

Red Rock Flooring Shares Guidance on Selecting Luxury Vinyl Plank for St. George Homes

October 22, 2026

ST. GEORGE, UT - October 22, 2026 -
Red Rock Flooring has released practical guidance aimed at helping Southern Utah homeowners evaluate luxury vinyl plank as a flooring option for their homes. The educational effort responds to growing homeowner interest in durable, lower-maintenance flooring materials and addresses the selection factors that influence long-term satisfaction with a flooring project.

Luxury vinyl plank has become a frequent point of discussion among homeowners weighing appearance, durability, and household needs. According to the company, many homeowners begin a flooring project focused on appearance alone, then discover that room use, foot traffic, moisture exposure, and lifestyle factors play an equally important role in the final decision. The guidance from Red Rock Flooring in St. George encourages homeowners to consider how each space functions before committing to a specific material.

Among the factors the company highlights are the location of the installation, the presence of pets or children,

exposure to moisture in kitchens and bathrooms, and the visual style a homeowner wants to achieve. The company notes that luxury vinyl plank is often considered for busy households because of its wear resistance, though it emphasizes that no single material suits every room or every family.

"Homeowners tend to fall in love with a look before they think about how a room is actually used," said Kevin Tatom, owner of Red Rock Flooring. "The goal of this guidance is to slow that process down a bit. When someone understands how traffic, moisture, and daily life affect a floor, they make a choice they are happy with years later, not just on installation day."

The company also encourages homeowners to compare flooring materials side by side before installation rather than selecting a product in isolation. Comparing samples in the actual lighting of a home, reviewing how materials feel underfoot, and considering maintenance expectations can reveal differences that are difficult to judge from photographs. The range of Red Rock Flooring luxury vinyl plank options is presented alongside hardwood, engineered hardwood, tile, laminate, and carpet so homeowners can evaluate the trade-offs of each material in context.

"A sample in a showroom and a floor in a living room can look like two different products," Tatom said. "Seeing materials in the conditions where they will live helps people avoid surprises. That kind of comparison is one of the most useful steps a homeowner can take."

The company positions itself as a local resource for homeowners, builders, and contractors across St. George, Washington County, and surrounding communities who are in the early stages of evaluating flooring choices. Red Rock Flooring services in St. George include material selection guidance, professional installation, dustless floor removal, and support for bathroom and commercial projects.

Red Rock Flooring is a flooring contractor based in St. George, Utah, serving Southern Utah homeowners, builders, contractors, and businesses. The company offers flooring sales and installation, dustless demolition and floor removal, bathroom remodeling support, and commercial flooring services. Flooring products include hardwood, engineered hardwood, tile, laminate, luxury vinyl plank, carpet, and custom area rugs. The company is licensed and insured in Utah, Arizona, and Nevada, and maintains a showroom in St. George where homeowners can begin planning a project.

###

For more information about Red Rock Flooring, contact the company here:Red Rock FlooringKevin Tatom(435) 319-8913admin@redrockflooring.com1136 E 200 S Unit 2, St. George, UT 84790

Red Rock Flooring

Red Rock Flooring is a locally owned Southern Utah flooring company offering carpet, tile, hardwood, laminate, LVP, commercial flooring, demolition, and dust-free floor removal with expert guidance and professional installation.

Website: http://www.redrockflooring.com/

Email: admin@redrockflooring.com

Phone: (435) 319-8913

