

Scott Carston's Carpet One Design Center

High quality, low prices and lots of customer service

By Jim Brumm



Scott Carston has been in the flooring business all his life. Literally. He grew up in St. Helena and as a kid he worked in his father's flooring store in Santa Rosa.

Today, the affable thirty-six-year-old lives in Napa with his wife, Chrissy and their two children. He is the owner of Scott Carston's Carpet One Design Center in Napa, a business he built and has run for ten years. According to Carston, his success can be attributed to the service and care he and his staff provide their customers.

"We specialize in customer service, and we also happen to sell flooring and window coverings," he said, laughing.

Walking into Carpet One Design Center, one is met with a sea of displays: Carpeting, tiles, window coverings, area rugs and more adorn



Continued



shelves and racks at every turn. Though anyone in the market for flooring could be overwhelmed by this display, it's actually good news. Carpet One Design Center has one of the largest inventories and selections of floor coverings

In addition, Carpet One Design Center recently acquired the exclusive rights in the valley for the popular Biltmore Estates Hardwood Floor line, fashioned from the Biltmore Estate which was owned by the Vanderbilts. The

“People come back because of the great service and value”

and window displays anywhere in the area, and the staff will help you narrow your choices down.

Starting in April, Carpet One Design Center will be the exclusive Hunter Douglas Window Covering “Gallery Dealer” in the valley, with five-hundred feet of window covering displays and a high-quality window covering showroom, which includes products exclusive to the store.

“We have high-quality, high-value selections,” said Carston. “We offers some unique warranties that most stores can’t offer.”

store also offers fine carpeting from manufacturers and Ralph Lauren, Lees for Living, Karastan and Liz Claiborne.

Carpet One Design Center also has large selections of ceramic tile and stone and provides in-house design assistance as well for those customers who know they want a change, but need help turning their vision into reality.

Carston runs his store with the customer in mind. His goal is to “continue growing the store within the community while maintaining high customer service.”

Carston and the Carpet One Design Center staff are involved in many community-oriented activities as well. The store is a regular contributor to Toys for Tots and the Tour de Cure. They donate to various law enforcement agencies, sponsor ball teams, contribute to youth soccer, the Napa Symphony League, Christmas in April and many others.

In a small community, small business can be the lifeblood of the economy, and Carpet One Design Center is no exception, employing twelve people and keeping nearly fifteen installers busy.

Speaking of the community and his place in it, Carston said, “We’re staying. I grew up here, I want to retire here.”

It can be difficult to strike a balance between growth, inventory and value when expanding a

business. Carston handles this by staying true to his basis business philosophy: Customer service first.

“We do whatever we can to hold price and value,” said Carston. “So there’s no need to leave the valley. We work very hard to do that. We offer service that’s value-oriented. It’s not just for the rich. We thrive on repeat business. People come back because of the great service and value.” He paused for a moment and added, “I want to be the guy who makes you feel good about coming here.”

Carpet One Design Center is located at 442 Soscol Avenue, Suite C, in Napa. 707-224-6994.