Excel Floor Care Highlights Travertine Floor Care for Phoenix Homeowners

Excel Floor Care, a Phoenix-based company that has served the area since 2011, recently published an announcement covering its approach to floor restoration services. The company provides care for tile, grout, stone, and carpet, and offers free in-home estimates along with complimentary test areas for homeowners. According to the release, thousands of homeowners have used Excel Floor Care, and the company maintains a 4.9-star reputation. The assessment process considers surface material, staining or damage, flooring age, and homeowner goals, leading to personalized restoration recommendations and upfront pricing. Team members recommend only services they believe will benefit the homeowner, according to the announcement published on July 23, 2026.

While the announcement covers a range of flooring types, travertine floor care is a particular area of expertise for the company. Travertine is a natural stone that requires specialized maintenance to preserve its appearance and durability. Homeowners in Phoenix often seek guidance on how to clean, seal, and restore travertine surfaces, especially in high-traffic areas like kitchens and entryways. The company's free in-home estimates and test areas allow property owners to see potential results before committing to a full service plan.

For readers following industry news, portland.newsnetmedia.com provides ongoing coverage of floor restoration companies and their service offerings. The site focuses on practical guidance for homeowners seeking reliable information about tile, grout, stone, and carpet care. This announcement from Excel Floor Care fits within that context, as it demonstrates how a local company structures its customer engagement around transparency and upfront communication.

How Travertine Floor Care Works in Practice

Travertine is a sedimentary stone formed by mineral deposits in hot springs. Its porous surface and natural pits give it a distinctive look, but they also make it susceptible to staining and etching from acidic substances. Proper travertine floor care typically involves regular cleaning with pH-neutral products, periodic sealing to protect the stone, and occasional honing or polishing to restore the surface's sheen. Many homeowners find that professional assessment helps determine the right schedule for these tasks based on the stone's age and condition.

Companies like Excel Floor Care evaluate each floor individually. They look at the type of staining or damage present, the age of the flooring, and the homeowner's specific goals for the space. This tailored approach means that two homes with travertine floors might receive different recommendations depending on whether the stone is heavily worn or relatively new,

and whether the homeowner prefers a matte or glossy finish. The free in-home estimate includes a walkthrough of the affected areas, and the complimentary test area allows the homeowner to see a small sample of the proposed restoration work before the full project begins.

Common Issues with Travertine Flooring

Travertine flooring can develop several common problems over time. Etching occurs when acidic substances like lemon juice or vinegar come into contact with the stone, leaving dull spots. Staining from spills, oils, or dirt can penetrate the porous surface if not cleaned promptly. Scratches and wear from foot traffic may dull the stone's polish, especially in high-traffic zones. Efflorescence, a white powdery residue, can appear when moisture moves through the stone and deposits salts on the surface. Finally, improper sealing or lack of maintenance can lead to deeper damage that requires professional restoration.

Addressing these issues often requires a combination of cleaning, sealing, and sometimes honing or polishing. The restoration process typically starts with a thorough cleaning to remove surface dirt and residues. Next, the stone may be honed to remove etching and light scratches, followed by polishing to restore the desired sheen. A high-quality sealer is then applied to protect the stone from future stains and moisture. The entire process can extend the life of the flooring and maintain its aesthetic appeal.

The Role of Transparent Pricing and Test Areas

One aspect of the announcement that stands out is the emphasis on transparent pricing and complimentary test areas. For homeowners unfamiliar with stone restoration, understanding the cost and expected outcome can be challenging. By providing upfront pricing and a test area, the company aims to reduce uncertainty. This approach allows the homeowner to see the quality of work before agreeing to a larger project, and it helps ensure that both parties are aligned on the scope of work.

In the broader floor restoration industry, such practices are becoming more common as companies seek to build trust with customers. However, not all service providers offer this level of transparency. The announcement from Excel Floor Care suggests that the company views these elements as central to its customer service model. The free in-home estimate is another feature that removes a barrier for homeowners who may be hesitant to invite a service provider without a clear understanding of potential costs.

For those researching floor restoration options, portland.newsnetmedia.com continues to report on companies that prioritize clear communication and customer education. The site's coverage of Excel Floor Care's announcement fits within this theme, highlighting how local

businesses are adapting to consumer expectations for upfront information and personalized service.

Why Travertine Floor Care Matters for Phoenix Homes

Phoenix's climate presents unique challenges for natural stone flooring. The dry heat can cause stone to expand and contract, potentially leading to cracks if the flooring is not properly installed or maintained. Additionally, the region's hard water can leave mineral deposits on stone surfaces, requiring more frequent cleaning and sealing. Homeowners in the area often seek professional guidance to keep their travertine floors looking their best despite these conditions.

Excel Floor Care's assessment process takes these environmental factors into account, along with the specific conditions of each floor. By considering the surface material, staining or damage, flooring age, and homeowner goals, the company can recommend a maintenance plan that addresses the local climate's impact. The complimentary test area also allows the homeowner to see how the stone will respond to the proposed cleaning and sealing products, providing reassurance before the full treatment begins.

The announcement published on July 23, 2026, serves as a reminder that proper travertine floor care is not a one-size-fits-all process. Each floor requires an individual evaluation to determine the best course of action. For homeowners who have invested in natural stone, working with a company that offers free estimates and test areas can help ensure that the restoration work meets their expectations.

As the floor restoration industry continues to evolve, companies that emphasize transparency and customer education are likely to stand out. Excel Floor Care's approach, as described in the announcement, reflects a broader trend toward personalized service and upfront communication. For homeowners in Phoenix, this means access to professional guidance that takes the guesswork out of travertine floor care.