



USING REAL WOOD on the walls and ceilings is the perfect way to achieve the much-desired farmhouse look.

Sell your customers the wood they see on TV

TURN ON ANY home improvement TV show these days and you're likely to hear the phrases "rustic farmhouse," "industrial farmhouse," and plain old "farmhouse." Typically affiliated with a clean, clear, simple home design look, often accented with exposed beams and/or plumbing, the design elements associated with the phrase are crazy popular, and they're everywhere.

A quick check of Pinterest reveals hundreds and hundreds of pins highlighting kitchens, dining rooms, dens, bedrooms, bathrooms, mud rooms, even dog houses that fall under the "rustic farmhouse" moniker.

How to define this massive trend? The primary element: wood. It can be clear wood, painted wood, stained wood—if wood is the star, you're on the way to creating the desired farmhouse look.

Think simple, homey, and classic: wood accent walls, wooden floating shelves, wainscoting, ceiling wood, cabinet fronts, interior barn doors, farm tables and chairs, exposed beams, and so much more.

With the rustic farmhouse style continuing to grow in popularity, let's talk about three specific products you can sell a customer/builder/designer to bring this trendy, beautiful idea to life within a home.

Beaded Ceiling

Recent consumer research conducted by NELMA highlighted

the fact that homeowners consider a wood ceiling to be a most desirable upgrade. An easy way to provide this improvement to your customers: beaded ceiling. Perfect for bringing a plain, boring ceiling to life, consider recommending the installation of beaded ceiling pattern boards in the same direction as wooden floorboards for a clean look of visual beauty.

Beaded ceilings are a great solution for multiple applications, to include a den with a cathedral ceiling, outdoor living space, a large kitchen, or perhaps a master bedroom. No matter the final installation, beaded wood ceilings will elevate the overall look and feel of any room in your customer's home, in addition to increasing the value of the home.

Shiplap on Accent Walls

Thanks to multiple TV shows touting the versatility, beauty, and strength of shiplap, everyone's a fan these days. But shiplap may not be what your customers think it is!

Shiplap is a joining profile where two board come together. It's the point of joining itself, the actual edge profile, not the face of the board, a reveal pattern, or a specific product. Looking at a wall, it's impossible to tell how two boards were installed: it could be tongue-and-groove, or it could be shiplap. The only way to tell for sure? Looking at the end of the wall if the end edges of each board are exposed.

When your customers (or their builders or contractors) walk through the door asking for shiplap, take a minute to educate them—then lead them to a stack of gorgeous tongue-and-groove eastern white pine! No matter what it's called, it looks beautiful on any wall in any home.

Wainscoting

WAIN-scoH-ting or WAIN-scott-ing? No matter how you pronounce it, wainscoting is the real MVP of home upgrades. Any one of several eastern white pine patterns, such as bead board, tongue-and-groove, or shiplap can be used to create this effect. You'll find it from the lower wall boxes often found in a dining room, to the beadboard wainscoting popular in, well, just about every room in the home! Easy to install and customizable via stain or paint, wainscoting is a quick and easy way to upgrade a room and bring it closer to the much-desired farmhouse look.

A nice bonus? Share with your customers that installing wainscoting not only looks good, but it also keeps walls free of chair marks!

It doesn't look as if the farmhouse look is going away anytime soon, so luckily it's easy to promote and sell the products that will bring a desired look within reach for the end user.

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