



Building a legacy of service and community.

World Floorcoverings stands out in Edmonton's competitive market through reputation, teamwork, and giving back.

Written by Nerissa McNaughton with photos by Theresa Muth Photography



With more than 200 flooring companies in Edmonton, how does a single company stand out? For Mike McCormick and Markus Gerbrandt, co-owners of World Floorcoverings, it comes down to two things: reputation and service.

McCormick and Gerbrandt are old high school friends. While McCormick went quickly into a flooring career after graduation, Gerbrandt entered the worlds of sports, moving to Norway to join a hockey team. Over time, McCormick was ready to expand his career and Gerbrandt's time on the ice was winding down. They joined forces and worked at a flooring company before purchasing World Floorcoverings in 2021.

Originally, the company had been launched by the Cook family in 2001 and for 20 years, the business grew steadily. When the Cooks were looking for a buyer, they had several eager entrepreneurs and even successful businesspeople ready to assume the mantle. It has never been lost on McCormick and Gerbrandt that, despite all of the other offers, the Cooks took notice of them.

McCormick says, "The Cooks grew the company for two decades with integrity and care. They saw how motivated we were to carry on their vision and to build on the foundation they had set."

Gerbrandt agrees, noting, "They trusted us. They believed in us. That meant everything."

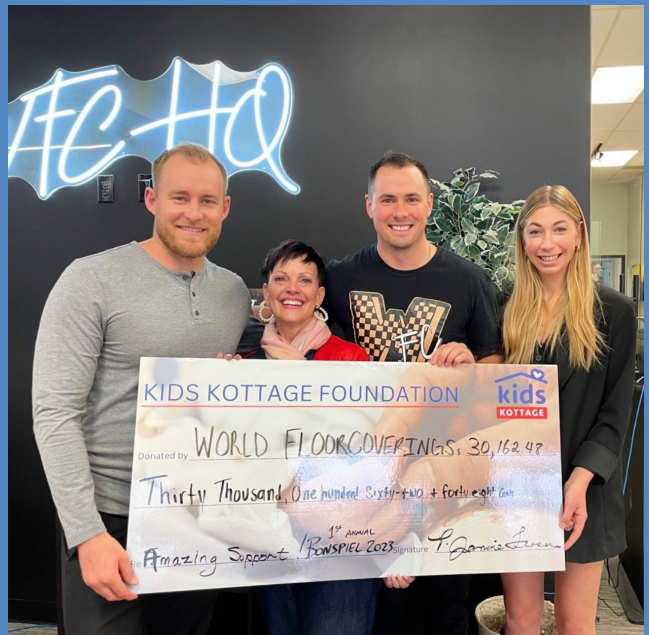
The Cooks also knew the duo had a vision to take the brand even further – and they did.

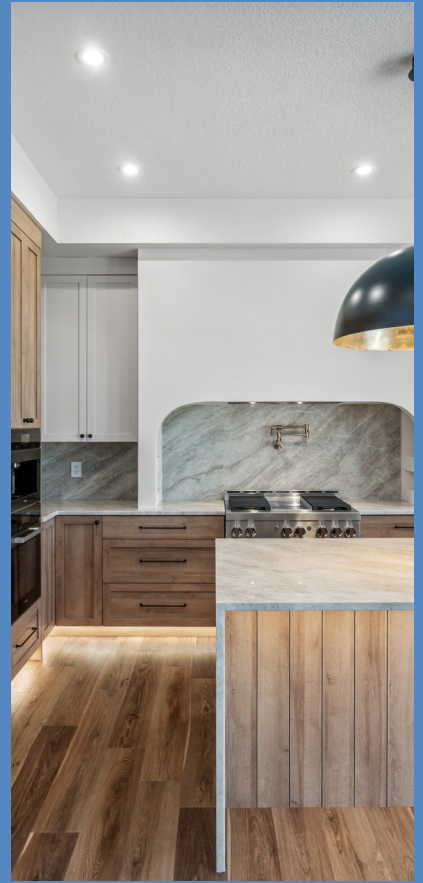
"We certainly put our own spin on things," laughs Gerbrandt, noting how they combine their unique leadership styles to run World Floorcoverings and build the internal corporate culture, while also empowering the growing team to bring their own ideas to the table and shine in their own rights.

"A lot of companies say, 'family atmosphere,'" adds McCormick, "but we really mean that here. From the team to the clients, installers and contractors, we want everyone to feel like they belong. Sure, we are very focused and efficient, but that doesn't mean we also can't be friendly and personable. This isn't just a job. It's our daily lives, so we find ways to keep things light and fun – while always getting the job done."

After McCormick and Gerbrandt purchased the brand, they had seven on the team. Now they are on their way to a core staff of 30 – and for each and every one, from the warehouse to the showroom floor, the value of service is paramount.

"With so much competition, our commitment to service really helps us stand out," Gerbrandt explains. "When you think about it, how often do you change





your flooring? Once, maybe twice during the time you own your home. It's also a significant investment. The range and availability of the products, the scheduling, the installation – it all becomes part of the experience; and, that is an experience that you remember and talk about with others.”

McCormick adds, “Providing one of the largest selections of products in the city at a variety of price points, backed by the service for which we have become well known, has organically grown World Floorcoverings year over year since we started. We are fortunate to have built outstanding relationships that have allowed us to work with many of our clients for years. This loyalty is something we never take for granted. We understand that in a competitive market, there is always another business just down the street. That awareness drives us to stay on top of our game and constantly seek ways to improve.”

Long before McCormick and Gerbrandt set their sights on ownership, they shared a lifelong passion for giving back. To them, part of service is being active in the community. With a like-minded team by their side, they consider World Floorcoverings to be the ideal platform to give back in very meaningful ways. While the company is actively involved with the Make-A-Wish Foundation, Youcan Youth Services, Motionball, the Ben Stetler Foundation and more, they are per-





haps best known for a special event they spearhead – an event that crossed a big milestone this year.

World Floorcoverings launched an annual bonspiel in support of Kids Kottage, a non-profit organization that provides a lifeline for families navigating crisis, offering both a safe haven for children and support for their caregivers. While children receive care in a nurturing and secure environment, their parents and caregivers

are given the resources necessary to overcome challenges and move forward.

World Floorcovering was pleased to raise \$60,000 over the first two years of running the bonspiel, and that translated to more than 440 nights of safety for children in crisis. They aimed to top \$100,000 collectively, and with raising \$50,000 in year three, they more than met that goal.



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McCormick and Gerbrandt say with gratitude, “A big thank you goes out to the clients, friends and supporters of our event. We truly see World Floorcoverings as a platform for giving back, from providing a great place to work for our team to supporting the community. We are also happy to support our clients’ charitable events as we work alongside those seeking to turn Edmonton into a safe, inclusive hub where support is available for those in need.”

This year, in recognition of its community giving, World Floorcoverings was presented with the Alberta Residential Landlord Association’s Preferred Service Member of the Year award.

The successes keep ramping up as this dynamic duo continues to build World Floorcoverings on the values of reputation and service.

“We wouldn’t be where we are today without the investment of our team, our clients and our community,” they add. “We are so excited about the growth and engagement from all sides, and we are excited to continue this legacy.”

To achieve this, McCormick says they will not get comfortable with their current success but continue to strive forward. This means keeping the showroom updated with the products that appeal to their target market, continuing to deepen relationships with suppliers, staying tuned to the changes and needs in the industry and hiring like-minded team members who share their passion for service.

“Expansion is on the horizon. Stay tuned,” hints Gerbrandt.

It’s been an exciting journey so far. The future, at World Floorcoverings headquarters and out in the community giving back, looks bright.



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