



Pro Floors Philly Reports Rising Demand for Hardwood Installation Across Historic Rowhomes

September 03, 2026

PHILADELPHIA, PA - September 03, 2026 -

Local contractor Pro Floors Philly reports a sharp rise in requests for professionally installed solid and engineered hardwood. The company says that Philadelphia's historic rowhomes, pre-war twins, and newer slab-on-grade builds are driving a notable increase in demand for durable, high-performance flooring. The company installs to National Wood Flooring Association standards, incorporating full moisture testing, proper acclimation, and written workmanship warranties.

The uptick reflects a broader trend among Philadelphia homeowners who are choosing to invest in long-lasting flooring suited to the region's older housing stock and newer construction alike. Pro Floors Philly, a licensed and insured flooring contractor based in the Delaware Valley, addresses these needs through a hardwood floor installation service that covers everything from subfloor inspection and preparation to precision installation and final walkthrough.

The company's process begins with a free in-home measurement and a written line-item proposal. Materials are delivered and acclimated to the home before installation, and subfloors are inspected and repaired as needed. This approach follows National Wood Flooring Association guidelines, which call for moisture testing

and acclimation to reduce the risk of gapping, cupping, and other issues common in Philadelphia's varied climate and aging structures.

"Older Philadelphia homes each come with their own conditions, from uneven subfloors to moisture concerns in below-grade spaces," said Michael Guenther of Pro Floors Philly. "Following recognized installation standards and testing for moisture before any boards go down is what allows a floor to perform for decades rather than years. Homeowners are increasingly aware of that difference, and it is reflected in the questions they ask before scheduling work."

Hardwood installation costs in Philadelphia typically range from eight to twenty-two dollars per square foot, depending on the species of wood, plank width, installation method, and subfloor condition, according to the company's estimates. A typical rowhome first floor of roughly 600 square feet generally falls between 7,500 and 13,500 dollars. Pricing is presented as a line-item estimate following an in-home assessment.

Beyond new hardwood, Pro Floors Philly maintains a floor refinishing service for homeowners who prefer to restore existing hardwood rather than replace it. That process includes professional sanding with dust containment, a range of stain choices, and either water-based or oil-based finish systems.

"Refinishing and vinyl both have their place alongside new hardwood," Guenther said. "Part of the consultation is matching the right material to the room, the subfloor, and how the household actually uses the space."

For spaces where hardwood is not suited, such as kitchens, baths, laundries, and finished basements, the company provides a vinyl floor installation service featuring waterproof luxury vinyl plank products.

Pro Floors Philly serves neighborhoods across the city, including Center City, South Philly, West Philly, the River Wards, Roxborough-Manayunk, Germantown-Chestnut Hill, and Northeast Philadelphia.

Pro Floors Philly is a professional flooring contractor based in the Delaware Valley, offering floor refinishing, floor installation, and floor repair across the Greater Philadelphia area. The company installs hardwood, luxury vinyl, laminate, and carpet, follows National Wood Flooring Association best practices, and is licensed and insured for residential work in Pennsylvania under PA License No. PA203488.

###

For more information about Pro Floors Philly, contact the company here: ProFloorsPhillyMichaelGuenthermike@profloorsphilly.com
Pro Floors Philly 100 S Juniper St Floor 3 Philadelphia, PA 19107

Pro Floors Philly

Pro Floors Philly has been providing reliable, high-quality flooring installation, refinishing, and repair services throughout the Philadelphia area. We take pride in our craftsmanship and exceptional customer service.

Website: <https://profloorsphilly.com/>

Email: mike@profloorsphilly.com

