

Red Rock Flooring Releases Guidance for Homeowners Comparing Hardwood and Engineered Hardwood

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Red Rock Flooring has released new guidance aimed at helping homeowners understand the key differences between traditional hardwood and engineered hardwood flooring before beginning a renovation project. The guidance arrives as many property owners in Southern Utah weigh flooring decisions ahead of seasonal remodeling work, and it focuses on the practical questions that shape a successful outcome rather than appearance alone.

According to the company, homeowners frequently begin the selection process by considering visual style, but durability, intended room, and installation conditions often prove just as influential. Traditional hardwood offers solid wood construction that can be sanded and refinished over many years, while engineered hardwood uses a layered structure that performs well in environments where humidity and temperature may fluctuate. The guidance encourages homeowners to evaluate how each room functions, including foot traffic, exposure to moisture, and the presence of pets or children.

Installation is another area the company highlights. Solid hardwood is typically nailed down over a wood subfloor, which can affect where it is suited within a home, while engineered hardwood allows for a wider range of installation methods, including applications over concrete. Red Rock Flooring hardwood flooring installation services are designed to account for these variables, with the company noting that subfloor conditions, room location, and long-term project goals should all be reviewed before a material is chosen.

Kevin Tatom of Red Rock Flooring said the guidance reflects questions the company hears regularly from local homeowners.

"Many homeowners assume the choice between hardwood and engineered hardwood comes down to budget, but the room itself often points to the right answer," Tatom said. "A main-level living space with a wood subfloor may be ideal for solid hardwood, while a basement or an area over concrete may be better suited to engineered hardwood. Asking those questions early helps avoid surprises later."

The company recommends that homeowners compare samples in the actual lighting of their home rather than relying solely on a showroom environment, since color and grain can appear different under natural and artificial light. It also advises considering the overall project timeline, as installation and acclimation requirements can vary between the two materials.

Tatom added that the goal of the guidance is to support informed decisions rather than to steer customers toward a single option.

"Every home and every room is different," Tatom said. "When homeowners understand how each material behaves over time, they make choices they remain satisfied with for years."

While the current guidance centers on hardwood decisions, Red Rock Flooring luxury vinyl plank options remain available for homeowners who prioritize water resistance or a lower-maintenance surface, and the company notes that comparing categories side by side can clarify which material fits a given space.

Red Rock Flooring serving St. George and the surrounding Southern Utah communities is a licensed and insured flooring contractor assisting homeowners, builders, contractors, and businesses. The company provides flooring sales and installation, dustless floor removal, bathroom remodeling, and commercial flooring services. Its product range includes hardwood, engineered hardwood, tile, laminate, luxury vinyl plank, carpet, and custom area rugs. Red Rock Flooring maintains a showroom in St. George for project planning and design support.

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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.

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