



	SOLID HARDWOOD	ENGINEERED HARDWOOD	CARPET	LAMINATE	TILE	LUXURY VINYL
APPEARANCE	Solid hardwoods have rich finish and timeless appeal. The most appealing characteristics are the attractive appearance and natural warmth.	Same rich finish as solid hardwood floors.	Carpet is family friendly, more casual and has a warm appearance that comes in a wide variety of textures and colors.	Created with high resolution photography, quality laminate is often mistaken for real hardwood flooring.	Ceramic and porcelain tiles are superior choices when a clean, distinct décor is needed.	Created with high resolution, photographic image laid on top. Often mistaken for real hardwood or tile.
PROS	Highest resale value. Can be refinished if needed. A solid hardwood floor is more than a covering. It adds strength and stability to the floor system. Solid hardwoods don't retain mildew or absorb dust.	Same resale value as solid hardwood. Ability to have wider planks and glue to concrete slab or plywood. Can float over particle boards. Better for wider planks 4"-8".	Popular choice to warm up a room and create a comfortable play area or soften a space.	Durable, easy to maintain and affordable options. Typically waterproof options. Harder surface than hardwoods and luxury vinyl, and less likely to scratch.	Natural beauty, extreme durability, with a wide range of design possibilities. High resale value.	Typically waterproof. Easy maintenance; sweep and wet mop. Kid and pet friendly.
CONS	Hardwoods will react to climate changes. They are very susceptible to moisture. Softer hardwoods can dent or scratch. They also can fade in sunlight. 2 ¼"-3 ¼" width planks are preferred. Wider planks may have issues. Install ground level or above. Installation over plywood only.	Same cons as solid hardwood. Engineered hardwoods are more dimensionally stable than solid hardwood but can still be affected by climate. Not able to sand and refinish unless otherwise specified.	Carpets are less durable and stain resistant in daily use areas. May be unsuitable for pets depending on the fiber selected.	May have a "hollow" sound. A colder feeling surface.	Higher labor cost and more difficult to repair. It is a colder, harder surface. You will have grout lines to maintain.	May have a hollow sound. Cannot use a steam mop to clean.
DURABILITY/ HIGH TRAFFIC	Yes.	Yes.	A well maintained and the correct product for the area's usage will last 7-10 years or longer.	Yes.	Highly durable and resistant to damage.	Yes.
CARE	Use rugs at entryways and rugs under furniture. Sweep and dry mop as needed. Place pads on furniture feet.	Same care as solid hardwood. Place pads on furniture feet.	Requires frequent vacuuming. Spills require immediate attention to reduce stains. Should be professionally cleaned every 18 months.	Use rugs at entryways and under furniture. Regularly vacuum and damp mop with specific laminate cleaners.	Use rugs in daily use areas as well as under furniture. Sweep and mop as needed. Certain types of stone require regular sealing.	Use rugs and sweep regularly. Damp mop when needed.
SUSCEPTIBILITY TO MOISTURE	Solid hardwoods are susceptible to moisture damage.	More stable than solid hardwood but moisture can still affect engineered hardwoods.	Moisture seeping through the floor, flooding, and damp areas can cause long term damage and mold (if not typically waterproof).	The core layer is easily damaged by excessive water and moisture. The top layer is typically waterproof but long-term moisture can cause damage. Pet urine can also discolor the surface.	Water and stain resistant, though some natural stones need to be sealed periodically to maintain a moisture and stain barrier.	Typically waterproof. If water/moisture were to get under the flooring, it would have to be replaced.
KIDS AND PETS	Most hardwoods are suitable for kids and pets, though some softer woods are more susceptible to scratching/denting. Hardwood is a warmer hard surface flooring.	Same as solid hardwood.	Very kid and pet friendly when the correct product is chosen.	More difficult to scratch when compared to hardwoods and luxury vinyl but susceptible to damage from spills(if not typically waterproof) and pet urine.	Easy to maintain, but the floor will be hard and cold to touch.	Very kid and pet friendly when the correct product is chosen.
COST	Hardwood flooring on average, is more expensive than laminate, LVP, or carpet flooring but don't assume it is out of your budget.	Engineered can be a less expensive option compared to solid hardwood.	The range is extremely broad. If cost is important, we can find a durable, inexpensive option for you and your family.	Typically, less expensive than hardwoods but can have the same look and feel.	Considered premium floors and on average, more expensive.	The range is extremely broad. If cost is important, we can find a durable, inexpensive option for you and your family.