

Value Underfoot: Home Sellers Put Their Money Where Their Feet Are

(NAPSA)—“Value” is the number one buzzword for anyone planning to place a home on the market. And with nearly 22 million households moving every year, according to the National Postal Service, a large percentage of Americans are striving to make top dollar from home sales. In fact, a recent survey by the Home Improvement Research Institute found that 40 percent of people who sell a home first make improvements to prepare for the sale.

Among the most popular improvements, capturing \$8 billion annually, is new flooring. It's money well spent. Rather than dramatic projects—such as the installation of a new roof or the addition of a room—experts say that it's the small improvements like a fresh coat of paint, warm lighting or an attractive floor that make all the difference to prospective buyers.

“It's the floors and walls of a home that essentially clinch the sale,” says Don Cybalski, design director of Pergo, the nation's leading brand of laminate flooring. “The eyes of potential buyers first are drawn to the surface areas of the home. Sellers can expect to add nearly twice as much to the value of their homes for every dollar spent on new flooring.”

When preparing to sell a home on a limited budget, first focus on the kitchen and bathroom. According to the National Association of Realtors, even moderate upgrades to these rooms will provide an immediate return on investment, especially with the addition of flooring that offers superior wear and moisture resistance, combined with stand-out good looks.

“Laminate flooring is the ideal option for homeowners planning a sale because it can be installed quickly and at a reasonable cost,” says Cybalski. “For instance, the Pergo product line ranges from \$1.99 per square foot for the bud-



Installing laminate flooring in the kitchen can provide an immediate return on investment for homeowners planning to sell.

get-conscious Pergo Everyday to \$4.49 per square foot for the Vintage Home collection, which replicates the appearance of hardwood.”

Cybalski offers the following checklist to help find a laminate floor that will add both long-term beauty and value to a home:

- **Décor and Texture**—Looks aren't everything, but they are what initially capture the attention of potential homebuyers. Today's laminates are available in a variety of colors and even textures—thanks to new registered embossed technologies. Select a laminate that best flatters the look of a room. For instance, if you want to make a bedroom appear larger, install light colored flooring. Or, if you'd like to complement the cabinetry in your kitchen, choose a darker oak, maple or cherry décor.

- **Durability**—Spills and splashes, scratches and scuffs are all part of everyday life. Be sure to install a laminate floor that protects against these

potential mishaps. For kitchens and bathrooms, insist on a laminate that provides superior protection from moisture and features CertainSeal™ pre-applied glue technology to guarantee the product's seams will not gap. Rooms with heavy foot traffic from kids or pets need shielding from damage and dulling. Choose a floor that offers LusterGard™ Plus scratch protection, the most effective scratch resistant coating in the industry.

- **NALFA Certification**—A laminate floor that carries the NALFA logo is guaranteed to meet or exceed the testing requirements established by the North American Laminate Flooring Association. Don't even consider purchasing a laminate that hasn't met these stringent requirements. The best floors on the market carry this symbol of quality and confidence.

For additional information, visit www.pergo.com.