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Local Flooring Expert Says New Floors Can Boost the Sale of Your Home

TAMPA, Florida, November 1, 2007 – Weary homeowners desperate to sell may be surprised to hear that simply updating their floors may be the answer to closing the deal. **Gary Newcom, President of Bast Floors and Staircases**, a family owned and operated business servicing the state of Florida, says wood floors hold their values better, sell faster and for higher prices. The National Wood Flooring Association agrees. It conducted a study and found that 90 percent of residential real estate agents state the same facts.

“When reselling a home, people often think a coat of paint is enough to freshen up a room, but it’s not what potential home buyers are looking for.” said **Newcom**. “A homebuyer wants to walk into a house that meets all of their wants and desires. Even a short list of “to-do’s” can turn them away.” Many times, that to-do list includes new flooring. Newcom says floors such as wood, natural stone, and tile can transform a family room into a luxurious living space with much more potential in the buyer’s eyes. “In today’s real estate market, we’ve found flooring that can withstand years of children, pets, and parties are what people are looking for.”

The real estate market is in such a slump the Florida Association of Realtors reports the average home price in Tampa has dropped an average of \$20,000 in the last year. Newcom recalls a time when new flooring was once considered a home improvement for comfort and luxury. Today it’s considered a savvy real estate investment. “Flooring is a change that can radically transform a home and can increase the likelihood of selling,” says Newcom. “We’ve been helping homeowners for over 20 years live comfortably. But, we’ve learned in this market slump, to succeed in selling a home you must win over an undecided buyer.”

Installing new flooring, such as hardwood, natural stone, and tile, doesn’t have to be expensive. The professionals at Bast Floors specialize in working with homeowners on both small and large budgets. Preparing a home to sell can be expensive up front. That’s

why the Bast team always work with clients to ensure they receive quality flooring, no matter their budget.

About Bast Floors & Staircases

The Bast family name has been in the wood flooring industry since 1918, and in 1987 they brought their company to Tampa. Having worked for some of the area's most high profile people and facilities, Bast is known as a leader in Tampa Bay's flooring industry. The company's showroom is one of the largest in the area dedicated to hardwood, natural stone and tile, and custom staircases. Services include the design and installation of custom staircases; installation, repair, and restoration of hardwood, natural stone and tile floors, as well as natural stone and tile walls and showers. For more information on Bast Floors & Staircases, call 813-884-5793 or 800-664-BAST or visit www.BastCorp.com.