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FOR IMMEDIATE RELEASE

Upgraded Floor Covering May Pay Off

Anaheim, CA – June 5, 2006 One way to raise the value of your new home without sending improvement costs through the roof is to improve its floors.

Real estate agents across the United States say floors can be one of the most valuable commodities in a house and also one of the least expensive to maintain, improve, or install.

Research on real estate throughout the country shows that the money invested to upgrade replacement floor coverings in a home, prior to its being resold, can be expected to return substantially more than 100 percent: of the entire cost of renovation.

"If homeowners invested \$5,000 to replace worn-out floor coverings and then listed their home on the market," says Christopher Davis, President and CEO of the World Floor Covering Association, "they should factor in an extra \$10,000 to \$15,000 on the selling price."

Davis says the value of flooring can be seen whether you're buying a new home, improving the one you're in, or selling the one you have.

Upgraded floor coverings in new home – when financed into the mortgage – are usually extremely affordable. For every \$1,000 spent on upgraded floor covering the buyer's payment usually increases by less than \$10 a month. In addition, the new floors can usually be written off during the first few years of the mortgage.

For example, upgraded floor coverings valued at \$2,500 and added to the purchase price of the house will increase the mortgage payment by about \$23 a month, or \$276 annually. Most mortgage payments (especially in the first few years) are on the mortgage's interest and are tax deductible. That means the \$276, instead of counting toward principal, can be considered interest paid, thus creating tax savings for homeowners who itemize deductions.

Before you make a decision on flooring options, it's a good idea to do some basic research.

Experts in the field can give tips on choosing the right floor for each room in your house and advise on the quality of different flooring types, including hardwood, tile, laminates, resilients, and carpets, as well as all the various brands available.

The value a floor can add to a home may best be seen when it comes time to sell.

The first two rooms home buyers generally look at are the kitchen and bathroom.

New resilient floors can be an inexpensive way to keep both rooms looking clean, bright, and modern. New floors can also be used to enhance other rooms.

For example, the right floor covering can add an element of sophistication and class to a master suite and make a bedroom feel more welcoming and familiar.

For more information, visit the WFCA website at www.wfca.org.

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