

Armstrong-Citywide:	Other Guys:
Experienced, Reliable & Genuine company with a proven track record of 70 years of excellent service.	New to the industry, Unreliable - may or may not adhere to a timeline. Hard to get a hold of and not available for repairs or touch ups after job is completed.
We only use premier flooring products that we purchased from established professional flooring manufacturers. These products are NOT found in your local "Big Box Store" or Hardware store. Our materials are stored in a controlled environment to ensure the quality and protect your investment.	Materials purchased from retailers can be damaged from moving and less desirable storage situations. When the wood is not acclimated to a similar environment as the interior of your home, the wood will shrink or expand after installation - this causes the floor to either buckle under pressure or leave gaps in-between planks. Either scenario results in a floor that needs to be completely replaced.
Our company is fully insured to ensure your home's protection.	If a contractor or any of their employees are injured on the job - in your home. They can sue you and/or make a claim on your homeowners insurance policy.
We listen, care & implement your specific requirements & provide a cost effective solution to fit your needs.	A lot of contractors have a "one size fits all" mentality and they only do a certain type of flooring or suggest you do it their way.
Family owned & operated.	Hard to believe these days but there are a lot of companies out there who are "fly by night" and don't really care about their reputation.
We warranty our products & craftsmanship.	Without a warranty you will be paying out of pocket for any issues down the road.
We display many species of pre-finished, engineered, solid floors and an extensive range of color samples to choose from in our convenient and welcoming showroom.	Choosing a wood species or even stain or color off of a picture or digital image online can be very deceiving. Just like how paint colors look different on walls, your floor stain or color is possibly going to look different in your home than it did on some website or picture you saw.
We have an entire showroom of every possible type, style, and color of hardwood flooring you can imagine. We listen to your wants and needs and will suggest the best option for your lifestyle. Anything you want we can make it happen! Come in and speak to one of our experienced hardwood floor experts as we would love the opportunity to assist you in your flooring needs!	