



LAMBERT GROUP

A HOMEOWNER'S GUIDE FOR
Beautiful & Practical Floors

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The floors within a home are more than a functional surface

They are a fundamental component of its character, a silent narrator of its lifestyle, and a significant driver of its market value.

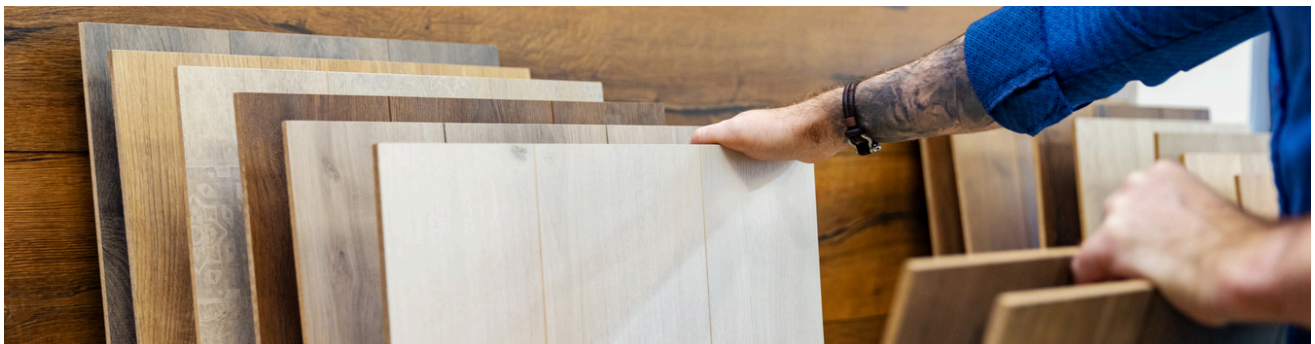
This guide is designed to move beyond a simple inventory of materials and provide a strategic framework for understanding and articulating the value embedded in your home's flooring.



The Power of Flooring

EVERY FLOORING CHOICE TELLS A STORY.

Selecting the right flooring is a pivotal decision that shapes both the aesthetic and functionality of your home. Flooring influences the look, feel, and durability of a space, making it essential to choose materials that align with your lifestyle, budget, and design preferences.



KEY FACTORS TO CONSIDER

DURABILITY:

How well the flooring withstands wear, especially in high-traffic areas.

MAINTENANCE:

Ease of cleaning and long-term upkeep requirements.

WATER RESISTANCE:

Critical for areas prone to moisture, such as kitchens and bathrooms.

COST:

Initial investment and long-term value, including maintenance costs.

AESTHETICS:

The visual appeal and how it complements your home's style.

INSTALLATION:

Complexity and whether professional installation is needed.



Flooring Types

HARDWOOD FLOORING

Hardwood flooring is prized for its classic beauty and longevity but requires careful consideration of environmental conditions and maintenance.



PROS

Authentic, timeless appearance; can be sanded and refinished multiple times; increases home value.

CONS

Not waterproof; prone to warping in humid conditions; expensive.

MAINTENANCE

Requires regular sealing and occasional refinishing to maintain appearance.

DURABILITY

High with proper care, lasting decades.

BEST FOR

Living rooms, bedrooms, and other dry areas; Common rooms, entries.

ENVIRONMENTAL NOTE:

Exotic hardwoods (e.g., rosewood, teak) may contribute to deforestation. Opt for sustainable domestic species like oak or maple.



ENGINEERED HARDWOOD FLOORING

Type of flooring made of multiple layers of wood, with a top layer of real hardwood and a core constructed from plywood or softwood.



PROS

More moisture-resistant than solid hardwood; easier to install; real wood veneer provides authentic look.

CONS

Limited refinishing (depends on veneer thickness); still vulnerable to standing water.

MAINTENANCE

Lower than solid hardwood, requiring minimal sealing.

DURABILITY

Moderate to high, more stable than solid hardwood.

BEST FOR

Areas with slight humidity, such as dining rooms; avoid wet areas.

SPECIFICATIONS:

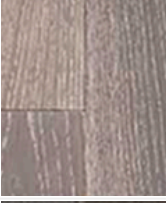
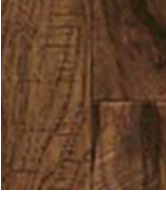
Overall Thickness: 9.5–19 mm (3/8"–3/4") | Wear Layer: 0.6–6 mm top veneer.
Waterproof: Limited. | Veneer is 2 mm or thicker.



WOOD DURABILITY COMPARISON

The durability of wood varies by species, impacting suitability for different spaces.

The following table ranks common wood types from softest to hardest

DURABILITY	WOOD TYPE		COLOR RANGE	GRAIN STYLE
 • Softest • Soft • Moderate • Moderately Hard • Hard • Hardest		CHERRY	• Light pink to rich reddish-brown. • Darkens and deepens over time with exposure to light.	• Fine, straight, and smooth grain. • Occasional curly or wavy patterns.
		WALNUT	• Deep chocolate brown to purplish-black. • Sapwood is lighter (pale to creamy).	• Generally straight grain with some knots or curls.
		BIRCH	• Creamy white to yellowish or reddish-brown. • Can have contrasting sapwood and heartwood tones.	• Fine, even texture with a straight or slightly wavy grain. • Clean and uniform appearance.
		OAK	• Red Oak: Warm tones from light reddish-brown to pinkish tan. • White Oak: Cooler tones from light beige to medium brown with gray undertones.	• Prominent, open grain with strong visible patterns. • Can have rays and flecks, especially in white oak.
		MAPLE	• Pale cream to light golden or reddish-brown. • Minimal color variation.	• Fine, tight, and uniform grain. • Clean, smooth, and modern look.
		HICKORY	• Wide variation: creamy white to dark brown in single board. • Very high contrast between heartwood and sapwood.	• Dramatic and varied grain with bold patterns. • Can be straight, wavy, or irregular.



LUXURY VINYL PLANK (LVP)

LVP is a versatile, durable option that mimics wood or stone while offering practical benefits.



PROS

Waterproof; affordable; easy to install; low maintenance.

CONS

May look less authentic than real wood; not as long-lasting as hardwood. LVP has a more hollow sound when walking on it compared to hardwood floors.

MAINTENANCE

Very low; easy to clean with regular sweeping or mopping.

DURABILITY

High; resistant to scratches and dents.

BEST FOR

Basements, kitchens, bathrooms, and other moisture-prone areas.

SPECIFICATIONS:

Overall Thickness: 4–8 mm (up to 12 mm) | Waterproof | Wear Layer: 12–28+ mil. | No Refinishable



LAMINATE FLOORING

Laminate is a cost-effective alternative to hardwood, offering a similar look with greater scratch resistance.



PROS

Budget-friendly; scratch-resistant; easy to clean.

CONS

Not waterproof unless specified; cannot be refinished; may sound hollow underfoot.

MAINTENANCE

Easy to clean with minimal upkeep, but replacement may be needed over time.

DURABILITY

Moderate; surface can chip with heavy impact.

BEST FOR

Living spaces; water-resistant options for kitchens.

SPECIFICATIONS:

Overall Thickness: 6–12 mm | Waterproof is limited (water-resistant options available)

Wear Layer: AC3–AC5 rating | No Refinishable



STONE TILES

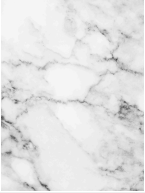
Stone tiles offer a luxurious, natural look but vary in maintenance needs.



PROS Extremely durable; waterproof; high-end appearance.		CONS Cold and hard underfoot; requires sealing; expensive.	
MAINTENANCE Regular sealing, especially for porous stones.	DURABILITY Very high; can last decades with proper care.		BEST FOR Bathrooms, kitchens, outdoor areas.



SPECIFIC STONE TYPES

STONE TYPE		CHARACTERISTICS	PROS	CONS
	MARBLE	Porous, veiny pattern	- Elegant, high-end appearance - Smooth, polished surface - Timeless and classic	- Prone to staining and etching (especially from acids) - Requires regular sealing - Slippery when wet
	GRANITE	Durable, speckled design	- Extremely durable and scratch-resistant - Heat- and stain-resistant (when sealed) - Low maintenance	- Heavy and hard to install - Limited color variation - Recommended more for countertops than flooring option.
	LIMESTONE	Soft, porous, warm tones	- Soft, natural look with warm tones - Easy to cut and shape - Great for a relaxed, earthy aesthetic	- Softer stone; scratches and dents easily - Porous and stains without sealing
	SLATE	Textured, rich colors	- Very strong and durable - Slip-resistant texture - Distinctive natural variation in color and surface	- Can be brittle or flake if low quality - Uneven surface, hard to clean - Needs sealing to prevent staining
	TRAVERTINE	Porous, warm colors	- Classic, aged look with unique veining - Naturally textured for slip resistance - Versatile indoor/outdoor	- Porous-must be sealed regularly - Susceptible to acids and harsh cleaners - Pits and holes may collect dirt or require filling
	SANDSTONE	Soft, earthy tones	- Warm, earthy tones and natural look - Good traction for outdoor use	- Softer and more porous than granite or slate - Can weather, fade, or erode outdoors - Needs sealing and ongoing care



TILE FLOORING

Tile flooring is highly durable and versatile, with subtypes suited to various environments.



CERAMIC TILE

PROS

Waterproof; affordable; wide variety of designs.

CONS

More prone to chipping than porcelain; cold and hard underfoot; grout requires maintenance.

MAINTENANCE

Grout needs regular sealing to prevent staining.

DURABILITY

High but softer than porcelain.

BEST FOR

Kitchens, bathrooms, laundry rooms.



PORCELAIN TILE

PROS

Waterproof; extremely durable; variety of styles; low maintenance.

CONS

Cold underfoot; can be slippery; grout maintenance required.

MAINTENANCE

Low, but grout needs periodic sealing.

DURABILITY

Very high; resistant to scratches, chips, and water.

BEST FOR

Wet areas, high-traffic spaces.



Best Practices for Flooring Selection

AVOID HIGH-MAINTENANCE OR FRAGILE FLOORING

Materials like cork or bamboo may scratch or stain easily, especially in homes with pets or children.

STEER CLEAR OF INDUSTRIAL OR GIMMICKY MATERIALS

Epoxy or metal floors may feel cold or out of place in living spaces.

PRIORITIZE COMFORT AND PRACTICALITY

Avoid uncomfortable options like pebble stone or glass tile, which can be cold or hard underfoot.

MATCH FLOORING TO THE SPACE

Ensure the flooring complements the room's style and function to avoid clashing aesthetics or reduced resale value.

CONSIDER MOISTURE AND SUNLIGHT

Avoid materials like bamboo or cork in sunny or wet areas, as they may warp or fade.



Final Thought

CHOOSING THE RIGHT FLOORING REQUIRES BALANCING
AESTHETICS, FUNCTIONALITY, AND BUDGET.

Hardwood offers timeless elegance but needs careful maintenance, while LVP and tile provide practical, durable options for wet or high-traffic areas. By considering the specific needs of each space, environmental impacts, and current trends, you can select flooring that enhances your home's beauty and longevity.



Thinking about moving or selling?
You don't have to navigate the journey alone.

We're here to guide you. Let's connect today!



Disclaimer: This flooring guide is provided for general informational purposes only and is not intended as professional, financial, or legal advice. Flooring products, installation methods, costs, and availability may vary by region, supplier, and property type. Before making any flooring purchase or installation decisions, we recommend consulting with qualified flooring professionals, contractors, or suppliers to ensure suitability for your specific property and needs.



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Let's work together



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