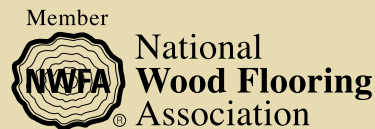


Why Choose an NWFA Member?

Choosing to install or refinish a wood floor in your home or business is a big decision, and one that is affected by a variety of issues — lifestyle, décor, geography, and price, to name just a few. Considering all the options you face, where can you turn for answers?

For more than 25 years, the National Wood Flooring Association has been training and educating wood flooring professionals from all over the world in the installation, sanding, finishing and sales of wood flooring products. NWFA members are familiar with the latest products, services and trends in the wood flooring industry. NWFA members also possess the knowledge, skills, and professionalism to help you make informed decisions, and to deliver a high-quality job that will last for the lifetime of your home.



National Wood Flooring Association
111 Chesterfield Industrial Blvd.
Chesterfield, MO 63005

Real Wood Floors



Why Choose an NWFA Member?

Wood Flooring: A Solid Investment

For most people, their homes represent their largest single investment. Whether you have been in your home for decades, or weeks, the money you spend to improve your home is an investment in your future, so it is important that you research your options carefully to get the most value for your money.

When it comes to choosing flooring for your home, there is no doubt that real wood floors offer the best long-term value. The National Association of Home Builders recently compiled a “How Long Things Last” report for homeowners. While other flooring options generally had a life expectancy of about a decade, wood flooring’s estimated life was listed at 100-plus years. That’s value that stands the test of time.

Likewise, in a survey of real estate agents, 90% of agents surveyed agree that homes with wood floors sell for more money than home without wood floors — up to 10% more. In addition, 82% agree that homes with wood floors sell faster than homes without them. In the same survey, 99% of agents agree that hardwood floors influence a home’s marketability. There’s no doubt that real wood floors add value to your home, so it’s important that you choose a wood flooring professional who can guide you through the process, whether you are installing a new floor, or refinishing one that has been around for many decades.



NWFA Members

A wood flooring professional who is a member of the National Wood Flooring Association can help you with each phase of your flooring decision, from choosing the right species based on your location, lifestyle and budget, to giving you the high-quality installation or refinishing that you expect, to taking care of your floor so that it will look beautiful for many generations to come.

As a member of the NWFA, the contractor who gave you this brochure belongs to the largest trade association anywhere dedicated exclusively to the wood flooring industry. The NWFA is a nonprofit trade organization with member companies in 57 countries and all 50 of the United States, dedicated to promoting and advancing the wood flooring industry.

The NWFA is the industry leader in wood flooring installations, maintenance and repairs. In fact, the NWFA wrote the guidelines that have been adopted by the industry regarding wood flooring standards. All NWFA members receive a copy of these guidelines as part of their membership with the NWFA, as well as a variety of other technical information that saves you, the consumer, time and money by avoiding unnecessary problems.

Members Have Advantages

NWFA members have access to comprehensive technical information 24-hours-a-day, seven days a week. During normal business hours, NWFA members can access one of the NWFA’s dedicated technical assistants using a toll-free telephone hotline. For situations that occur after hours, a dedicated members-only web site linking them to the NWFA’s technical library is offered. With so many options available, NWFA members are never without the resources they need to get the job done right.

NWFA members also have access to a variety of technical training opportunities to improve both their skills and knowledge. Each year, the NWFA hosts a variety of hands-on technical training schools designed to meet the needs of wood flooring professionals. Whether you are looking for a straight-forward installation of prefinished solid wood flooring, or an intricate hand-cut, custom medallion or border, NWFA members have access to training that can show them how to do the job right, each and every time.

NWFA members also have access to the NWFA’s annual Wood Flooring Expo, where they can see and try all the industry’s latest products and services. With hundreds of exhibitors promoting the industry’s latest innovations, NWFA members are on the leading edge for new products, finishes and technologies. In addition, with nearly 3,000 wood flooring professionals from all over the world in attendance, NWFA members can network and exchange ideas with some of the industry’s leading experts.

You already know that the wood floors you choose today will last for generations, so you want to make sure that the wood flooring professional you choose has access to the latest industry information to provide you with the high-quality job you expect. By choosing a member of the NWFA, you can be certain that he or she has the knowledge and skills to deliver a beautiful wood floor that will last for the lifetime of your home.

