

Floor Covering Media

Your Gateway to the Floor Covering Industry

The FloorWare Report: Measure Square Corp



Measure Square Corp

(formerly Floor Covering Soft):

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This **Pasadena, California-based company** (1 of 5 locations) are the *creators* of **FloorEstimate Pro** (4 editions). Its **Retail edition** is *ideal* for **Retail sales representatives**. Its **Retail laser edition** is *ideal* for **site measurers**. Its **Professional edition** is *ideal* for **Multi-family contractors** (lighter jobs). Its **Commercial edition** is *ideal* for **Commercial contractors** (larger jobs). **FloorEstimate Pro** (2012 is their **latest version**, *according* to their **website**), is a **software productivity tool** for **floor covering professionals**, especially for **floor retailers, installers, field sales representatives and contractors** (editions for: **multi-family contractor and commercial contractor types**). **Sales representatives** simply *layout* a **floor plan** and **FloorEstimate Pro** automatically *computes in a second* the **linear material length required** and *layouts the way* how material is *cut* to *eliminate unnecessary waste*. Materials can be **carpet, vinyl, tile, hardwood** with various material width. **FloorEstimate Pro** *saves time, minimizes material waste and shortens the quotation process to customers*. The **bottom line** is that **the software helps users be more effective in providing better service to their customers**.