

# WOOD FLOORS ARE DURABLE



## CRAFTED TO STAND UP TO ALL PHASES OF YOUR LIFE

Today's wood floors are designed to withstand the traffic of busy families, including man's best friend. In fact, wood is the only flooring that can truly last for the life of your home.

- Most wood floors can be sanded and refinished several times to restore beauty and luster.
- Wood floors can also adapt to many décor and style changes over the years while other flooring options require replacement based on decorating trends.

Wood species are rated for hardness and durability. The Janka Scale gives a good indication of how a wood species can be expected to perform based on your lifestyle. The denser and harder the wood, the higher the rating. The ratings are for solid wood flooring only. View the janka scale at [woodfloors.org/durability](http://woodfloors.org/durability).

If scratches do happen, they are usually in the floor surface only and are easy to repair.

- Consult a professional wood flooring contractor for specific recommendations about how to repair the scratches and minimize them in the future.
- A wood flooring professional may be able to repair by applying a maintenance coat. They will clean the floors to remove all contaminants, then will lightly abrade the floor and apply a new coat of finish.
- If scratches are deep in the wood, or if there are large dents or damaged boards, trained refinishers will be able to repair the damage without affecting the rest of the floor.
- The number of times a floor can be refinished will depend on the floor itself, the degree of repair needed, and the skill of the refinisher.
- A professional will remove very little of the wood to make repairs, generally 1/32" or less.



### An Ounce of Prevention

- Place breathable rugs at all doors to minimize dirt and debris from being tracked inside.
- Trim pets' nails regularly.
- Put floor protector pads on the bottoms of the legs of any furniture that comes in direct contact with your floors.
- Avoid walking on floors with sports cleats or high-heeled shoes.
- Sweep floors regularly.

# THE VALUE OF WOOD FLOORS



## SOLD! YOU'LL BE FLOORED AT THE RETURN ON INVESTMENT.

Wood floors offer great long-term value, are easy to maintain, and add value to a home or business.

### The life span of a wood floor can exceed 100 years, making it a tremendous value.

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### Wood floors can add significant value to a home, potentially raising its sales price.

- A survey of real estate agents in the U.S. revealed that 99 percent believe homes with hardwood floors are easier to sell, 82 percent believe they sell faster, and 90 percent believe they sell for more money - up to 10 percent more.<sup>1</sup>
- This means if a home valued at \$200,000 were to invest \$10,000 in hardwood flooring, at an increased home sales value of 10 percent, the home potentially could sell for \$220,000, doubling the homeowner's initial wood flooring investment.

### When it comes to yielding a return on investment, wood floors are at the top of the list for interior home remodeling projects.<sup>2</sup>

- Realtors® noted that installation of new wood flooring recovers 91 percent of the costs.<sup>2</sup>
- Realtors® also said refinishing hardwood floors recovers 100 percent of project costs upon resale.<sup>2</sup>



# 80%

Eighty percent of homeowners believe wood floors add the most value to a home.<sup>3</sup>

<sup>1</sup>November 2006 Quantitative Evaluation of Real Estate Professionals for National Wood Flooring Association | <sup>2</sup>The 2017 Remodeling Impact Report  
<sup>3</sup>NWFA 2017 Consumer Awareness Research Study