



Small Local Company Tackles Large Local Jobs

When you walk into your neighborhood grocery store, the last thing you probably pay any attention to is the floor (unless you have the dreaded awful rogue grocery cart wheel that you try relentlessly – usually without success – to fix). But next time you run by the store on your way home from work, take a quick second to think about just how much flooring it took to outfit such a giant space. Next, take comfort in the fact that, in the Triad, there is a very high likelihood that a small, family-owned and family-run business from Winston-Salem has handled the massive job.

Faulkner Flooring was started as a part-time business in 1962 by Bobby Faulkner, who at the time also worked for Western Electric. Fifty-two years later, Faulkner Flooring is anything but a part-time business. Handling the commercial flooring needs of major grocery store chains, Winston-Salem/Forsyth County Schools, Wake Forest University and the downtown offices of IMG College, to name a few, the Faulkners are a very busy family.

The business is still a small one; Bobby's son, Benjy, says that "three and a half" is an accurate number of full-time employees who work for the company. Lots of contract folks come into the picture during installation and service jobs, but the core of the company is still a very tight-knit one. And the Faulkners understand what it means to run such a ship. "If you get right down to it, we are selling our name," Benjy says. "We take that very seriously."

Around 7 years ago, the Faulkners started working with Jane Potter at Butler + Burke, as an accountant who truly understood the nuances of a small business was needed. Benjy now considers Jane an integral part of the Faulkner Flooring team. She helps with their tax-planning and filing and also weighs in on strategic decisions that the company makes. "The responsiveness we get from Jane is huge," says Benjy. "If I have a question, I usually hear back from her in no time, sometimes within 5 minutes. She's our fact checker. She understands us."

Benjy, a 1985 Oklahoma State graduate, who has been with the company ever since, has no plans of stopping anytime soon. He takes a lot of pride in the work that he does and the representation of his family that the company provides. "We are a service company, first and foremost. We always will be," he says.

So next time you stoop to tie your son's shoe in the hallway at school, take a look down the hall at that shiny, sparkly floor. Know that if the Faulkners put it there, it was put there with lots of pride and integrity.