

## Invest In Your Floors For Dividends Down The Road

(NAPSA)—When you get down to it, a new floor can really raise a home's resale value. In fact, according to the annual Cost vs. Value Report, published by The National Association of Realtors, installing new floors in your home adds dividends to your bottom line when it comes time to sell.

Fortunately, new flooring is more accessible and affordable than ever before.

To help, the World Floor Covering Association offers these insights on how to find the right floor for you:

**1. Love it.** Flooring can last quite a long time. Consider what may be timely compared to timeless. Bring a sample home and be sure what you love today will still hold your affections years later.

**2. Wear and tear.** Think about what kind of a beating the floor will have to take. Will it be in a wet area, such as an entrance, bathroom or kitchen? If in a family or living area, will it be comfortable? Ceramic tile can be cold. Natural stone can handle a lot of traffic, but it can be hard to stand on after a while.

**3. Money.** Consider your budget, the overall cost of the job and value of your house.

**4. Consider:**

- What rooms get the new flooring?

- What are their sizes?

- Do you have children or pets?

- How many people live in the home?

- Do you entertain often?

- How important is comfort, ease of maintenance, appearance, durability, adding value to the home and price?



Photo courtesy of Mohawk Industries.

**Floors account for nearly a third of any room. The right floors can increase the value of your home.**

**5. What kind?**

- Wood:** There's nothing like it for visual warmth and long-lasting beauty. Hardwood can withstand both time and growing families. New surface treatments offer an unlimited selection of colors and finishes; a wide assortment of formats including planks, medallions, inlays, borders and tiles; and increased durability, especially when it comes to the newly "engineered" varieties—some of the surface finishes have been tested to be stronger than diamonds.

- Tile:** The design possibilities are nearly endless while cleaning and maintenance are virtually effortless. Almost any look, including hardwood, leather, stone, marble, travertine and cement, can be achieved affordably with tile. Tile floors can create optical illusions, making a room appear longer or narrower; direct the eye to a certain area; unify two rooms; or create separate areas within one space. Porcelain and ceramic tile are the most durable of all flooring products, with superior

scratch, damage and moisture resistance and low maintenance. Tile is a great choice for wet rooms and rooms that get a lot of wear and tear.

- Carpet:** Carpet today is stain resistant with high-quality padding, velvety soft fibers, built-in odor eaters and great designs. Carpet is relatively inexpensive; soft, quiet and warm underfoot; installs easily over most surfaces; can hide subfloor irregularities; and offers more options for color, texture, tone, pattern and hue than any other floor covering.

- Laminate:** Laminate flooring was created to replicate other flooring materials, such as stone and wood, at a fraction of the cost. Laminate floors are fairly low maintenance and don't need waxing, oiling or staining. It's available in a wide range of colors and designs and can closely resemble natural materials.

- Resilient:** This category includes vinyl, cork, rubber and linoleum. Resilient flooring can be great for kitchens and bathrooms because it's easy to keep clean, is durable, water resistant, and doesn't fade, stain or dent. It comes in many colors, textures and patterns. It's also mildew and stain resistant; low maintenance and easy to clean; comfortable underfoot; inexpensive; warmer than tile; and lasts a long time.

**6. Learn more.** For detailed information about buying and caring for all types of flooring and other advice, as well as a searchable database of reputable flooring retailers, see [www.WFCA.org](http://www.WFCA.org) or call (800) 624-6880.