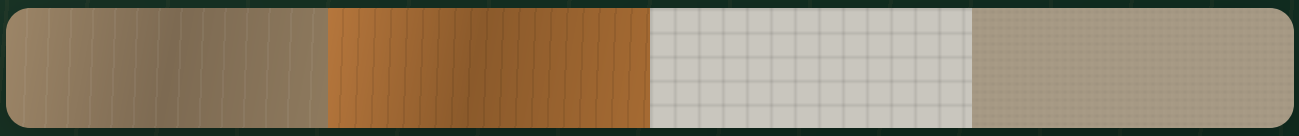
THE 2026 HOMEOWNER'S GUIDE

The Georgia Homeowner's Guide to *Flooring That Lasts*

Everything you need to choose the right floor, pay a fair price, and avoid the contractor traps — written for Georgia homes and Georgia weather.



💰 Real 2026 Prices · 🧩 Material Comparisons · 🛡 Scam Avoidance · ✅ Pro Checklists

Georgia Flooring Pros
georgiaflooringpros.com

2026 EDITION

WHAT'S INSIDE

Your floor, *figured out*

New floors are one of the highest-impact upgrades you can make to a Georgia home — and one of the easiest to overpay for. This guide walks you through every decision, in plain language, with real numbers.

1 **The 4 Floors That Make Sense in Georgia** 03
Vinyl, hardwood, tile, carpet — and why our climate matters

2 **Head-to-Head: How to Actually Choose** 04
Side-by-side pros, cons, best rooms, and 2026 style trends

3 **What Flooring Really Costs in 2026** 08
Per-square-foot pricing and full room-by-room estimates

4 **7 Contractor Red Flags & How to Avoid Scams** 09
The warning signs that save you thousands

5 **Your Pre-Hire Checklist** 10
The exact questions to ask before signing anything

💡 **HOW TO USE THIS GUIDE**

Skim the comparison on page 4 to narrow your material, check the real costs on page 6, then bring the checklist on page 8 to every quote. You'll sound like you've done this before — because now you have.

CHAPTER 1

The 4 floors that make sense *in Georgia*

Georgia's humidity, red clay, and hot summers rule some flooring choices in and others out. Here are the four materials worth your attention — and the one factor most homeowners forget.

Why climate changes everything here

Georgia homes deal with **high humidity** for much of the year. Moisture is the enemy of flooring: it warps solid wood, loosens laminate, and feeds mold under carpet. That single fact is why **waterproof luxury vinyl plank has become the most popular choice** in Georgia homes over the last decade — it simply shrugs off the conditions that damage other floors.

That doesn't mean wood, tile, and carpet are off the table. It means each has a right place and a wrong place. The rest of this guide is about matching the material to the room and to your budget.



Luxury Vinyl Plank (LVP)

$4–9 / sq ft installed

100% waterproof, scratch-resistant, and convincingly wood-like. As of 2026 it's the default flooring choice for most Georgia homes — especially kitchens, basements, and homes with kids or pets. Look for a 20-mil-plus wear layer in high-traffic areas.



Hardwood

$10–16 / sq ft installed

Timeless and the strongest resale-value play. Engineered hardwood handles Georgia humidity far better than solid wood. Best for living and dining rooms — keep it out of bathrooms.



Tile (Porcelain / Ceramic)

$8–14 / sq ft installed

The most durable and waterproof option of all. Ideal for bathrooms, kitchens, mudrooms, and laundry. Cool underfoot — a plus in Georgia summers, less so in winter.

CHAPTER 2

Head-to-head: *how to actually choose*

Every material wins somewhere and loses somewhere. Here's the honest breakdown — pros, cons, and the room each one is truly best for.



Luxury Vinyl Plank

$4–9 / sq ft

STRENGTHS

- \+ 100% waterproof
- \+ Scratch & dent resistant
- \+ Easy to clean
- \+ Warmer underfoot than tile

TRADE-OFFS

- – Less resale value than wood
- – Can dent under very heavy furniture
- – Quality varies widely by brand

Best for: Kitchens, basements, whole-home installs, rental properties, and any home with kids or pets.



Hardwood

$10–16 / sq ft

STRENGTHS

- \+ Highest resale value
- \+ Can be refinished for decades
- \+ Timeless, premium look
- \+ Engineered handles humidity well

TRADE-OFFS

- – Not for wet areas
- – Solid wood can warp in humidity
- – Higher upfront cost
- – Scratches show over time

Best for: Living rooms, dining rooms, bedrooms, and main living areas where resale value matters most.

Tile & carpet, *head to head*



Tile

$8–14 / sq ft

STRENGTHS

+ Completely waterproof
+ Extremely durable — lasts decades
+ Cool in summer heat
+ Endless style options

TRADE-OFFS

– Hard and cold underfoot
– Grout needs occasional sealing
– Higher labor cost to install

Best for: Bathrooms, kitchens, laundry rooms, mudrooms, and entryways.



Carpet

$3–7 / sq ft

STRENGTHS

+ Lowest upfront cost
+ Soft, warm, and quiet
+ Great for stairs & bedrooms
+ Fast to install

TRADE-OFFS

– Holds moisture & allergens
– Shorter lifespan (5–15 yrs)
– Stains and shows wear
– Lowest resale appeal

Best for: Bedrooms, stairs, bonus rooms, and basements that stay dry.

💡 **QUICK RULE OF THUMB**

Wet or high-traffic areas want **tile or LVP**. Comfort-first rooms like bedrooms can take **carpet**. Everywhere else, **LVP or hardwood** gives you the best blend of looks and durability.

CHAPTER 2 · QUICK REFERENCE

The 30-second *decision table*

Still deciding? Match your top priority to the recommended material.

IF YOUR PRIORITY IS...	CHOOSE	WHY
Lowest budget	**Carpet**	Cheapest per sq ft, fast install
Best for wet areas	**Tile**	Fully waterproof, lasts decades
Highest resale value	**Hardwood**	Buyers pay a premium for real wood
Kids & pets	**LVP**	Waterproof & scratch-resistant
Whole-home value	**LVP**	Best balance of cost, looks, durability
Bedroom comfort	**Carpet**	Soft and warm underfoot
Busy kitchen	**LVP or Tile**	Both handle spills and traffic

🏆 THE ALL-ROUNDER

If you want one material for most of your home and you're not sure where to start, **luxury vinyl plank wins for the majority of Georgia homeowners**. It's the best balance of price, durability, looks, and moisture resistance — which is exactly why it's become the default choice across the state.

CHAPTER 2 · 2026 TRENDS

What's trending in Georgia homes *for 2026*

Flooring styles shift, and 2026 has a clear direction worth knowing before you choose — especially if resale is on your mind.

Warm tones are back, gray is out

The cool-gray floors that dominated for years now read as dated builder-grade. **Light oak, honey, greige, and soft natural browns** are the most-requested looks in 2026 — and because they photograph with broader appeal, they're the smarter pick if you may sell down the road.

Wider planks, matte finishes

Wide-plank LVP and hardwood with **low-sheen, textured surfaces** are the dominant style this year. Beyond looks, matte and textured finishes hide scratches and everyday wear far better than glossy — a practical win for busy households.

One floor, flowing through

Open layouts are pushing homeowners to **run the same flooring across kitchen, dining, and living areas** for a larger, more cohesive feel — then switch to soft carpet only in the bedrooms.

LVP is now the default

Industry-wide, luxury vinyl plank has shifted from "budget alternative" to the **standard specification**, driven by its waterproof performance and roughly 35–50% cost savings versus hardwood at project scale.

> 💡 **MIX BY ROOM**
>
> You don't have to pick just one. The smartest 2026 installs **mix materials by room**: wide-plank LVP or warm hardwood through the main living areas, tile in the bathrooms and laundry, and soft carpet in the bedrooms. A good installer helps you plan transitions so the home flows.

CHAPTER 3

What flooring really costs *in 2026*

Here are realistic installed prices for Georgia — materials and labor combined. "Installed" means the number that actually matters: the all-in cost, not just the material on a showroom shelf.

MATERIAL	PER SQ FT (INSTALLED)	LIFESPAN
Carpet	**$3–7**	5–15 years
Luxury Vinyl Plank	**$4–9**	15–25 years
Tile	**$8–14**	25–50 years
Hardwood	**$10–16**	30–100 years

Real room-by-room estimates

Square footage is what drives your total. Here's what typical Georgia rooms cost in 2026, using mid-range pricing for each material.

PROJECT	APPROX. SIZE	LVP	HARDWOOD
Average bedroom	200 sq ft	**$800–1,800**	**$2,000–3,200**
Living room	350 sq ft	**$1,400–3,150**	**$3,500–5,600**
Main floor	1,000 sq ft	**$4,000–9,000**	**$10,000–16,000**
Whole home	2,000 sq ft	**$8,000–18,000**	**$20,000–32,000**

💰 WHAT DRIVES THE PRICE WITHIN EACH RANGE

You land at the **low end** with simple layouts, standard materials, and no subfloor issues. You move toward the **high end** with premium materials, intricate patterns, stairs, furniture moving, old-floor removal, and subfloor repair. Always ask what's included — the surprises are usually old-floor removal ($1–3.50/sq ft), subfloor repair, furniture moving, and floor leveling.

CHAPTER 4

7 contractor red flags *& how to avoid scams*

Most flooring contractors are honest pros. But the few bad ones follow predictable patterns. Spot these and you'll avoid nearly every flooring horror story.

1. **Demands a large deposit up front**
   A reasonable deposit is 10–30% to cover materials. If someone wants 50% or more before any work begins, walk away.

2. **No written, itemized quote**
   A real pro puts everything in writing: materials, labor, removal, prep, and timeline. "I'll just give you a number" is a warning sign.

3. **Can't show license & insurance**
   Ask for proof of liability insurance. If they're not insured and someone gets hurt or your home is damaged, you're on the hook.

4. **Pressure to "decide today"**
   High-pressure "this price is only good right now" tactics exist to stop you from comparing. A fair price is still fair next week.

5. **Cash-only, no paper trail**
   Cash-only deals with no contract leave you zero recourse if the work goes wrong. Always keep a written agreement.

6. **A quote far below everyone else**
   If one bid is dramatically lower, ask what's missing. It's usually prep, removal, or quality — and it reappears as a "surprise" later.

7. **No reviews or references**
   A legitimate local installer has a track record. No online reviews, no references, no portfolio? Keep looking.

> 🛡 **THE SIMPLEST PROTECTION OF ALL**
>
> Get **at least two or three quotes**, always in writing. Comparing bids instantly exposes the outliers — both the overpriced and the too-good-to-be-true — and gives you the confidence that you're paying a fair market rate.

CHAPTER 5

Your pre-hire *checklist*

Bring this to every quote. These are the exact questions that separate a smooth project from an expensive headache.

Before you hire, confirm:

- [ ] **Are you licensed and insured?** Ask to see proof of liability insurance.
- [ ] **Is the quote itemized in writing?** Materials, labor, removal, prep, and disposal listed separately.
- [ ] **Is old-floor removal included?** Or is it a separate charge?
- [ ] **What happens if you find subfloor damage?** How are surprises priced?
- [ ] **Who moves the furniture?** You or the crew — and at what cost?
- [ ] **What's the timeline?** Start date and how many days of work.
- [ ] **What warranty do you offer?** On both materials and labor.
- [ ] **Can I see reviews or recent work?** Photos or references from local jobs.
- [ ] **What's the deposit and payment schedule?** Reasonable deposit, balance on completion.

> 📝 **PRO MOVE**
>
> Ask all three quotes the same questions and write the answers side by side. The right installer usually becomes obvious — it's the one who answers clearly, puts it in writing, and doesn't dodge.

Skip the guesswork. Get matched with *one vetted local pro.*

You've got the knowledge. Now let us do the legwork — for free.

Here's how it works

1. Tell us your project — material, room size, your city
2. We match you with one vetted local installer
3. They reach out within 2 hours with a real quote

Get your free instant estimate at:

georgiaflooringpros.com

📞 **[YOUR-PHONE]**