

Date Here

Name  
Company Name  
Address  
City, State Zip

Dear \_\_\_\_\_:

Congratulations on achieving your Certified Wood Flooring [Installation] [Sand and Finish] [Installation, Sand & Finish] [Inspector] [Sales Counselor] designation from the NWFA Certified Professional organization. As you know, NWFA CP certified status is the industry mark of excellence and professional credibility.

Your Certified Wood Flooring [Installation] [Sand and Finish] [Installation, Sand & Finish] [Inspector] [Sales Counselor] identification card is attached to this letter. Use it frequently to identify yourself as a Certified Wood Flooring Professional, and to access the certification promotional materials on the NWFA CP certified professionals-only website at [www.nwfacp.org](http://www.nwfacp.org). These materials are available to NWFA Certified Professionals only under the specific certified category link, and will help you to promote yourself as a Certified Wood Flooring Professional.

Again, congratulations on this prestigious accomplishment.

Sincerely,

Edward S. Korczak, CAE  
Executive Director

## **Certification**

[\[New link\]](#)

### **NWFA Certified Professionals, Inc.**

NWFA Certified Professionals, Inc. was launched in response to the growing demand for certified industry professionals. NWFACP is a stand-alone corporation that offers a variety of certification programs for the wood flooring industry.

#### **Certified Professionals Login**

NWFA Certified Professionals have access to exclusive information to help promote their certified status. If you are an NWFA Certified Professional, please provide your license number in the space provided

[\[Login required here with license #\]](#)

### **Promotional Materials**

Now that you are an NWFA Certified Professional, you will want to promote yourself as the wood flooring professional of choice in your area. NWFA certified status is the industry mark of excellence and professional credibility, and your commitment to your trade should be recognized.

Getting your name out to your local media, trade professionals, and your customers is easy. Click the appropriate links for more details.

### ***Press Releases***

Press releases are an effective way to get your name in front of your local media. For each release that you send, be sure to include the contact's name, title, company name, and full address. If an e-mail address is available, use that as well.

For newspapers, send your releases to the home reporter, home editor, home and garden editor, or features editor.

For radio, call to see if the station has any home-related programs for which you can serve as a resource. Then, address your releases to the hosts of these programs.

For trade professionals, send your releases to local builder's associations, local chapters of the American Institute of Architects, and local chapters of the American Society of Interior Designers. You also will want to target any prominent builders and developers in your area. Think also about contacting manufacturers, distributors, and local commercial building supply companies.

For customers, send your releases to your past and current customers as they are often your best resources for referrals.

Follow up with your contacts about one week after your release has been sent.

#### **Installation**

[\[link to press release\]](#)

Sand & Finish  
[\[link to press release\]](#)

Installation, Sand & Finish  
[\[link to press release\]](#)

Inspector  
[\[link to press release\]](#)

Sales Counselor  
[\[link to press release\]](#) – not yet available

### ***Logos***

Using the NWFA Certified Professionals logo identifies you as a Certified Wood Flooring Specialist. Use the logo on all your business correspondence, including stationery, business cards, contracts, print advertising, yellow pages ads, web sites, etc., to increase your visibility as a Certified Professional.

NWFA Certified Professional  
[\[link to logo\]](#)

Installation  
[\[link to logo\]](#)

Sand & Finish  
[\[link to logo\]](#)

Installation, Sand & Finish  
[\[link to logo\]](#)

Inspector  
[\[link to logo\]](#)

Sales Counselor  
[\[link to logo\]](#)