

CHARLOTTE URBAN

HOME

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CELEBRATING INSPIRATIONAL DESIGN AND PERSONAL STYLE



Contributing Editor
THE WORLD AT
YOUR FEET



R A N D Y
H U G H E S

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WHAT MATTERS MOST?

*If you're feeling
overwhelmed by
the amount of choices
available in the
flooring world -
you're not alone.*

When Ashley Lewis arrived in our showroom, I could tell she was flustered. Her eyes darted rapidly from display to display. Nervously pulling a folder labeled “FLOORING” from her bag she explained, “I know that this should be a simple decision, but selecting the right hardwoods for my home is overwhelming. I don’t know where to start.”

We meet with homeowners like Ashley every day. Choosing the best product for your home or office can be very stressful - especially when there are so many choices available. Anxiety builds when you consider how long flooring lasts. You want to be sure that your selection will wear well and look good years from now. That’s where the advice of an experienced professional can help.

Here are some considerations that may help you with your decision:

Durability - Is the floor going to be in your living room that rarely gets used? Or in a high-traffic area like your kitchen where your kids and pets give it a daily workout?

Beauty - Are you the type of homeowner who loves to follow the latest trends (and choose style over longevity because you know you’ll be replacing it in a few years?) Or do you want a product that will last for 10 years or more and prefer to choose a classic look that is timeless?

Comfort - Is it worth it to you to spend a little more on a great pad underneath the master bedroom carpet? Or are you just updating the floor to put your home on the market? Furthermore, is that long-lasting, stain-resistant selection you made for the kids’ playroom actually soft under toddlers’ toes?

Affordability - Pricing is a factor for every homeowner and key questions will help you identify how important this component is in your selection.

Innovation - Like many areas in the home, flooring manufacturers have come up with some incredibly innovative products. Examples include vinyl floor tiles that look like real hardwood yet offer greater durability and less maintenance, carpet tiles that can be placed in high traffic areas and easily be replaced one section at a time and better stain resistance, low VOC products, and hardwood flooring that comes in dozens of wood species and widths.

By addressing your lifestyle, an experienced professional can take the stress out of your decision. Your answers will reveal *What Matters Most* to you and your family and lead you to the perfect flooring choice for your home. ♦

Randy Hughes, founder of Hughes Floor Covering, has been in the flooring business for over 40 years. Their family-run showroom carries one of the best selections of ceramic and porcelain tile, carpet, hardwoods, vinyl and laminates in the Charlotte area. Visit them at 4312 Monroe Road, call them at 704-372-7486 or visit www.hughesfloorcovering.com.

