

# SELECTING THE PERFECT FLOORING





Committing is hard – trust me, I get it. I struggle to decide on a dinner entre, let alone long term decisions! The only way to make any decision is to analyze all of the available information on the subject and make a seemingly natural and effortless decision.

I make those choices by running through all the options available by a 3-Step process. I decide on: 1. Motivation 2. End Game, and lastly 3. Style. By the time we get to the point where we are chatting about the colour or scale of something, I already know a LOT about the client and can offer the best product for the space.

Let me break it down and share some of my steps for you to follow.

### 1. MOTIVATION

Ask yourself what made you decide to change the floors. This can be a number of reasons; some practical, others emotional. Is

it to improve the functionality for your family (practical)? Or simply to make the space more stylish (emotional)? As you can imagine, the floor you might select for the kids to drive their Tonka trucks on will greatly vary from the elegant magazine worthy living room.

### 2. END GAME

What is the intent for the property? Not all property investments are the same; in fact, I find that there are 4 typical investment types.

**a) Income Property** – a property you purchase in a viable area with the purpose of creating legal rental units. This is a money-maker.

**b) Force Equity** – purchase property in an emerging area at a good price. Renovate top to bottom to add equity with the intention of renting it out and keeping long term. Once renovated pull the forced equity out and invest in another property!

**c) 5-Year Flip** – Buy this property in a good, new and hot neighborhood with proven record of recent growth. Invest in a modest cosmetic renovation and put it back on the market within five years.

**d) Dream Home** – The aspirational home – you pay top dollar and invest in the best products knowing those

costs are amortized over the next 25+ years that you intend to live in the property.

### 3. STYLE

Now that I have forced you to slip into home-ownership introspection, we can finally “talk pretty.” I have found there are three catchall style categories that we can all relate to in some manner and I have curated products into each for ease in selecting.

**a) Classic Contemporary** – traditional flavor, tailored, hotel-finish and elegant lines.

**b) Natural Organic** – authentic, natural materials, softly warm finishes and rustic

**c) Modern Industrial** – youthful, modern, functional and edgy

I have been working with Carpet One Floor and Home using this exact system. I have partnered with them to help streamline their product selections and, more importantly, to make it easier for customers to make educated selections even without having a designer physically there with them. Available across Canada in all store locations, **The Melissa Davis Signature Series** offers hardwood, laminate, luxury vinyl tile, carpet and tile in three categories. I promise it will be painless and pretty!

Find out more by visiting [www.carpetone.com](http://www.carpetone.com) to find your local locations.



TORONTO-BASED CELEBRITY DESIGNER AND CONTRACTOR

### Melissa Davis

is known for her appearances, creative design and renovation work produced for various HGTV shows. Her work has been profiled nationally in print publications. With almost two decades of renovation & design experience her firm continues to service clientele throughout Ontario & GTA, specializing in value-adding ROI and resale consultations

[@melissadavis](http://www.melissadavis.com)