



Local Man Makes Floor Upgrades Affordable

That builder's grade carpet just isn't looking like it used to—a bubbling seam through the middle of the room and sections of fray peering around some baseboards and door jambs. And, there's that small stain that no number of rounds of *Spot Shot* could lift. Your home testifies to the fact that carpets take a lot of abuse in a home, whether it's the wear and tear of countless feet tracking back and forth or the stains that naturally result from having kids or pets (or husbands). The grout in the tile floor of your breakfast nook is flaunting a contemporary grunge, as sealing the grout was the last thing on your builder's mind and budget.

While there are many projects that encourage the more adventurous homeowner to roll up their sleeves and get to work, some, such as flooring, are usually best left to the pros. Not even the worn condition of your carpets and tile should serve as motivation to tackle this project yourself.

This predicament is a common theme

for David Snell, Frisco entrepreneur and owner of DFW Custom Wood Floors. It started when Mr. Snell decided to replace the carpet in his own home several years ago. He was among the crowd with original, worn out carpet in a home that deserved better. And, he loved the look of hand-scraped hardwood.

Mr. Snell did all the research (check out www.dfwcustomwoodfloors.com) and came to some important conclusions. "We knew we needed to replace our flooring, but were afraid hand-scraped hardwood floors were out of our budget," said Snell. "But, most of the people I spoke to seemed like used car salesmen," says Mr. Snell. "I was very frustrated by the lack of information out there at the time. Then, I finally uncovered the facts."

Beauty and ROI

Not only does wood flooring enhance the décor of your home, it becomes the foundation of beauty that increases in value throughout the years.

In a national survey of real estate agents, 90 percent said that houses with wood flooring sell faster and for higher prices than houses without wood floors.

If you're trying to choose between hardwood or a laminate floor, the scale tips easily in favor of real wood, particularly in terms of adding value to the home. "Some of the glued-in, pre-engineered boards that are manufactured to look hand-scraped cost as much as actually installing real wood," Mr. Snell says. "And if you were to go to any home appraiser and ask them to pick between a glued-down floor or hand-scraped real wood, they're going to tell you hand-scraped hardwood flooring is considered an upgrade in your home."

Ease of Maintenance

Maintenance of wood floors is easy. Today's stains and finishes are extremely consistent and durable. Regular cleaning takes little more than sweeping and/or vacuuming, with occasional mopping with a wood floor cleaning solution.

Ecological

Wood floors are environmentally friendly. Wood is a natural resource; it is both renewable and recyclable. Many of yesteryear's old wood ships, warehouses, barns, and other structures often find a second life in wood flooring. And, because wood does not collect dust and other allergens, many leading health organizations promote wood floors as a perfect choice for the healthy home.

Affordable

Today's wood floors are affordable. Over time, wood floors maintain their value. When other flooring options wear out or begin to look grungy, wood floors twice as old still appear clean, beautiful and timeless.

Variety

With today's wood options, stains and finishes, homeowners are not limited on choices. Don't think your floor must look like your neighbor's! In fact, the business of DFW Custom Wood Floors is installing just the wood floor you want and need, that's unique to your home.

To achieve the ultimate beauty, durability and value of a hand-scraped hardwood floor, you must not only have the right materials, but you must also follow a strict preparation and installation process. After your old flooring (carpet or tile) has been removed and the surface prepared, wood planks are individually installed on-site, then literally scraped by hand to produce a one-of-a-kind texture and finish. Staining, sanding and several coats of polyurethane complete the installation process, producing a floor that Mr. Snell says is "virtually bulletproof." As the owner of three large dogs, Mr. Snell can speak confidently to the durability of the hand-scraped hardwood floor.

The installation process is meticulously displayed on Mr. Snell's website. "I tried to build the website



from the consumer's side, not with a sales approach." As a result, he says, prospective customers are able to understand and experience the entire process of installing a hand-scraped hardwood floor online. "If you have no idea what to expect and are a little fearful of having your flooring torn up and the mess it might cause, there's no better resource to show people the



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process." The resulting website, www.dfwcustomwoodfloors.com, is packed with information, photos and video culled from Mr. Snell's own experience as a consumer, and that of his customers.

Because of his own experience as a homeowner installing one of these floors, Mr. Snell understands that his prospective customers benefit greatly from being able to actually see the product as they make their decision. "Something we do for prospective clients is call a former

client in their area so they can go and actually see the floor." If the prospective customer decides to go with real wood, Mr. Snell says it often takes less than a week to finish the work. "We can typically go in and do 1500 square feet or less in four days total time. That's a huge selling point for some."

It's one thing to believe in and speaking highly of your own company and services, but Mr. Snell has customers saying the same thing: "I highly recommend DFW Custom Wood Floors! David and his crew were great and our hardwoods look fabulous! These guys are true, honest professionals which is hard to find these days! The crew was always on time and David was either at our home during the process or easily accessible by phone.

TOP NOTCH customer service!! Oh, and they finished ahead of schedule, too!!" – Lori

Brian Beard concurs. Mr. Beard had DFW Custom Wood Floors to do a bedroom floor because he was dissatisfied with the length of time another company took to complete some other floors in his home and their lack of communication. "The other company did a nice job, but there were a couple of details they were supposed to come and finish. But I would go months without a return phone call or email." That's a common complaint from homeowners who are renovating: companies or individuals are happy to start a job, but completing it is often another story. "We were just hoping to find a reputable company that would come out and do the job and honor their word and return our phone calls." They found this when they met Mr. Snell.

Take another glance at your worn out flooring and consider giving Mr. Snell a call. Perhaps before the end of summer, you'll be saying the same thing, while you enjoy the beauty and durability of your hand-scraped hardwood floors.