

REAL ESTATE AGENTS

HARDWOOD FLOORING

SURVEY

Real estate agents are on the front lines when it comes to evaluating a home's features, their impact on property values, and their importance to potential buyers.

One key selling point is a home's flooring: the material, be it hardwood or carpeting, that homeowners will be walking on every day.



WE SURVEYED 100 EXPERIENCED REAL ESTATE AGENTS TO FIND OUT WHAT THEY THOUGHT OF HARDWOOD FLOORING AND ITS INFLUENCE ON THE **VALUE AND APPEAL OF RESIDENTIAL PROPERTIES.**¹



CARPET

0%



HARDWOOD

100%

FIRST, IF THE REAL ESTATE AGENTS HAD TWO IDENTICAL HOUSES,

one with **HARDWOOD** and one with **CARPET**, **EVERY SINGLE ONE OF THEM** said they'd prefer to sell the one with hardwood flooring.

BUT WHY?

72%

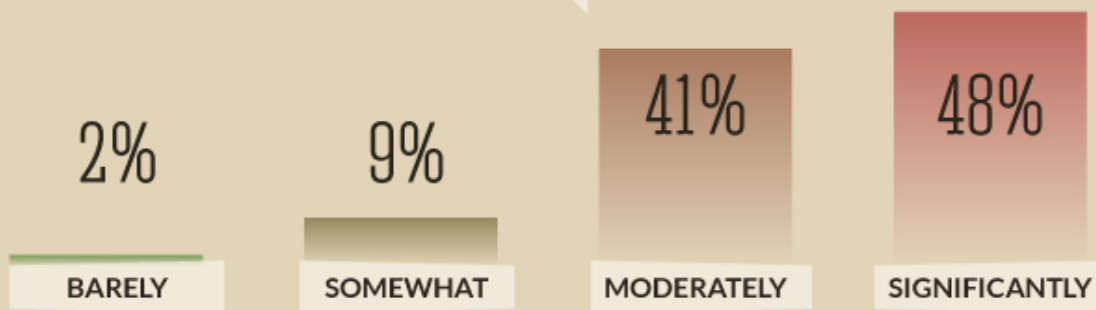
said **FLOORING** was a very important area of the house for potential buyers, right behind the **KITCHEN AND BATHROOM**.

In fact, people are willing to spend
\$2,080 MORE ON A HOUSE

if it comes with **HARDWOOD FLOORING**,
according to *USA Today* and the National
Association of Realtors.²

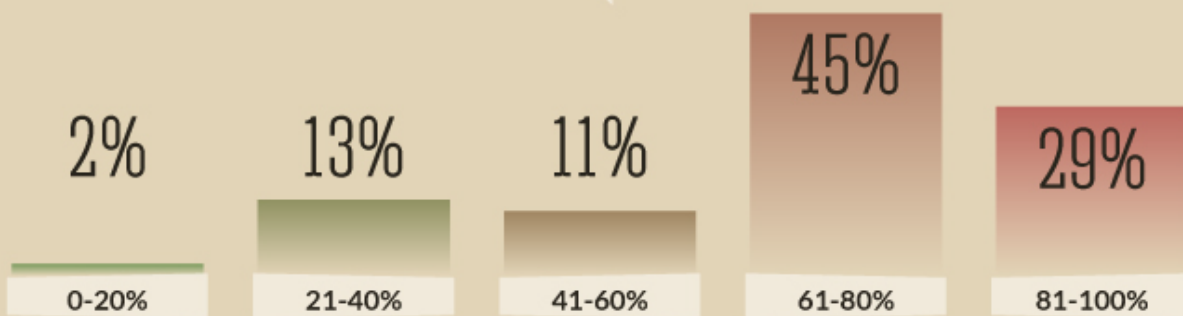


THE REAL ESTATE AGENTS SAID HAVING HARDWOOD FLOORS
INCREASES A HOUSE'S CHANCE OF BEING SOLD...



WE ALSO ASKED THEM:

ABOUT WHAT PERCENTAGE OF THE BUYERS YOU WORK WITH
PREFER HARDWOOD FLOORS?



"I have had buyers literally back
out of purchasing a home if it did
not come with hardwood floors."

- Omar T.

"Hardwood is nicer to show from a
seller's perspective, has more options
for staging, and doesn't detract from
the price as out of condition, style, or
color carpet flooring will."

- Matt F.



93%

said installing hardwood floors
IS A GOOD INVESTMENT.

SO WHY DO HOME BUYERS LOVE HARDWOOD SO MUCH?

THE REAL ESTATE AGENTS CITED THESE
BENEFITS OF HAVING HARDWOOD FLOORING:

HIGHER PROPERTY/RESALE VALUE

EASY TO CLEAN

DURABLE BEAUTIFUL CLASSY CLASSIC BETTER FOR ALLERGIES
LONG-LASTING AFFORDABLE SOPHISTICATED FEELING OF WARMTH

Not only did they say it was popular for these reasons — they said it would

REMAIN POPULAR

FOR MANY YEARS.



THEY PREDICTED PEOPLE WILL
CONTINUE TO FAVOR HARDWOOD:

1%

FOR A

0%

FOR SEVERAL

4%

FOR 1-3

8%

FOR 4-9

22%

FOR 10+

65%

ALWAYS

FEW MONTHS

MONTHS

YEARS

YEARS

YEARS

“When a home has quality hardwood floors, the perception is always that the home has a great value.”

- Chris C.

“Hardwood creates a timeless and elegant look. With proper care and maintenance, it will outlast just about every other feature of the house.”

- Ann R.



WE DELVED DEEPER TO FIND OUT WHAT HOMEOWNERS AND HOME BUYERS THINK ABOUT CARPETING AND HARDWOOD FLOORING.

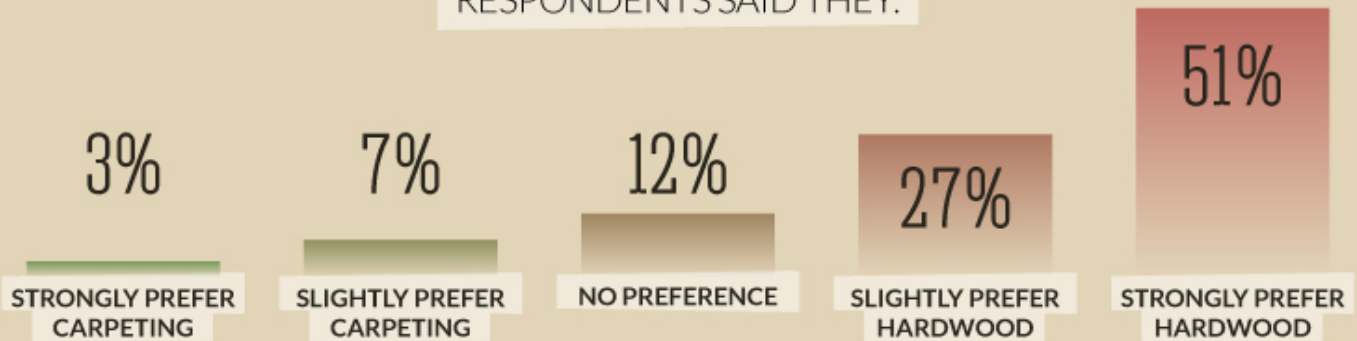
WE SURVEYED ABOUT 1,000 PEOPLE

and found their sentiments matched the expectations of real estate agents.³



When asked to choose between identical homes with hardwood or carpeting,

RESPONDENTS SAID THEY:



(IT MAKES SENSE, THEN, THAT AGENTS WOULD PREFER TO SELL A HOUSE WITH HARDWOOD OVER CARPETING.)

HERE ARE SOME REASONS WHY HOMEOWNERS AND HOME BUYERS FAVOR HARDWOOD.

WE ASKED THEM:

DO YOU BELIEVE HARDWOOD FLOORING OR CARPETING IS BETTER FOR...

HOMES WITH SMALL CHILDREN



Carpeting: **39%**
Hardwood flooring: **61%**

THE ENVIRONMENT



Carpeting: **17%**
Hardwood flooring: **83%**

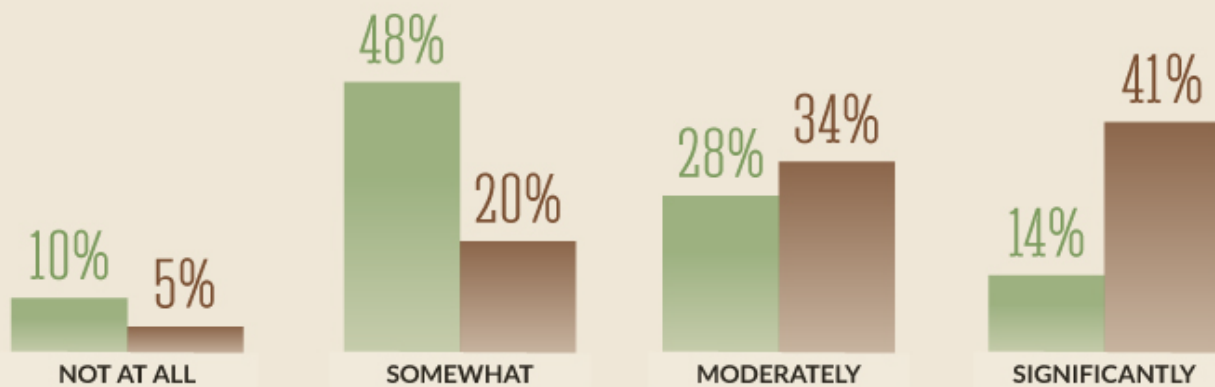
YOUR FAMILY'S HEALTH



Carpeting: **10%**
Hardwood flooring: **90%**

WE ALSO ASKED HOMEOWNERS AND HOME BUYERS HOW MUCH THEY THOUGHT HARDWOOD AND CARPETING IMPROVES THE FEEL, MOOD, AND AMBIANCE OF A HOME:

CARPETING VS HARDWOOD



Overall, homeowners and home buyers do appear to favor hardwood, and real estate agents' observations **CONFIRM THE TREND TOWARD PREFERRING HARDWOOD FLOORING.**

SOURCES:

[1] Survey of 100 real estate agents

[1] Survey of 200 real estate agents

[2] <http://www.usatoday.com/story/money/personalfinance/2013/04/28/24-7-home-features/2106203/>

[3] Survey of about 1,000 homeowners and home buyers

INFOGRAPHIC AND SURVEYS CREATED AND COMPILED BY

**LUMBER
LIQUIDATOR\$**