



THE HOMEOWNER'S HARDWOOD FLOORING INVESTMENT GUIDE

Real Wood. Real Value. Timeless Results.

Hardwood floors are more than beautiful—they're an investment in your home, your comfort, and your lifestyle. This guide will help you make confident decisions and protect your investment for years to come.



1 IS YOUR FLOOR READY FOR REFINISHING?

Signs it may be time to sand & refinish:

- ✓ Visible scratches, wear, or dullness
- ✓ Worn finish—especially in high-traffic areas
- ✓ Discoloration or uneven color
- ✓ Minor gaps or surface imperfections
- ✓ Your floors look tired, even after cleaning



GOOD NEWS: Most hardwood floors can be refinished multiple times.



2 REFINISH, REPAIR OR REPLACE?

Use this simple guide to decide.



REFINISH

Best when your floors have surface wear, scratches, or dullness but are structurally sound. Restores beauty and extends the life of your floors.



REPAIR

Best for localized damage such as water spots, loose boards, squeaks, or minor areas that need attention.



REPLACE

Best when floors are severely damaged, thin, warped, or when major structural issues are present.



When in doubt, we'll give you an honest evaluation and the best recommendation for your home and budget.

3 HOW LONG SHOULD HARDWOOD FLOORS LAST?

With proper care, hardwood floors can last for generations—often 50–100+ years.

What affects their lifespan?

- Quality of installation
- Type of wood & finish
- Traffic and lifestyle
- Regular cleaning & maintenance
- Humidity control

4 CHOOSING A STAIN COLOR

The right color sets the tone for your entire home.



NATURAL
Light, timeless, and versatile

WARM
Golden tones add warmth and character

GREIGE
The perfect blend of gray and beige

MEDIUM
Rich, classic, and inviting

DARK
Bold, dramatic, and elegant

We'll help you choose a color that complements your style, lighting, and furnishings.

5 FINISH SHEEN: WHICH IS RIGHT FOR YOU?

All sheens are durable—just different in look.



MATTE

A low-sheen, modern look that hides imperfections well.



SATIN

A soft, subtle sheen with natural warmth and balance.



SEMI-GLOSS

A more reflective finish that is easy to clean and highlights the wood grain.

6 WHITE OAK vs. RED OAK

Both are beautiful. Here's the difference.

WHITE OAK

- More subtle grain and variation
- More water resistant
- Takes on modern and natural tones beautifully

RED OAK

- More pronounced grain patterns
- Classic, traditional look
- Takes stains well and offers warmth

VS.

We'll help you choose the right species for your home and your vision.

7 WHAT AFFECTS THE COST OF A FLOORING PROJECT?

Several factors influence the investment.



Square footage



Condition of existing floors



Repairs or replacements needed



Stain color and finish selection



Layout, patterns & borders



Stairs and specialty areas



Furniture moving & access



Trim, molding & transitions

We provide detailed, transparent estimates with no surprises.

8 HOW TO PREPARE YOUR HOME

A little preparation helps everything go smoothly.

- ✓ Remove small items, wall décor & breakables
- ✓ Empty closets and clear access to all areas
- ✓ Move or protect furniture (we can help)
- ✓ Secure pets in a comfortable space
- ✓ Clear vents and ensure HVAC is accessible
- ✓ Plan for some dust (we contain it as much as possible)
- ✓ Provide access to water and electricity



We treat your home with the same care as we do your floors.



9 WHAT TO EXPECT: THE REFINISHING PROCESS

A proven process. Beautiful results.



1. PREP & PROTECT

We protect your home, set up dust containment, and prepare the area.



2. SAND

We sand the floors to remove the old finish and create a smooth, even surface.



3. STAIN (IF SELECTED)

We apply stain to enhance the natural beauty and bring your vision to life.



4. FINISH

Multiple coats of premium finish are applied for durability and protection.



5. CURE TIME

Allow floors to cure undisturbed for the time recommended by the manufacturer for best results and durability. Normal foot traffic after 24 hours.



★ Our process is clean, efficient, and respectful of your home.

AFTERCARE: PROTECT YOUR INVESTMENT

- ✓ Use area rugs in high-traffic areas
- ✓ Keep felt pads under furniture
- ✓ Clean regularly with Squeaky Clean® by Basic Coatings
- ✓ Wipe spills immediately
- ✓ Maintain indoor humidity between 35–55%
- ✓ Avoid excessive water and harsh chemicals

See our Seasonal Floor Care Guide & Pet Owner Floor Protection Guide for more tips!



YOUR FLOORS ARE AN INVESTMENT
THAT CAN LAST A LIFETIME.

*Thank you for trusting
Timeless Flooring.
We appreciate you!*



QUALITY CRAFTSMANSHIP.
TIMELESS RESULTS.
GENERATIONS OF BEAUTY.