

TRENDSETTERS

Let something exotic add value to your home.

There's nothing more inspiring than a floor that fills people with desire. The exotic woods currently coming out of South America and Asia, do just that.

Once people see them, they want them.

Deep, dark and with mysterious names like [Copaiba](#), [Jatoba](#), [Cabreuva](#), [Ipe](#), and [Guajara](#), exotics add tremendous value wherever they're installed.

Homeowners beware. An exotic wood floor can turn your house into the most desired home on the block. Whether made from solid or engineered wood, an exotic floor is more than a design choice, it's an investment in your home and one that you can count on to make a big impression when the time comes to sell.

Exotics do a few things better than our homegrown species. Because they are so hard and the grain is so tight, these woods tend to keep their good looks longer than North American hardwoods. They naturally resist dents, scratches and all sorts of tell tale signs of wear and tear. Thanks to BuildDirect's superior manufacturing standards and go-the-distance warranties, you can feel secure about your purchase well into the future.

With a great selection and prices that can't be beat, there's never been a better way to add inspiration to your home.

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Live Chat has the answer.

Live Chat is on.

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Live Chat

That's what you'll see on our product pages from now on whenever a customer service rep is available to answer your questions in real time.

Don't really know the difference between hardwood and engineered? Just click, ask your question, and our customer service rep will respond in real time.

Wondering if we have travertine in a certain size or whether we'll ever get it? How does shipping work if you live in a small town? When can you expect delivery to your door? Live chat is the source for the answers you're looking for.

Live Chat helps you navigate our site, access our articles, learn more about the floors, tiles, roofing or siding you're interested in, speak with an expert in the field and do it all without distracting the people around you. Did you say "shop at work"? Well now you can.

LEARNING CENTER



Engineered or hardwood floors? BuildDirect helps you learn the difference.

Picking the right floor can be a confusing task. So many choices: color, texture, plank width, finish, thickness and even then you're not done.

Often, you need to decide between engineered or hardwood. What exactly is the difference anyway? Thanks to the easy-to-read articles provided on our web site, you can now get to the root of the issue at a glance. So what's it going to be—an engineered core or solid wood? [Read about it first, then decide.](#) Now that's smart thinking.

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