**

We learned that advertising throughout that difficult time was a great choice and helped us to weather it.

**What's your vision for the future of your business?**

The vision for Hadinger Flooring and Area Rug Gallery is to keep growing.

**What new products or services will you introduce next year?**

We are adding kitchen cabinets to our product offerings.

**What are some of the challenges you face this year?**

The biggest challenge is having enough salespeople to keep up with the growing demand of the market.

**What trends do you see impacting your industry in the next two to four years?**

More people are choosing hard surfaces and area rugs to complete the look of their home.

**WHO AM I?**

**NAME:** Tom Hadinger and Susan Hadinger

**TITLE AND COMPANY:** Hadinger Flooring and Area Rug Gallery

**NATURE OF BUSINESS:** Flooring, Area Rugs and Kitchen Cabinets

**How do you expect the local economy to grow?**

Since the past couple of years have seen very harsh winters up north, we feel that the Naples area will continue to see growth as people migrate away from the cold weather.

**What do you look for when recruiting new talent?**

We look for experience and a great attitude. Great attitudes lead

to great customer service! It is very important that we provide the best customer service in the market. It leads to lifelong relationships with our customers.

**What's the most important business lesson you've learned?**

Tom: In all of my years of being in business, I have learned that it is important to listen to the employees.

**What do you enjoy most about the job?**

Tom: My favorite part of my job is working with the employees here at Hadinger Flooring. We have a group of top-rate professionals who are some of most knowledgeable people in the industry.

**What would people be surprised to know about you?**

Tom: I love to eat at The Waffle House! ■



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