



Market Watch

Property owners in and around the Mid South are becoming more aware of the outside and inside appearance of other neighborhoods. Many times we've heard homeowners say, "why didn't our builder offer that?"

Decorative Concrete is:

- Longer Lasting
- Looks Better
- Adds Value



We are constantly pulling up carpet and removing vinyl for homeowners wanting to Acid Stain their floors.

Over the last two years decorative concrete has become the focal point of new and older homes. Carpet is being taken out of older homes for beautiful acid stains. Builders are now offering customers more.

With decorative concrete there is always a phase that is ugly just confusing. This is one reason that most companies that train decorative concrete technicians always tell them to make sure the homeowner goes somewhere.

Educated customers will be happy customers.

DVD's now provide Help for Builders

It's easy to become educated in the decorative concrete industry with the use of books and DVD's. We offer Books and DVD's on several types of decorative concrete. Some cover stained concrete, stamped concrete, countertops, stamped wall mixes, and more. We also provide a showroom where you and your potential or current customers can come and browse different colors and patterns. If you currently have a concrete contractor that provides such services as decorative concrete, our store would be an asset to them. Your customer can pick from samples and your contractor can do the same. At Stone Image Inc we have qualified and experienced Technicians. To answer your questions and concerns. At Stone Image Inc we work closely with many contractors in the Memphis area, all of which are available to you. We can assist you with concrete types and and concrete problems. We provide supplies and tools for Acid Staining, Stamped Concrete, Washed or Exposed Concrete, Faux Mixes, Countertop Tools & Mixes, Quality Solvent and Water base Concrete Sealers and Waxes. We will also come out to your project and provide our input. The Technicians at Stone Image Inc have actually been contractors and have learned through trial and error with their own projects. You may be

surprised to learn that a problem you have may be exactly a problem they have already experienced.

If you're planning a project that contains a type of decorative concrete, feel free to come by or contact us at Stone Image Inc. You will also find supplies like Concrete Surface-Retarder at Stone Image Inc for a far more reasonable price than what you'll find at the ready mix plants. Stone Image Inc surface retarders are modified and environmentally safe. Stone Image Inc is new but striving to grow and help you at the same time.



Successful House Hunting In Today's Market

In the past we've seen homes in some areas sell faster than others. But always we've seen the homes with decorative drives and or decorative interior floors get more offers than do the others. Not only that but the prices are so much higher. I went into one subdivision where homes sold for an average of \$450,000. The homes that had stamped concrete driveways, patios and pool decks seemed to get another 50 to 100 more. Some areas leaned toward reds and others toward earth-/ tones.

We have always found that when doing a decorative drive, patio, or inside floor, the color scheme works better when its a familiar pattern or color. If pulling around the corner and suddenly you see a stamped concrete driveway with a color and pattern usually seen hundreds of miles away, it would most likely seem out of place until you got use to it.

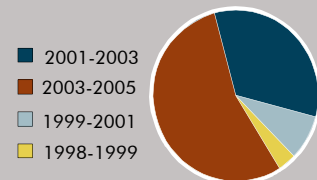
"The awareness of decorative concrete is growing in our area." Get on board today and become part of it.

C. J. Brown

HOUSE HUNTING

Views

Husbands and wives have different views. We've found that men are happy with it if the wife is happy with it. Therefore most problems would stem from not helping the wife and husband become more aware of the decorative process. The wife usually will always see the decorative concrete and love it. Decorative Concrete is growing. Check the chart below.



"Stone Image, Inc. Part of the

fastest growing industry in

Increasing Your Home's Value

- Increasing Value
- Stained Floors
- Increasing Value
- Stamped Driveway
- Increasing Value
- Protective Waxes
- Increasing Value

A stained concrete floor has been cleaned, stained, neutralized, sealed and waxed with 2 to 4 coats. Stamped Concrete driveways usually have Fiber Mesh, Color Hardener, Color Release, Extra Expansion Joints and Two coats of Solvent High Solid Sealer.

Everyone knows that if someone is spending money to have something more, they're most likely going to protect it with the right kind of material and additives. In other words, Decorative Concrete makes a statement. "I'm Better".



WHAT HOME INSPECTORS LOOK FOR

Educated builders and homeowners are always one step ahead of the inspector. Decorative Concrete has had special steps taken to reinforce and protect it from weather and other elements. You just don't see all that cracking up and scaling.