

Home Improvement!

Your Monthly Guide to a Healthier Home



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Contemporary home fashion grows on trees

Supplied by Gisele Charette

Prospective homeowners are adding another requirement to their dream home these days - wood, and lots of it. Ongoing research studies into consumer trends indicate wood, especially natural wood, has tremendous appeal and helps close sales and add value to the home.

The studies all indicate wood flooring and wood trim add significantly to the value and saleability of a home.

"Staying ahead of the market and knowing consumer trends is extremely important in our business. We monitor home fashion trends by keeping in close contact with real estate representatives across the country," says Catherine Larose. "What they're telling us is clear: hardwood flooring is in."

There are many reasons why. Wood adds warmth and richness to any room. It goes beautifully with every kind of decorating style and wears extremely well, especially with the new stains and long-lasting tough finishes currently on the market.

Buyers also like the natural feel of wood under foot. They say that it's smooth and solid but still has enough flexibility and "give" to make for comfortable walking and standing.

In addition, some people say they like wood because its surface is smooth and sealed so it doesn't trap dust and germs easily. As a result, wood floors are easier to keep clean and maintain - an extremely important factor for people with allergies and environmental sensitivities.

Unfortunately for some home buyers, pulling up an old floor-covering to use the wood underneath can have some unpleasant results. Over long periods, floors that were improperly seasoned or laid can shrink, shift, and crack, making refinishing inadvisable. In those cases, floor experts strongly recommend laying a new floor.

"In addition to its aesthetic beauty and natural appeal," Larose says, "hardwood flooring gives homeowners more options. They can display its natural beauty openly or lay an area rug on top to add extra appeal. Both styles are desirable and popular with consumers."

Whether you are building a new home or renovating an old one, choosing the right kind of wood flooring for your home is an important consideration.

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