

# Quality Wood Flooring: A Value-Added Difference

(NAPSA)—While redecorating a home often requires large investments of time and money, there are some investments that will significantly increase the value of your home without a lot of hassle. One simple fix is replacing worn carpets with hardwood flooring. Not only will you benefit from the long-lasting advantages of beauty and easy maintenance, you will also find that investing in quality wood floors can increase the value of your home significantly.

## Long Lifecycle

According to the experts at Bruce hardwood floors, properly cared-for quality wood flooring will last the lifetime of your home with little upkeep. When you consider carpet must be replaced every six or seven years whereas hardwood lasts the life of the home, the lifecycle cost of hardwood is really quite low.

Caring for your hardwood floor is as simple as vacuuming the floor to pick up dirt and particles and wiping away spills.

“One of the greatest advantages to having hardwood floors as opposed to carpet is that smooth surfaces like wood do not harbor dust mites and other allergens like thicker, denser floor coverings,” said Mike Lyons, product manager for Bruce hardwood floors.

“With today’s technology, hardwood floors are stronger than ever and spills are easy to clean. Factory-finished urethane floors are durable and don’t require the routine sanding and refinishing previously associated with hardwoods.”

## Resale Value

Not only will remodeling your home with wood flooring ease the maintenance of your home, it will add value to what is most likely your biggest asset—your house. A



**Factory-finished hardwood floors are easy to maintain and increase the value of your home.**

survey of realtors conducted by the National Wood Flooring Association found that 90 percent of real estate agents find that wood floors in good condition influence how a house sells. The study further found that homes with hardwood floors bring higher prices and sell faster. More than 80 percent of those surveyed said that hardwood floors were attractive to buyers for their beauty as well as their image of quality.

“More and more, families are beginning to realize that wood flooring is a practical choice and wise investment. Buyers are looking for homes that are versatile and can adapt to their decorating taste, and are durable enough to handle the everyday traffic of their families,” said Lyons.

Hardwood floors can add beauty to any décor, are easy to maintain and durable enough to withstand busy families. Investing in wood flooring can be wise for the present and good planning for the future. The value-added difference can continue to benefit your family for the lifetime of your home.



*Note to Editors: This is the tenth in a monthly series.*