

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.

- Wood floors are designed to withstand the traffic of busy families, including man's best friend.
- 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 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.¹
- 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.²

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



80%

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

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

Read about the ROI of real wood at woodfloors.org

