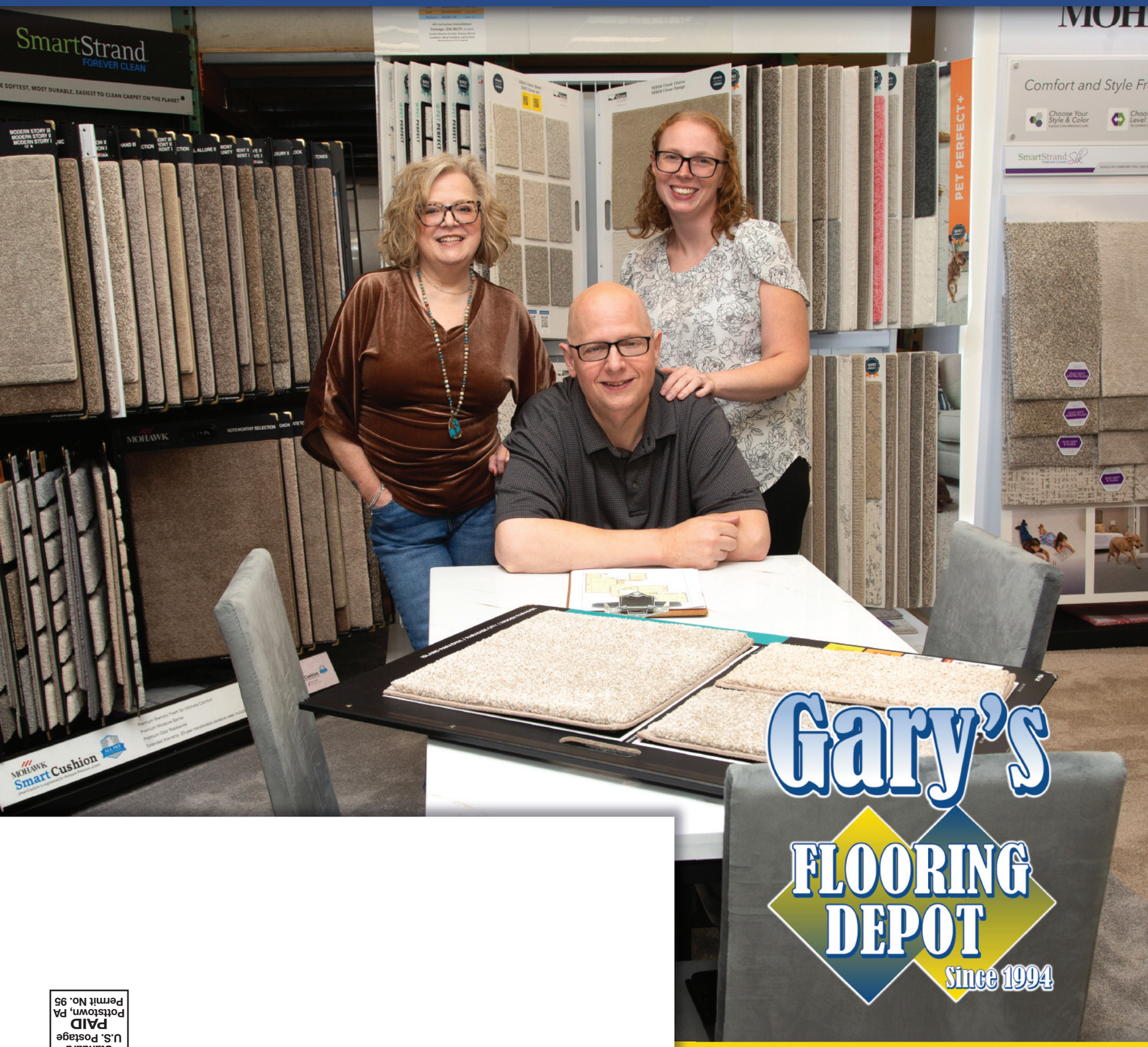
INSIDE: Celebrating Business Leaders • Using AI to Cut Admin Work in Half • Expert Tips – DIY SEO

NOVEMBER 2026

ROUTE 422 BusinessAdvisor

Serving the Route 422, 100, 202, and Route 30 Corridors in Montgomery, Chester and Berks Counties.



Presorted
Standard
U.S. Postage
PAID
Pottstown, PA
Permit No. 95



PHOTOS BY STEVE LADNER PHOTOGRAPHY

Complete Satisfaction from GARY'S FLOORING DEPOT





Gary's Flooring Depot – Pottstown showroom at 237 West High Street

By Kathy Hunt

For much of each day, it's the ground beneath our feet, cushioning our steps and making our homes and businesses comfortable and safe. Yet, in spite of its prevalence, flooring is rarely on our minds. Only when we notice a rip, scratch, warp, or chip or need to renovate a work or living space do we start to wonder about floor coverings. How much do they cost? Which materials require limited maintenance and wear well? What styles complement the intended space? And, perhaps most importantly, which retailers not only stand by their products but also provide skilled and reliable installation service and support?

When the time comes to purchase new carpeting, tile, hardwood, vinyl, or laminate flooring, shoppers in Montgomery, Chester, Bucks, and Berks counties can consult the experts at Gary's Flooring Depot. Its Pottstown showroom — at 237 West High Street — features an array of residential and commercial carpeting, area rugs, tile, hardwood, luxury vinyl plank (LVP), vinyl, and laminate samples for customers to view. The knowledgeable sales staff is always on hand to help select the material, style, and color that works best for the consumers' needs and rooms.

Gary's Flooring Depot owner and president Chris Wanner and his team aim to make remodeling a residential or commercial space both informative and hassle-free. As the company website states, its customers are treated as friends, family, and neighbors. This family-owned business is committed not only to earning a customer's business but also to ensuring that person's complete satisfaction with Gary's Flooring Depot.

Guaranteeing the Best Products and Services

For almost 33 years, Gary's Flooring Depot has supplied clients in Montgomery, Chester, Bucks, and Berks counties and beyond with high-quality flooring products and floor installations. Established in 1994 by Pottstown-area businessman Gary Steppler, it has remained an independently-owned and operated enterprise under Wanner; he acquired Gary's Flooring Depot in August 2021.

Today, Gary's Flooring Depot carries such nationally-recognized brands as American Olean, Daltile, Armstrong, Mannington, Shaw, Congoleum, and Mohawk. Some of its brands, including DreamWeaver, incorporate fade and soil resistance, pet-stain protection, and sustainable manufacturing practices into their carpets, affording longer use, a better return on the customer's investment, and reduced impact on the environment.





All of Gary's Flooring Depot products possess a low-price guarantee. Should a customer find the same product and services for less elsewhere, Gary's will match the price or pay the customer $100. The business is a member of the FCA Network, a professional association of floor covering retailers and, according to the FCA website, a "low-cost, retail, floor-covering buying group with high-powered expertise."

Wanner noted that another thing that sets Gary's Flooring Depot apart from its competitors is the "triple or zero regrets" guarantee. If a customer doesn't love the look of a newly installed floor, Gary's will cover the cost of the new material to replace it. Keep in mind that the new flooring material must be of equal or lesser value to what was originally purchased from Gary's. There will be a fee to remove and dispose of the existing floor and to install the new one.

At Gary's, the installers' work comes with a lifetime installation guarantee. Should the customer later encounter an issue caused by an error in floor setup or installation, that issue will either be repaired or replaced at no cost to the consumer. Note that abuse, accidents, improper maintenance, and site-related damage to the flooring are not covered by this guarantee.

Furthermore, Gary's Flooring Depot provides a professional installer guarantee. Wanner explained, "Gary's installers are neat, clean, well-groomed, well-spoken, and have a minimum of 10 years of installation experience. They can handle pretty much any scenario or problem quickly and professionally and treat customers with respect."

Gary's Flooring Depot works with between 13 and 15 installation contractors. By having a large number of experienced and vetted contractors at the business's disposal, customers can expect to experience shorter wait times and top-notch service.

Before any of these guarantees can take effect, the customer must first decide on a type, color, and brand of flooring. To get an idea of what Gary's has in its showroom, customers can view these products on its website, https://www.garysflooringdepot.com/. By uploading an image of their room(s), they can create a virtual rendering of the room(s) with different flooring products.

At the Pottstown showroom, customers can pick up samples and try them out in their homes or businesses. Anyone who isn't able or doesn't have the time to visit in-person can take advantage of the shop-at-home service. With shop-at-home, prospective customers participate in an initial phone consultation to learn what their needs and tastes are. After that, they schedule a free home appointment during which samples are delivered to them, often by Leighanne Rauenzahn. That's not her only role at Gary's Flooring. She measures the job sites, converts measurements into quotes, gives design suggestions when requested, and handles the bulk of inside sales. Among Gary's Flooring Depot staff, she is known as "the Measure Queen." To customers, Rauenzahn is Gary's Flooring Depot's residential sales representative. She is also Wanner's daughter.

(Continued on page 8)



(Continued from page 7)

"Leighanne's an art school grad, so she's really good with color coordination, what goes with what, and what clashes. She's also good at recommending products and helping customers find what works for them," Wanner said.

Expanded Capabilities Means More for Customers and More Customers

Let's face facts. Sometimes, a residence or commercial space needs more than a new floor or area rug to improve its appearance and functionality. Over time, room designs and layouts change. Cabinets, counters, and shelves start to show their age. To modernize and maximize a living or work space, a larger remodeling project needs to take place. Wanner is quick to point out that, despite its name, Gary's Flooring Depot deals with more than just flooring. From tile backsplashes and showers to countertops and cabinetry, his family-owned business can carry out complete bathroom and kitchen makeovers.

"We recently expanded our capabilities to include pretty much everything you need to do a whole renovation," Wanner said. "Along with doing the tile work for flooring, backsplashes, and showers, we offer less expensive, traditional or high-end, custom cabinetry for kitchens and baths. We also work with local electricians and plumbers so that the remodeling project is complete."



As with its flooring projects, the start of any Gary's renovation begins with an all-inclusive, free estimate. "All-inclusive" means that the customer won't be caught off guard by hidden fees or unexpected changes. Any proposed changes are always discussed with and approved by the customer before being carried out. Generally, renovations can take anywhere from a few days to a few weeks to finish, Wanner said.

Along with offering remodeling services, Wanner anticipates that Gary's will expand its commercial client base. Office complexes, restaurants, brick-and-mortar stores, apartment complexes, and developers are among the commercial customers who would and do benefit from Gary's flooring and remodeling services.

Assisting with the growth of commercial clients is Gary's new business development representative, Kellie Tully. With more than 11 years of experience as a licensed real estate agent in Pennsylvania, Tully brings not only local knowledge but also regional networks to Gary's.

"We go into Bucks County, the Philadelphia border of the Jersey line, the Delaware line, and the Maryland line," Tully said. "We have a really big territory, and I am trying to cover the territory of the unexplored connections we can make with restoration companies, contractors, property managers, leasing agents, builders, and others. I'm really working to expand our network."

Tully joined Gary's Flooring Depot in August of this year. Most of her workdays are spent on the road, visiting companies and attending networking events. "At Gary's, I'm trying to put my 11 years of experience connecting with people into play," she said.



Events in and around Pottstown

Along with making connections, Tully is collaborating with Wanner and Rauenzahn on a calendar of customer appreciation events. So far, on October 17, Gary's Flooring Depot took part in Fleetwood's festive Trunk-or-Treat night. The business may also host a pumpkin pie day in November to celebrate not only the Thanksgiving holiday but also the Pottstown community. Tully envisions current and past clients, contractors, leasing agents, and other area connections visiting the showroom to enjoy a slice of pumpkin pie, chat, and check out the new products



on offer. She suspects that these events will be holiday-based and happen quarterly.

"We might do an open house that's more kid-focused, with hot dogs and a bounce house out in the parking lot in the spring," Wanner said. "We definitely see ourselves being more active in the community."

As he indicated, with Tully on staff, Wanner expects community involvement to grow. This isn't to say that Wanner and Gary's Flooring Depot haven't participated in and supported community events and organizations. Over the years, the business has made annual material donations to Habitat for Humanity Montgomery and Delaware Counties. An affiliate of Habitat for Humanity International, this local nonprofit builds and repairs homes in partnership with families in need. Wanner was also a member of the Pottstown-based TriCounty Area Chamber of Commerce.

Budgeting Made Simple

Although everyone appreciates convenient shopping, expert workmanship, and price, product, and service guarantees, budgeting for a new floor or renovation project can still be the sticking point for replacing or remodeling. To aid consumers as they plan financially, Gary's Flooring Depot has created a handy, online pricing guide that provides a cost estimate based on room size and product type. Customers can consider the difference in price between a 250-square-foot room with low-end laminate installed versus a 250-square-foot room with high-end laminate. They can compare a 250-square-foot-room with laminate against a 250-square-foot room with carpeting and so on. Room size increases by 250-square-foot increments, ending with a 1000-square-foot room. Prices for LVP, laminate, sheet vinyl, hardwood, and carpet are listed for each room size.

Estimates listed in the guide include: the cost to move and reset furniture in the room; removal and disposal of existing flooring, trim, and underlayment; floor preparation per the manufacturer's instructions for installation; clean, professional installation of floor and trim; and complete clean-up, including vacuuming and wiping down of surfaces.

Financing is available through Service Finance Company, LLC, which is a subsidiary of Truist. Loans start at $1,000 and go up to $100,000 with terms up to 120 months.



For additional information about Gary's Flooring Depot, visit the website https://www.garysflooringdepot.com, call 610.323.8881, or stop by the showroom at 237 West High Street in Pottstown. The business is open from 9 a.m. to 5 p.m. on Monday, Wednesday, Thursday, and Friday. On Tuesday, its hours are 9 a.m. to 6 p.m. while on Saturday, it's open from 9 a.m. to noon.