

**OUR PRICING  
REFLECTS**

Quality Materials

Proven Finishing Systems

Experienced Craftsmanship

Long-term Performance

No Shortcuts

*"We believe hardwood floors should look great today and hold up for years to come. If you have questions about materials or options, we're happy to walk through them with you."*

# What Affects Pricing?

**Quality materials and workmanship make the difference.**

Hardwood flooring prices can vary widely. Before reviewing your quote, we want you to understand what goes into the work—and why not all flooring projects are built the same.

**1**

## WOOD SELECTION & MATERIAL QUALITY

Not all hardwood is equal. We source quality-grade hardwood, not commodity material pulled from big-box retail racks. The grade, cut, and consistency of the wood directly affect how the floor looks and wears.

- Wood species and availability
- Grade consistency (fewer defects, better milling)
- Moisture stability and acclimation standards

**2**

## INSTALLATION STANDARDS

Proper installation sets the foundation for the entire floor. Shortcuts at this stage can lead to movement, noise, or premature wear later.

- Correct subfloor prep and fastening
- Expansion spacing and layout planning
- Clean transitions and tight joints

**3**

## SANDING PROCESS & PREP

Sanding quality is the biggest difference between a floor that looks "okay" and one that looks exceptional. We follow a multi-step sanding sequence. Skipping grits or rushing this process saves time—but it shows in the final result.

**4**

## FINISH SYSTEM & APPLICATION

The finish protects your investment. Pricing reflects number of coats, product quality, and proper cure times. Applying fewer coats or rushing recoat times can lead to uneven sheen and reduced lifespan.

**5**

## CRAFTSMANSHIP & DETAIL

Edges, corners, transitions, and clean jobsite practices take time, experience, and care—but they're what separate professional work from rushed work.