

How Much WILL IT COST TO RESTORE MY FLOORS?

Brain Shourds | Dustless Hardwood Floors

WE GET THIS QUESTION QUITE A LOT. IT'S AN IMPORTANT ONE. THE SIZE OF INVESTMENT PLAYS A BIG PART IN DECIDING WHETHER YOU GET YOUR FLOORS RESTORED OR NOT AND HEY... NO-ONE WANTS TO

spend any more than they have to right? I sure don't and I'm sure you don't either. The thing is, there's not really an easy cut and paste answer to this question because there are so many factors involved in pricing out a hardwood restoration.

These differ for almost every client and floor. To give a one-size-fits-all square foot price for every single project would be impossible.

I know of many businesses that will happily offer their square foot prices over the phone without a detailed Zoom call or coming out to take a look at your floors in person (if possible). But then later on, they'll try to increase the price on you, claiming extra unknown work was needed.

We don't like operating like that.

We provide a ballpark figure over the phone first. If you'd like to then go ahead with a detailed, accurate estimate, we will arrange a Zoom consultation. This provides you with an

accurate price from the get-go so you know exactly what you're getting with your investment. We can give a very accurate estimate through Zoom and by seeing the project virtually as if we were in-person.

On our Zoom estimate, we'll thoroughly inspect your floors together for any issues you may not be aware of, take the time to understand your needs and then put together a choice of packages at different price points that are perfect for your home and budget.

When we provide you with a price, that's it. No changes. No excuses. No back pedaling.

This way you know exactly what you're getting for your investment and there will be no surprises later on.

In the next few pages I'll give you a good run down of all the factors involved in pricing out a hardwood floor restoration and some of the important things you need to think about when considering prices.

But before we get to that...

... there's 2 things I need to share with you:

First: I want to be very up front and honest with you and let you know right at the start that we won't be the lowest bidder for your project.

There are many flooring "companies" out there that are willing to do work at the lowest price possible without any regards to service, quality and longevity. If you're looking for a quick, low-quality, cheap job, then they could be perfect for you. It's just not what we're comfortable offering.

We love what we do. We're really good at it. Doing it properly with long-term durable results takes skill, time and quality products – all things that cost a little bit more money.

Second: It's also important for you to know we charge a minimum of \$2,500. This covers our basic business expenses.

From time to time we get asked to do a "small" 10 x 10 room and the homeowner balks at this minimum fee. And we completely understand their frustration.

But what they don't understand is that the "small" jobs are almost as much work as an average sized job.

The set-up and pack-up time for our huge amount of tools, sanding machines and vacuums is the same for each job. Also the number of times we need to return to apply the finish coats is exactly the same for every project, regardless of its size. If we sanded a small 100sqft job at a per square foot rate we'd be losing money. Not really the best way to run a business long-term, which is why we have the \$2,500 minimum.

We want to be upfront and honest with you from the start so you know what to expect from us.



DO YOU HAVE "JUST A SMALL PROJECT"?
Small projects are almost as much work as the normal sized ones. The equipment used and the number of times needed to return for the finish coats are the same regardless of size.

CONSIDERING GOING WITH THE LOWEST BIDDER?
This is a photo of an actual job where the homeowners decided to go with the cheap inexperienced guy. Please don't let this happen to your floors.

Factors That Determine Price

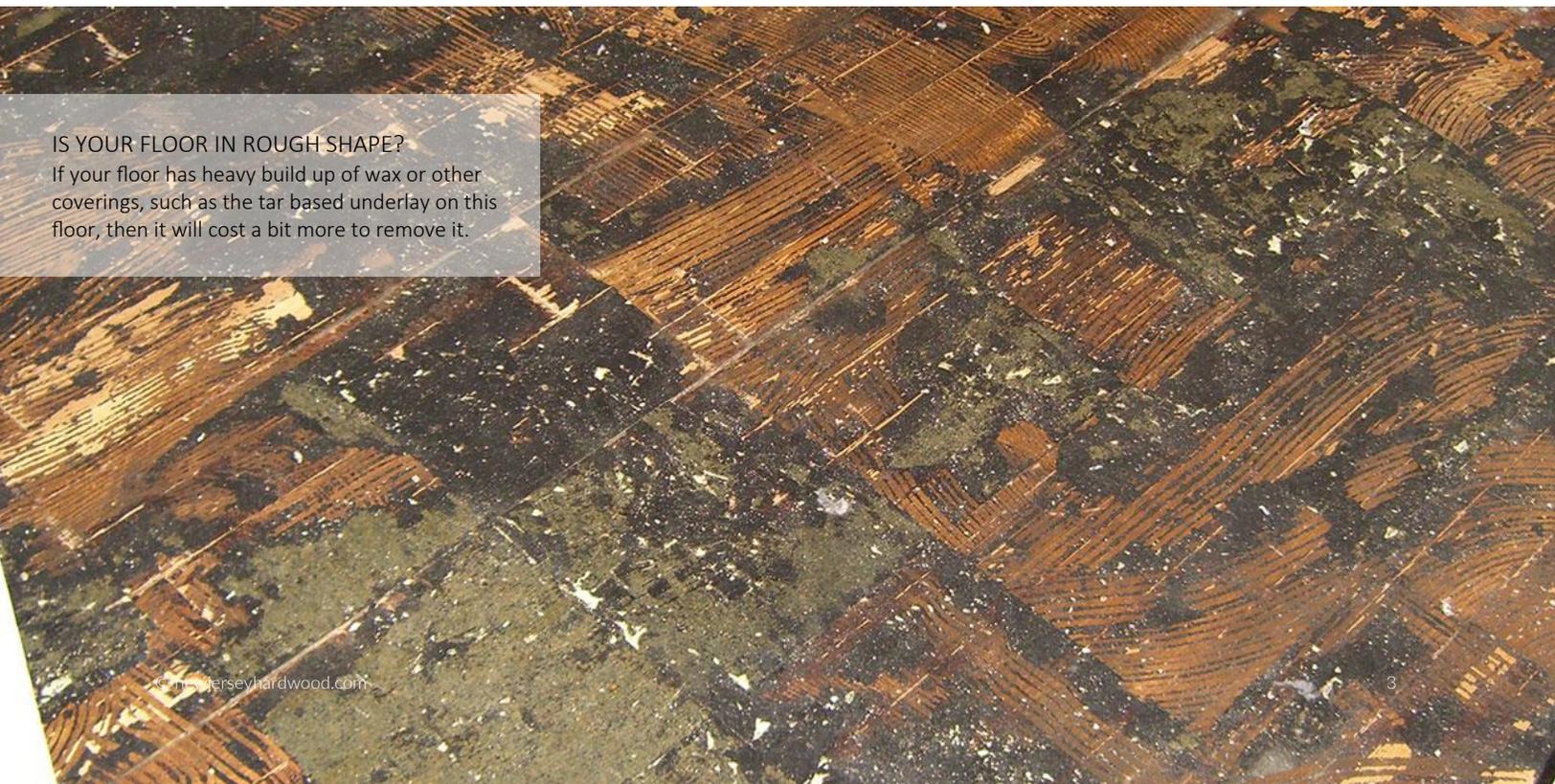
Here are just a few of the things we need to consider about your floor restoration project before considering price...

- **What condition are your floors in?**
Floors that are clean, relatively flat and free of damage will be much faster to restore compared to unlevel floors with water and pet damage, deep scratches, splintered boards etc.
- **How difficult will it be to remove the existing finish?**
Some finishes are extremely tough and require twice the amount of time to sand back to bare wood. Or you may have a lot of wax that constantly gums up the sandpaper.
- **What is the layout of your floor?**
If your floorplan is a wide open square room it will be faster and therefore less costly to do than a floorplan with dozens of closets, small hallways and tiny rooms.

On top of that we need to determine the type of finish system you need to match your lifestyle by asking questions like...

- *Does everyone in the family take their shoes off when inside?*
- *Do you have large active dogs in your home?*
- *Are there young active children and teenagers in the home?*
- *Is anyone sensitive to fumes and chemicals?*
- *Do you want to change the color of your floor?*
- *How long will you be staying in your home? 2 years, 5 years or 20+ years?*
- *Are you happy to spend a bit of time cleaning some dust or do you want the entire process to be completely dust free?*

As you can see, there are many variables. No customer will have the same wants and needs. That's why it's impossible to give a one size fits all blanket price over the phone.



IS YOUR FLOOR IN ROUGH SHAPE?

If your floor has heavy build up of wax or other coverings, such as the tar based underlay on this floor, then it will cost a bit more to remove it.

What to look out for when choosing a flooring business to work with...

Your biggest concern should be the quality of the workmanship and the quality of the products applied to preserve and protect your hardwood floors.

We have written an article for you called: *'The 5 Questions You Should Ask'*. It's a quick read and will be immensely helpful as you make the decision of what business to hire to restore your floors.

As you gather your quotes, try to determine who offers the best overall value for your particular circumstances, not just the lowest price.

- If you want to remain in your home for the next 10 to 15 years, then a cheap finish that will only last 5 years is not good value, regardless of how affordable it initially was.
- If your floors are at the limit of their life, you don't want some cheap guy coming in grinding the remainder of life out of them so they're useless. Good value is having someone carefully preserve them for you.
- If you have issues with fumes and chemicals, then being driven out of your home for a week or more while the off gassing subsides from the cheap finish is also not good value.

I wish I could say we're the only ones in New Jersey that can provide a high-quality restoration that exceeds industry standards... but I'd be lying if I did.

I can think of 1 or 2 other local businesses that will look after your hardwood floors like we do. They also charge a little more to make sure their customers get the best outcome possible.

When compared with these comparable fellow floor refinishing professionals, you'll find our prices are very competitive.

If you receive quotes nowhere near ours pricewise, ask yourself why. What corners are they cutting in either time spent on the project, service, skills, insurance or quality of products?

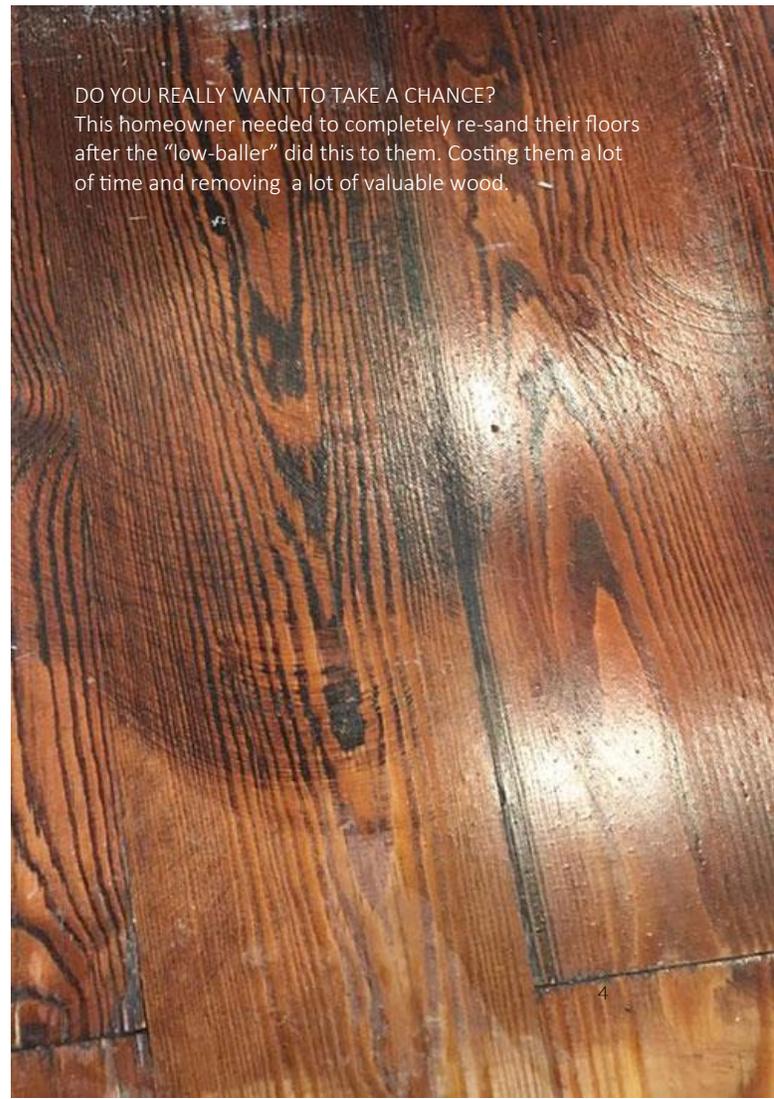
Have you ever taken a chance with the "low-baller" and regretted it?

We've all been there at one time or another.

Restoring hardwood floors is a big procedure. It's very invasive to your home and life. How many times do you really want to do this?

Nobody wants to be reminded of sub-quality work or a horrible experience every time they look down or glance across their floors.

We are constantly getting calls from upset homeowners that ask us to "fix" projects that a cheap guy messed up. We don't want you to be that person.



DO YOU REALLY WANT TO TAKE A CHANCE?

This homeowner needed to completely re-sand their floors after the "low-baller" did this to them. Costing them a lot of time and removing a lot of valuable wood.

Concluding Advice

I would suggest choosing 2 or 3 reputable businesses and interview them with the questions found in our article: *'The 5 Questions You Should Ask'*.

Look for competence and expertise. Find someone you can trust to be in your home.

Choose a business that has the skills and proper equipment needed to do a professional job. One that will provide you with great service. One that will be sure to use quality products. One that has proper insurance coverage. One that will take care of your home and clean up properly. And one that has the references and reviews to back them up.

If you feel we would be a good match, then we'd love to help transform your floors.

We only use the best finish systems available... the longest lasting, the most durable and the most environmentally friendly. We never cut corners. We invest in the latest training and cutting edge equipment.

We have highly skilled and trustworthy employees. We will help educate you on your options, so you get the perfect solution

for your needs. We will go above and beyond to guarantee your floors will turn out amazing.

We promise you'll have a huge smile on your face every time you look down at your floors... and every time you get complimented on how beautiful they are for years to come.

To us, that's where the real value is.

If that sounds like what you're looking for, then you can get in touch by phone, or fill out the quote form on our website.

I'll personally inspect your floors and give you a fixed price, multi-option quote that will be far more reasonable than you may think you would have to pay for top quality work, products and service.

Call or make a booking on our website to arrange your free quote and stain color consultation:

PHONE: 856-833-0024

WEBSITE: newjerseyhardwood.com



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Call Today to Arrange a Quote
For Your Hardwood Floor Restoration