

Atiyeh Bros. Retail Showroom Responds to Growing Home Renovation Demand with Enhanced Floor Display Collections

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Atiyeh Bros. Retail Showroom in Tigard has expanded its floor display collections and consultation services in response to sustained growth in home renovation projects throughout the Portland metropolitan area. The flooring specialist reports increased customer traffic as homeowners continue to prioritize interior upgrades and sustainable flooring options.

The showroom has introduced additional display areas featuring hardwood, luxury vinyl plank, carpet, and tile selections to accommodate the rising number of customers seeking flooring solutions. Recent industry data indicates that flooring replacement remains among the top five home improvement projects nationally, with particular growth in eco-friendly and waterproof materials.

"The demand for quality flooring has remained consistently strong as homeowners recognize the value that new floors bring to their living spaces," said Tom Atiyeh, spokesperson for Atiyeh Bros. "Customers are

particularly interested in durable, low-maintenance options that combine aesthetic appeal with long-term performance."

The expanded displays allow customers to compare different flooring materials side by side, examining texture, color variations, and durability characteristics. The showroom features full-room vignettes that demonstrate how various flooring options appear in realistic home settings, helping customers visualize the final results of their renovation projects.

Local contractors and interior designers have noted the increased emphasis on flooring as a foundational element in home renovations. The trend extends beyond simple replacement projects to include creative applications such as mixed-material installations and custom patterns that serve as design focal points.

The showroom has also enhanced its sample program, allowing customers to take home larger flooring samples for extended evaluation periods. This service addresses the challenge many homeowners face when trying to coordinate flooring choices with existing furniture, wall colors, and lighting conditions.

"Today's customers are more informed about flooring technology and sustainability than ever before," added Atiyeh. "They want to understand the manufacturing process, warranty details, and environmental impact of their flooring choices. Our expanded displays and educational resources help them make confident decisions for their homes."

The Portland area's robust housing market continues to drive renovation activity, with many homeowners choosing to upgrade existing properties rather than relocate. Flooring updates consistently deliver strong return on investment, making them attractive to both long-term residents and those preparing homes for sale.

Atiyeh Bros. has served the Portland metropolitan area for over a century, establishing itself as a trusted source for residential and commercial flooring solutions. The company operates from its Tigard location, offering a comprehensive selection of flooring products from leading manufacturers. The retail showroom provides professional design consultation, measurement services, and coordinates with certified installation professionals to ensure successful project completion. The company specializes in helping customers navigate the selection process, from initial concept through final installation, with expertise spanning traditional hardwoods to contemporary waterproof flooring technologies.

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