



# RFMS Releases New Takeoff Estimating and ECommerce Software for the Floor Covering Industry

RFMS, Inc., March 30, 2006

URL: <http://www.pr9.net/comp/development/3668march.html>

*RFMS is now shipping a new version of RFMS Measure that includes tools to use pre-built tile patterns, grout, countertops, backsplashes and tub surrounds. Also, a 3D rendering tool is available.*

PR9.NET March 30, 2006 - Tuscaloosa, AL - RFMS, Inc. continues to manifest itself as the leader in technological advancements designed specifically for the floor covering industry. For 21 years RFMS has provided a business management system for the industry that truly functions the way the industry works. In the past 5 years RFMS has put forth special effort to provide additional software products to its suite that give any dealer the tools needed to become the leader in its market. Two of these products, Measure and B2B E-Commerce, are featured in this article.

## MEASURE

The latest addition to the RFMS suite of software products is Measure Simple. Measure Simple makes takeoff estimating easy, accurate and most importantly, affordable. And at a price of \$299.00 every salesperson can reap its benefits. The return on investment is almost instantaneous. In addition to Measure Simple, RFMS also has released the next versions of Measure Desktop, Professional and Commercial. These versions add many never-before-seen features and benefits to an already superior software product.

Measure Simple and the other Measure editions (Desktop, Professional and Commercial) enable you to create estimates for all types of flooring jobs faster, with greater accuracy and less waste. Better, faster estimates mean greater profit for your flooring business.

As you graphically draw room layouts and choose materials, RFMS Measure calculates the exact amount of materials needed and the cost. You can quickly present various material and installation choices to your customer. Customer satisfaction increases, while you take advantage of additional sales opportunities and close more sales. It streamlines the steps in creating estimates, guiding even beginners through what can be a very complicated process. Measure Desktop, Professional, and Commercial offer a variety of advanced drawing features that provide the most seasoned estimating professional everything needed. So whether you are estimating one room or a thousand room commercial project, Measure has the tool for you.

New features include the ability to use pre-built tile patterns that can be dropped into a room. Grout calculations can be easily assigned to tile based on size, thickness and the desired grout spacing. Ability to design countertops, backsplashes and tub surrounds has been made easy. By simply adding the surface and the edges, a 3D visual is offered while at same time providing the calculations needed for each area, even down to the tile count.

## B2B E-COMMERCE

B2B E-Commerce software has been a primary focus of RFMS for the past several years. Again RFMS has proven to be the leader in pioneering this initiative. Now dealers of all types, independents, members of buying groups, mill alliance dealers, commercial oriented, builder oriented and dealers specializing in apartment management can receive product catalogs/pricing information, invoices, shipping notices, and send purchase orders to vendors, all with the click of a button. Product records contain dealer specific pricing and all color level information for carpet, wood, laminate, ceramic tile – any product that is contained in the dealer's price agreement.

In addition Shaw, Mohawk, Beaulieu and Gulistan, a growing number of major distributors are also using B2B including Ohio Valley Flooring, WM Bird, Adleta, JJ Haines and All Tile. In the past few months, BR Funsten, Tri-West RA Siegel, Longust, BPI, CMH, Emser Tile and Dal Tile have all committed to offer B2B in 2006.

The technology available to today's floor covering professionals has never been more exciting. RFMS Measure and the entire suite of RFMS Business Management software provide the very best technology has to offer. By understanding the needs of floor covering businesses, RFMS is able to create the best possible combination of technological advances and cutting edge business practices/applications for all business size and types. For more information or to see a free demo, please contact RFMS at 1-800-701-7367 or visit <http://www.rfms.com> and <http://www.rfmsmeasure.com>.

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## About RFMS, Inc.

RFMS is the developer of the premier business management software for the floor covering industry. RFMS is the only flooring software company that is directed by a profitable flooring dealer, hence the only floor covering software developer that provides complete business modeling ranging from system training to long-term business planning and execution.

Our first client began using our software in 1984 and is still an active user of the most current RFMS flooring software tools available. Since then, RFMS has automated over 2,000 dealers operating in 6,000+ locations across the US, Canada and Australia.

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