woodn’t it be nice |
Wood Floors Add Beauty and Value

If you’re like most homeowners, your home represents your single largest investment, so it only makes sense that the items you put into it need to add value while meeting the needs of your family and your budget.

One of the items that can add significant value to your home is wood floors. Your local real estate listings likely provide all the proof you need. How many times do you see a listing that includes wood floors as one of the major selling features of the home, along with the number of bedrooms, remodeled bathrooms, and other luxury items like stainless steel appliances and granite countertops? The bottom line is that wood floors add value to your home, and now there is a study that quantifies that value, as well.

Opposite page: Exotic hardwoods grown outside tropical areas, like acacia and walnut, are gaining in popularity in the rustic hardwood flooring category. With homeowners looking for fresh and exciting home interior elements to make a personal statement about their style, Rustic Accents from Armstrong offer that one-of-a-kind floor these homeowners are looking for. **Design Feature:** The acacia species has an “active” grain that works well in a room with a natural and simple décor. The walnut also has active graining, but the color variation in this species is more quiet and subdued. Above: Brazilian Golden Patina Engineered Hardwood from Indus Parquet.
The National Wood Flooring Association conducted a survey of real estate agents across the United States to determine the impact of hardwood flooring on a home’s appeal, sales potential and overall value. The results revealed that 99 percent of the real estate agents participating believe that homes with hardwood floors are easier to sell. The reason for this is quite clear. Today’s home buyer expects more, and many items that were considered luxury options just a few decades ago are now considered essential to a home’s salability. Upgraded appliances, hard-surface flooring and professional landscaping are just a few examples of how home-buying trends have shifted, and how homes without these features are at a sales disadvantage.

Another interesting result of the survey is that 82 percent of the real estate agents participating believe that homes with hardwood floors sell faster than homes without them. This indicates the value of hardwood floors as well, because homes that sell faster tend to sell closer to their asking price. Homes that sell faster result in more overall profits for their sellers, and if wood floors are able to help sell the home faster, they add to the overall value of the home.

Embrace elegant style and traditional beauty in a snap with this addition to the Inverness series from Mannington. Black Isle Hickory, shown here in walnut, combines subtle embossing, scraping, multiple stain layers and a fine drybrush print to create a one-of-a-kind product.

Naturally dazzling is Rockford, shown here in Maple Brandy from Mohawk. This 5” solid hardwood creates originality and elegant simplicity in this sunny space.
Even more revealing about wood flooring adding value to a home is that 90 percent of the real estate agents responding believe that homes with hardwood floors sell for more money. How much more is a real indication of their actual value. Eighty-eight percent of the agents responding indicated that homes with hardwood floors sell for 1 percent to 10 percent more, while 12 percent of agents responding indicated that they sell for more than 10 percent more.

To put these percentages into actual dollar amounts, let’s assume a house is valued at $242,300, which is the US Census data for the average cost of a US home as of October 2011, the last date the data were reported. If an owner of a home valued at $242,300 were to invest $10,000 in hardwood flooring, at an increased home sales value of 10 percent, the home potentially could sell for $266,530, more than doubling the homeowner’s initial wood flooring investment. That’s significant additional value.

Wood (including cork and bamboo!) makes a UNIQUE statement; no two pieces are ever alike in color or grain.

It’s RICH IN NATURAL COLOR: browns, yellows, reds and blondes (and eminently colorable) in SHADES and TEXTURES to complement any palette and any MOOD, warm, cool or neutral. EASILY CUSTOMIZE a layout with a simple diagonal, herringbone or basket weave. Spice things up, drawing from NUMEROUS WIDTHS of a few inches up to a foot or more and CUSTOM LOOKS like beveled edges, hand-scraped surfaces and matte-to-gloss finishes. Size, color and sheen all impact the feel of a room, making it feel more spacious or cozier.

Modern FINISHES are extremely hard and last a very long time. Don’t like a look? A simple sand and re-coat, perhaps a stain or paint, a contrasting wood border or inset or pairing with tile or stone will CHANGE a room dramatically at VERY LITTLE COST.

Wood is an INVESTMENT. Solid wood lasts at least as long as your home. Engineered, a multi-ply version can be installed virtually anywhere in the home, even below grade.

It’s GREEN, made from renewable, natural materials — even reclaimable once a home has outlived its usefulness. Look for wood flooring manufacturers who support forestry and environmental stewardship. Visit www.woodfloors.org for a certified installer.
Durability is another important way that hardwood floors add value to your home. Wood floors can stand up to many decades of use when they are properly maintained. Consider the wood floors that are in many of our country’s historic homes and buildings. These floors have endured hundreds of years of use and are still beautiful and serviceable today. In fact, the National Association of Home Builders publishes a report of “How Long Things Last” for homeowners. While other flooring options generally have a life expectancy of about a decade before having to be replaced entirely, wood flooring’s estimated life was listed at 100-plus years. That’s because wood floors are the only flooring option that can be renewed numerous times throughout their service life.
Wood floors have the additional value of being timeless. They can adapt to many different decorating styles and can even be stained, distressed or hand-scraped to change their overall appearance without replacing the original material.

At right: Olde Dutch from The Chateau Collection® from Du Chateau, creates the same time worn look that showcases the character and longevity of a hardwood floor with, natural changing grain patterns exemplifying true vintage artistic design. The typical free-form elements of natural wood are what give The Chateau Collection® floors their unique character and exceptional beauty. Below: Today’s wood flooring means thinking outside the box. A study in sophistication, this one-strip oak, Pearl from Kahrs Supreme Shine Collection, features a white pearl shimmer.
Whether you plan to be in your home for multiple decades or just a few years, there is no doubt that wood floors add value to your home.

You can make sure to maintain, and even increase, their value by using a wood flooring professional for all your installation and refinishing needs. Find one in your area by visiting www.woodfloors.org, or by contacting the National Wood Flooring Association at 800-422-4556 (US and Canada).

Wood offers plenty of personality to match your own style, beginning with Old Red Oak in color Rock Cliff, from the Mirage Imagine Collection of Classic Engineered hardwood (above left) to the stunning Old World look of Castle Combe from US Floors’ Market Cross Series, which provides the look and feel of an ancient, reclaimed floor and combines it with the modern performance features of a 21st-century engineered floor. These inspiring, beautifully aged, handcrafted FSC-certified floors may be the most interesting, unique, head-turning floor covering and wall paneling you’ve seen in many years.

Cork flooring is not only eco friendly, warm and moisture resistant, but it has fashion and design capabilities as well. Pictured here, Aphrodite Creme from the Assortment Collection by APC Cork.

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