



HOW TO NAVIGATE YOUR FLOORING JOURNEY



Don't call or visit any flooring dealer until you read this!

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How to Navigate Your Flooring Journey

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HOW TO NAVIGATE YOUR FLOORING JOURNEY



Dear Friend,

Your home is where you make memories with family and friends. It's where you make plans to take on the day and where you go to relax after the day is done. We created this guide because we know how important your home is. Here at Floor It, we want to help you get the best flooring for your needs and have a stress-free buying experience. That desire guides everything we do - from creating the Mobile Showroom to providing knowledgeable, experienced installers.

In this book, you are going to discover simple ways to navigate through the flooring process. This guide was created to prevent you from getting lied to, stole from, or cheated out of hard-earned dollars. You'll find that with this knowledge the flooring categories are much simpler to navigate to help you find the best flooring!

Feel free to reach out for information or suggestions even if you're not currently shopping with us. We would be happy to help in any way we can - even if that means suggesting a contractor or another company to complete your project!

Your Flooring Team,

Floor It Nebraska
The Experts in Flooring

Your Dream Home Can be a Fun and Painless Process

We are not trying to scare you, but let's talk about the reality for many people shopping for new flooring and why it can be a scary and costly job. Especially if you don't have the knowledge to make an informed decision.

You might be thinking, "Isn't getting new flooring supposed to be fun? Easy? Seamless?"

YES! New floors should be fun, easy and seamless! Unfortunately, we commonly hear it's not.

"So, why do so many people have a scary and costly experience?"

Excellent question! We commonly think the ones who work at the store should be able to educate us, but most stores hire people who have never worked in the flooring industry before. Therefore, the store employees assume going cheap or what "looks nice" is your best option. Some just follow your lead on what you want without knowing what will truly work for your home.

We believe sales team members should be trained and need to have experience in the flooring industry. We understand that is not the case in most flooring stores, which is why we created this book to help you make an informed decision so you don't have a scary or costly experience.

Some questions you need to consider first:

What Products are Right for me?

First off, you need to consider the following common questions: (1) Are you going to live in this house forever or do you plan to move soon? (2) How many kids or pets do you have? (No, your spouse is not considered a kid or pet.) (3) Are there main traffic flows through this area or is this a destination point? Remember destination points, like a theater room or even sometimes a main living, may be used frequently, but the traffic is only there when you are in that room. In many cases, these areas will only see one-third the traffic.

What Color will Work with my Home and Décor?

This is the most enjoyable part of the decision process for most home owners due to the variety of colors and textures in the flooring industry. However, in some cases, it can be overwhelming. This is why we suggest to start by narrowing down

the products that will work best for your home. By doing so, you will reduce the amount of colors and textures to choose from while having the best product. When you have the right product, in many cases, there are colors that work with almost any décor. You can consult a flooring or interior design professional that can help you by bringing the samples into your home to compare with your paint and/or décor schemes. There are even some flooring experts with a background and/or degree in design. Look at their Facebook or any other social media postings that might show pictures of the jobs they've done. Many times, you will get great results with a flooring expert, but it's always fun if you have the time and extra funds to create a truly unique and custom look. You can also take a picture of any room and change out the floor with some of the products we carry by [visiting our website](#).

Is This Flooring Just a Trend or Will it Look Great for Years to Come?

Trendy floors can be a fun way to create some great impact in your home, but remember you might want to get flooring that is more cost effective and easier to replace when going trendy. This will allow you to change it more often so you can keep up with the trends. You know what we're talking about; we've all seen the 70s shag carpet that should have been replaced 20-30 years earlier. This does not get better with age. Wine gets better with age, but some of these styles spoil like milk.

Keeping up with the Jones' can be fun, but sometimes it's cheaper to go with things that are more timeless. Timeless looks tend to be colors and styles that replicate or even come from the simple and natural beauty of Mother Nature. Think of marble, like travertine, or slates or even natural wood tones. These are usually seen all throughout history and are still popular today.

What is the Best Price for Flooring?

We all know that you get what you pay for. So, you can generally have it a few ways: GOOD – CHEAP – FAST. Pick any two. You can have it **Good** and **Cheap**, but it's usually not **Fast**. You can have it **Cheap** and **Fast**, but it won't be **Good**. You can have it **Good** and **Fast**, but it isn't going to be **Cheap**. Cost is all relative to what you want. Just don't kid yourself here. If you want the best, you will have to pay for it. If you want it **Fast** and **Cheap**, well, you will get **Fast** and **Cheap** - with a side of, could be **Better**.

What Store Should I Choose When Purchasing?

This goes hand in hand with what we talked about in the previous question. Even if you want to do it yourself and want quality lasting results, look for the experts. Someone that was previously working in plumbing generally won't have the best advice about carpet. If you go to the experts, who know the craft, they will be able to help you get the results you're looking for. Even if you're looking for a cost-effective option, the experts will further help you get all of the products and tools needed to get the job done right the first time. You also want to consider if the

store is alive and growing, or has it seen better days? This is something to consider with products that have long warranties – a company that will be there to help you now and into the future. Do they have good reviews? Google, Facebook and many other places out there can help you determine this. Quantity and quality here goes a long way. A good company will even have a few reviews that might even talk about a problem and how they overcame it.

How to Find a Great Installer (not a bad or “good enough” one)?

This can be much like finding a great store to purchase from. The reputable will usually stand out. The simple answer here is if you were an installer, where and who would you work for? We believe that you would work for a company that is reputable and cares about their installers as well as their customers. You would probably also want to be paid a good wage for the work you're doing. If you were the best at your job, would you expect to be paid the most or least? You would also want to work for a place that knows what they are doing to minimize your downtime and increase your profitability. According to the [Harvard Business Review](#), “Henry Ford called [higher wages] his finest cost-cutting move because of the boost of productivity that came as a result.” Do you think productivity and quality of work are true priorities of installers reducing their prices just to get the job and/or working out of stores that promote free labor? Would you work for 20,000 dollars a year when there are people that make over \$100,000 a year to do the same job? In 2018, Amazon announced they are raising all wages to more than double the federal minimum wage. We believe that this one decision increased productivity and quality of work amongst other benefits.

How Do I Maintain my New Floor?

This one is simpler than it may seem. Most companies want you to be happy with your floors for years to come. The most trusted places will most likely send you the care and warranty information for your new floor. However, even if they don't, all of the name-brand products will usually have care and warranty information on their website. If you aren't able to find those documents, feel free to email Your Floor It Team at support@flooritne.com, and we will do our best to help get those documents for you.

What Do I Need to Know About my New Flooring Warranty?

Remember a properly-maintained floor will outperform a poorly-maintained floor by usually at least twice the life. Refer to the care and maintenance information for your new flooring, and you will be happy for years to come. Your warranty will depend on the type of flooring you purchase, but make sure you are aware of what the warranty requires of you to protect your investment. For example, most warranties on carpet require you to use a CRI approved vacuum and get your carpet professionally cleaned every 18 to 24 months (depending on manufacturer). Warranty paperwork should be provided to you after purchasing the flooring.

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We take your investment protection seriously and add a five-year labor warranty on top of any warranty that comes from the manufacturer. If the store doesn't provide you with the manufacturer's warranty paperwork, we'd recommend you ask for the paperwork. Return the products if they don't provide any documents.

Shopping for Your Dream Floor Shouldn't be Difficult!

We would like to share a few testimonies from some of our happy customers to show you that this process can be fun. You too can get a floor that will transform your home along with a positive experience that will have you raving for years to come.

Dianne B.

"It was the best experience for picking out new flooring, having the samples come to your house and them having someone help you with what type of flooring would work the best for our needs. The installers did a great job of getting floor ready, putting in the new floor and cleaning up before leaving. We ever need new floor again Floor It Nebraska will be first on our list to call."

Tyler A.

"They were fast knowledgeable and had exactly what I needed when nobody else did. I highly recommend these guys!"

Nathan M.

"Our house is now 2 years old, and all the flooring was purchased and installed by Floor It. The fact that they are there to answer any dumb questions we have, and help us 2 years after the sale, is priceless. If more people understood the term "Cost of ownership", they would all buy from Floor It. Your cost of ownership is WAY LESS with these guys!"

Susie R.

"The best one stop shopping I have ever had. Floor It pulled their trailer into my driveway and had every kind of sample I could imagine. With their expertise I was able to find the perfect carpet for my room in no time at all. There was service after the sale. Floor it will be the first place I go from now on for all my flooring needs."

Now that you've heard from others about their great success, we would like to elaborate on the process to make your experience a five-star!

#1 - Find a Quality Local Flooring Store

While shopping online may seem like an easy way to go, it can be very problematic as lighting in your home typically is different than in a photo. You could wind up with thousands of dollars in flooring that doesn't fit your dreams. Instead, find a quality, local dealer that is trusted. By doing so, you will learn that buying

and installing flooring is very simple with a competent flooring professional. A knowledgeable, experienced professional will know the right questions to ask and will know how to find the best possible flooring for your unique situation.

#2 - List What You're Looking For

Are you looking for a cheap discount dealer? Mega-Depot stores? Or a competent, experienced and professional store that truly works for you? Do you want to risk working with a "cheap" price – knowing that the company might not be in business tomorrow or may not honor their warranties?

#3 - Invite Them into Your Home for a Quote

Don't work for the company. Have the company work for you (like they claim to) by bringing samples to your door and providing a free quote that is going to be adjusted to your unique home, not a random home.

How to Choose the Right Flooring?

So now you're probably asking yourself: "How exactly do you expect me to do this?"

Well let's start by narrowing down the options in the flooring industry. With floors that are soft and some that are hard, from wood to tile, what exactly is linoleum, and just what does LVT mean?

Alright we'll admit it can be a little confusing, but let's break this down. Disclaimer there is no such thing as a perfect floor for all situations so this guide is to help you make an informed decision on the best floor for you, your family, and your home.

Wood - High Maintenance?

Starting with wood or wood look: To do wood or not to do wood? That is the question. What exactly do you like about wood? The look? The status? The colors? Do you like it because it's what everyone else is doing? Maybe that's what your mother told you to do?

In most cases a wood floor is only moderately durable. If you are set on wood expect to treat it like fine furniture. If you have kids or pets (maybe your kids are your pets), you may want to consider looking at a wood look floor like LVP (Luxury Vinyl Plank) or even tile that looks like wood. These options have more durability. (We will get more into that below.) If you still want a wood floor my advice to you is get a hand-scraped or some type of textured and distressed wood.

LVT / LVP - Fresh Looking Floors!

Now, let's talk about the infamous LVT (Luxury Vinyl Tile) or LVP! This is one of the largest categories and fastest growing categories in the flooring industry today! LVT and LVP come in a variety of styles and designs. These floors can look like beautiful wood flooring and even look just like a real tile or stone floor. Today, you can get some that click and float, some that glue down, and some that can be perimeter glued. We are going to focus on the glue down and click-on LVT in this book. You're welcome to reach out if you want to know more about the other options (support@flooritne.com).

Glue down LVP came out over 60 years ago to be used in commercial applications like cruise ships and hospitals. The goal was to have a durable floor that looked just like wood or tile. These floors were built to handle all types of floor conditions and to perform like nothing else on the market at that time. Today the performance and beauty have only been enhanced. One of the amazing enhancements is the new WPC (Wood Plastic Composite Core)! This core is consistent with composite decks. This makes the floor water proof and, if built right,

super stable. With some of these new WPC products they are so stable that you can have a floor free from transitions (or what we like to call speed bumps). Just keep in mind that nothing is perfect. While these may be one of the most durable types of floors, and they are very scratch resistant, they're not scratch proof. In conclusion, if you have a high traffic area that needs a floor you can live on - look no further! These floors are beautiful and with new technology they keep getting more durable and realistic looking every day.

Tile - Ahhh so Warm!

What about Tile? If LVP and LVT are so amazing why would you want tile? Great question - tile is the most scratch resistant flooring available. Plus, we can heat tile! And who doesn't love a warm floor?!?! Or better yet a floor that heats the home! Keep in mind that while tile is the most durable floor, it still isn't perfect, even when it is properly installed. Let's start by discussing a product everyone hates: grout. For flooring, grout is a bad word because the older grout is hard to clean! Grout is very porous and creates low spots in the floor which allows dirt to collect easily. Even though grout has come a long way over the years, it's still somewhat of a dirt collector, but with proper maintenance and the right cleaners, they are manageable to keep clean.

Alright you had me at heated floor, but what if I don't want to spend the extra money to heat my tile? Well I have bad news for you, my friend. Tile, due to the low R value, pulls the heat from your body and inherently feels cold under foot. There are ways to battle this like slippers or rugs, but why would you want to cover your new tile up? You can heat other types of flooring but you won't get the value that you will receive with tile. Due to the tiles low r value and how it radiates your heat, you will find that it helps your heating cost. How does it do that? Well first, consider that electricity turns to heat at 99% efficiency. Also, calculate in the fact that heat rises and the radiating factor. Once you calculate all of those up, you will find your operating temperature for heating lower. You also don't lose as much heat out of your ceiling, windows or doors. In conclusion, if you can live with grout and better yet heat your tile, it will be one of the best floors you ever own. On the other hand, if grout and cold tile is a deal breaker, you may want to consider LVP or LVT.

Laminate - Who? What? Where?

We almost forgot about laminate flooring. That's probably because even the flooring industry is forgetting about laminate. Most of the industry has moved on from laminate to LVT and other better performing, cost-effective flooring. Laminate flooring made its appearance 20-30 years ago and they have been improving ever since. Today Floating LVP and LVT are replacing it due to their inherent water resistance and capabilities of handling even whole house installation without extra movement joints.

Linoleum - Or is it?

Before we go on to carpet, we need to tell you about Linoleum. First, I have to tell you that many people who are talking about Linoleum are actually referring to Sheet Vinyl and not Linoleum. Linoleum and vinyl have some similar properties like they both come in a roll or sheet and they are both installed in basically the same way. So, what's the difference? Well Linoleum was a product made by applying a paste of linseed oil, pine rosin, ground cork, wood flower, and mineral fillers to a canvas or burlap backing. This made a thick and durable ware surface. The only real problems with this was the clarity of design and overall cost. When Sheet Vinyl was introduced it offered a higher definition appearance and due to the different Vinyl wear surface, it didn't need to be waxed. This made Vinyl a more appealing option for many and it became the go-to flooring for people who wanted a beautiful floor that was more cost effective than any other hard surface flooring. They have even made more improvements in recent years by applying a Vinyl Cushion back that in many cases allows you to avoid costly subfloor improvements including, but not limited to, underlayment.

Let's get down to the good, the bad and the ugly. While Vinyl and even Linoleum can be pretty durable floors, they tend to have a few attributes that are less appealing. Both products coming in sheet suffer from gouging and tearing. Vinyl is more prone to this. The problem with damaging these two floors is in order to repair them you would cut a hole and patch it in with new material but when accomplished, even by a professional, in time this can be a problem as the Vinyl shrinks. To make a long story short, a patch is always a patch (a band aid). That is where other tile or plank products thrive. They can be replaced with no future problems. In conclusion, Vinyl and Linoleum are usually cost effective but at the sacrifice of performance. You get what you pay for.

Carpet - Gloriously Soft Carpet!!

Carpet can be a luxurious addition to any home. There are many options that can be very comfortable and still durable. There is much to know, but sadly good information is hard to find. (That's why we created this book.)

Let's look at some fun facts first and see if that doesn't help with the decision! Tires, Tents, Ropes, and Parachutes are all made from nylon. An alternative to Nylon is a material called Polyester. It has many great properties. For starters, it's cheaper per ounce than Nylon and has similar comfortability levels. This means you will get a carpet that feels nicer (Higher Apparent Value). Unfortunately, it doesn't give you a proper gage for choosing your next carpet because soft doesn't always mean durable. (Polyester will usually last approximately half the time that a nylon would in the same environment.) Some sales people will have you believe that polyester is more stain resistant. If that were true, Nylon wouldn't have been the best fiber for so many years. Because of this, you have heard of names like Stain Master and Scotch Guard. These and many other stain treatments have made nylon the most stain resist carpet available.

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Today you can even buy solution-dyed Nylon that is bleach-able. How is this possible you might ask? Well magic my friends – glorious unicorn magic. Not really ha-ha, but our kids would love that story. During the process of making solution-dyed Nylon, the manufacturers color the fiber before turning it into yarn to create the carpet. This way of manufacturing the carpet is like cutting open a carrot and seeing that the color is all the way through, verses a radish where the color is only on the outside. Most carpet is dyed after the yarn is made.

“Ok ok, but I heard that it’s all in the pad! Get a good pad and it will last forever.” Well let’s ask the independent testing lab in the flooring industry for carpet, better known as the Carpet and Rug Institute (CRI). They have done extensive testing on pads. (For future reference they are also a great place to find recommendations on vacuums and even stain removers.) According to their testing with most carpets they found that you can go too soft and even too hard. By going too soft, the backing breaks down and you end up with wrinkles. By going too hard, you can get premature matting and crushing. CRI suggests that you want to stay under a half inch ($\frac{1}{2}$ ”) and eight pound (8#) in high traffic areas. Six pound (6#) in basements and bedrooms. Even most carpet warranties tell you to do seven-sixteenths inch ($\frac{7}{16}$ ”) with a minimum of six pound (6#) density.

How Much Could This Cost?

Below is a pricing guide* that will help you be better prepared for what to expect when navigating your flooring journey. When you use these figures, remember to calculate waste for your project. An average waste percentage will be given with each product.

Carpet —

Waste: Typically, between 10-15% but can be as high as 20% on some layouts due to seam placement.

Low — \$1.80-\$2.50/sq. ft.

Medium Basement/Bedroom Quality — \$3.00-\$3.50/sq. ft.

High Basement Low High Traffic — \$4-\$5/sq. ft.

Mid High Traffic — \$6-\$7.50/sq. ft.

Top Quality High Traffic — \$8-\$11/sq. ft.

Vinyl or Linoleum —

Waste: Typically, average waste is 15-20%, but due to the patterns of some styles can even range as high as 30%.

Low — \$2.50-\$3.50/sq. ft.

Mid — \$3.50-\$5/sq. ft.

High — \$5-\$9/sq. ft.

Laminate and Click LVP or LVT —

Waste: Typically, around 10%.

Low — \$4.50-\$5.50/sq. ft.

Mid — \$6.50-\$7.50/sq. ft.

High — \$8.50-\$9/sq. ft.

Glue down LVP or LVT (*without underlayment for concrete*) —

Waste for Glue Down: Typically, lower than any other product due to the construction and installation at 5-7%. ADD \$3.50/sq. ft. for installation on wood subfloors.

Low — \$4.00/sq. ft.

Mid — \$6.50/sq. ft.

High — \$9/sq. ft.

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Hardwood *will range wildly due to the differences in engineered hardwood manufacturing and quality —*

Waste: Typically, around 10-15% but lower quality hardwoods can be up to 20-25% waste due to warped boards and imperfections.

Solid Wood – Typically, around \$9-\$13

Engineered Wood (*Low End*) – Typically, around \$6-\$7/sq. ft.

Engineered Wood (*Quality*) – Typically, around \$11-\$18/sq. ft.

Ceramic and Porcelain Tile —

Waste: Typically, around 10% due to broken tiles, tile that might break while cutting it, or mis-cuts.

Standard Tile (12x12 & 12x24) – Typically, around \$12-\$15/sq. Ft.

Wood Look Tiles – Typically, around \$1-\$2/sq. ft. more (*it is a good idea to use leveling clips when using larger format and plank style tiles. This generally adds a dollar per sq. ft. to the cost.*)

Heated Floors (Small Areas) – Typically, around \$10-12/sq. Ft.

Heated Floors (Large Areas) – \$5-8/sq. ft. additionally

For Professional Tear Out —

Carpet — \$.20-\$.50/sq. ft.

Tile – \$6/sq. ft. due to the removal of the tile and grinding the old adhesive from the subfloor.

*Disclaimer: the pricing guide is based on area averages that include standard installation and doesn't include anything for tear out or extra prep that may be required for a proper install.

Big Box Store Secrets!

The big box stores don't want you to know or think about what they ask behind their doors. Their number one question is: "How can we get a lower cost for the same product others sell?" In order to do this, the manufacturers will produce the product faster which means more manufacturing flaws and they will cut quality where you won't see initially. We've witnessed the same faucet fixtures with different internals that will work the same initially, but over time are more prone to leaky valves. In the flooring industry, they will cheapen up the backing of the carpet. In order to reduce the cost of the backings, manufacturers will add more fillers in the core of their plastic products. They will cut down the Kiln Drying time for hardwood – which means a more unstable floor that is more prone to cracking and warping. They will change the core material on tile and cut the temperature used to glaze tile – which will decrease the breaking strength and decrease the scratch resistance. They will also send out tiles that aren't as square. Sometimes they get second or third quality products as well. The manufacturer knows these products are lower quality and sells it at a reduced cost to the big box stores to get rid of it.

So, if you are looking to get a deal on your next floor, ask questions about the quality and just know that you are going to get what you pay for. Sometimes the better answer here is to consider a different product. Otherwise, make sure that you know and understand what you are getting and what results to expect from it.

Common Flooring Concerns with Video Explanations

Knowledge is king. This is a saying we take serious at Floor It as we understand it's more important for our customers to have both short and long-term happiness.

Watch some common flooring concerns by **CLICKING HERE**. We are always adding more videos so we would recommend subscribing to stay up to date and knowledgeable.

If the link above doesn't work, click the following link:

<https://www.youtube.com/watch?v=iz1bpeeJ2uQ&list=PLNIYwN-k9L4mej6uz8M7aM9DUIfWbmbib>

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Thanks again for reading *How to Navigate Your Flooring Journey*. We hope you found this information helpful. If you have any questions or comments – or if you'd like us to provide a free in-home consultation – please call us at (388) 380-3139. We will be pleased to help you anyway we can.

Thank you,

Your Floor It Team