



# Why People Buy Decorative Concrete

**Decorative** concrete *is booming*, but a close examination of the reasons decorative concrete is booming should provide you with the foundation of your marketing materials and presentations. [Continue >](#)



Don't talk integral colors or color hardeners when what the prospect wants is something custom and to work with a craftsman (who gets to interact with a craftsman anymore?). Don't talk about the pricing advantages of decorative concrete when what the prospect wants is a floor that is easy to clean and doesn't harbor mites.

## ***Nine Reasons People Buy Decorative Concrete***

Here are nine reasons people want decorative concrete- find out which one is attracting your prospect and give them just what they want.

1. In this day and age (it's often tough out in the world) people want their own home oasis, a place to get away from it all and cocoon with their family. Those with money to spend (and there are plenty of these people) want their home to be a place of reprieve and relaxation. People are also spending more and more time today at home. They're spending more money today on their homes, doing things like wood flooring, specialty tiles, or marble and decorative concrete. So it makes perfect sense that they would take to this type of option and run it right outside to make their own backyard retreat. The 'nesting' phenomenon, people wanting to make their homes be their castle, is one of the strongest elements of the popularity of decorative concrete. For businesses, such as a retail store or a mall, the need to create an "experience" for customers is desperately needed- if not, a more savvy business competitor will.

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- Concrete is less expensive, in most cases, than stone, marble, or pavers. So upgraded paving is available to a far larger group of potential buyers. Stone or marble are more expensive than concrete by a factor of 1-1/2 to 3 times. So when people are shown they can get the same type of look for a lot less money, it broadens the potential market for that type of product and that's what's happening with decorative concrete.

In this day and age **people want** their own **home oasis**, a place to get away from it all!

- Decorative concrete is a craft product. Working directly with a craftsman to design a one-of-a-kind product is appealing to many people. In this day and age, we buy our furniture and it's been mass-produced in North Carolina (or China) and it arrives at our house ready to use. But many people still like to interact with the craftsman. This option is not available as much as it was in the past. So the fact that you are a craftsman, and possibly an artist, is hugely attractive to people. Just like they buy artwork, the fact that they can have you create a floor for them or a countertop or a backyard patio or a pool deck that's very unique is very attractive to people. Give them a special experience.
- Another reason for the growing popularity of decorative concrete is the ability to customize the product. With granite countertops, for instance, you have to select a slab of granite from what is available. With Corian®, it comes in a limited number of colors or patterns. With tile, you have a certain choice of shapes and sizes. Concrete is totally customizable. You can create something for people that is not available elsewhere, and this is attractive to a substantial percentage of the market. There's a certain group of people who want something simply because everyone else doesn't or can't have it.





***Working directly with a craftsman to design a one-of-a-kind product is appealing to many people.***

5. Decorative concrete is not for everybody – this is actually a benefit. When something becomes too mainstream it falls from favor in the minds of many. Think Wabi-Sabi- concrete can function today as prototypical "complete" aesthetic, nature-based and "soft" in contrast to the "hard" digital aesthetics of modern computer-age design. As such, it offers designers and other creative people a wealth of potential.
6. Concrete is clean. Millions of people suffer from allergies. Concrete flooring doesn't harbor allergens or mites. Concrete is easy to maintain and won't need to be replaced. Compared to concrete pavers or asphalt, maintaining concrete is a breeze. Concrete is recognized as one of, if not the most, long-lasting construction materials on earth.
7. Sustainable design (green building) is big and growing rapidly. Concrete is central to sustainable design. With the energy shortage there's a large and growing sector of the population concerned about sustainable design. Leaving concrete floors stained or polished fits right in with the sustainable design theme. Many of these owners will also be using radiant floor heating which is the most efficient way to heat their home – concrete works beautifully with radiant heat. Radiant floor heating contractors can be an excellent ally in your marketing of decorative concrete. In many cases, they're already being called out for installation of radiant heat- when your local radiant contractor is educated (by you) on the different types of patterns and styles that you can achieve with the concrete flooring, that's going to help him explain to the customer why they should call you, because they certainly don't want to be placing wood or carpet over the concrete when they've done radiant flooring – that defeats the purpose.





8. Many people have lots of money. While this may sound simplistic, a recent Wall Street Journal article noted that 2.3 million US households were millionaires- and over 1.2 million of those households have a net worth greater than 5 million dollars. That's a lot of money! These folks can afford nice things like decorative concrete to go with their nice home interior or outdoor living area.

**Concrete** is clean, it ***doesn't harbor allergens*** or mites making it a great option for people who suffer from allergies.

9. There have been broad improvements in the number and type of decorative concrete products- microtoppings, overlays, stamps, colors, acid stains, dyes, water based stains, epoxy terrazzo, etc. The choices available to buyers have expanded significantly.

What does the above list of decorative concrete benefits mean to you? When meeting prospects, get an idea of what they are looking for. Don't immediately jump in and start to tell them about how inexpensive decorative concrete is or how it compares to other materials- there are lots of reasons to want decorative concrete!





## *Sherpa info*

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## Sherpa info

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### SUMMIT DATE

This document reached the summit (was created) on January 11, 2005 and is based on the best information available to the Sherpa at that time. To check for updates please click here <http://www.ConcreteSherpa.com/peoplebuy>.

### NAVIGATION & USER TIPS

You can move around this guide by using your mouse or keyboard arrows. Left mouse button goes to the next page, right mouse button goes to previous page. Click on the right arrow ( → ) for the next page and the left arrow ( ← ) to go the previous page.

### KEYBOARD SHORT CUTS

	PC	MAC
Zoom in (Larger)	[Ctrl] [+]	[⌘] [+]
Zoom out	[Ctrl] [-]	[⌘] [-]
Full screen/normal screen view	[Ctrl] [L]	[⌘] [L]

### ABOUT THE CONCRETE SHERPA

The Concrete Sherpa is a team of people that represent the experience, teaching and learning of our team members and other industry leaders *on a mission to make life better for the concrete contractor*. We are an idea center striving to deliver thought provoking ideas based on “Concrete Advice for Business and Life” to stimulate you to reach new heights. As a user, you should remember to consider all information you receive, here at the Concrete Sherpa or elsewhere, not as a *cast in concrete* recommendation, but rather as an idea for you to consider and ponder.



## *Sherpa info*

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### THE JOURNEY LEADING TO THE CONCRETE SHERPA PROJECT

The Concrete Sherpa Project (A [Sherpa](#) is a “guide”) was born at The Concrete Network in mid 2004. Here is how it happened:

The biggest surprise, or gift, since starting The Concrete Network in 1999 has been the concrete contractor friends from around the country we’ve made and witnessing the passion they have for what they do. These people include Dave Pettigrew, up in the San Francisco Bay Area, or the Verlennich brothers in Minnesota, or Bob Harris in Georgia, the list goes on and on. It’s quite inspiring.

We were once asked, “How are you so excited every day about concrete?” Well the answer is simple, it is impossible to not be excited about concrete when you have the job we do—interacting with hundreds of concrete contractors from every state in the country.

The thing we’ve learned about concrete contractors is that most are passionate *craftsmen*—they are often less passionate and experienced in the “office stuff”. Human nature channels us to do what we are most comfortable with; learning how to use a new saw-cutting tool is comfortable; learning and implementing a new estimating strategy, or job management tool, is not so comfortable.



## *Sherpa info*

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### THE JOURNEY CONTINUES...

So Sherpa was born to provide FREE and easy to use information on topics many Contractors are not too comfortable with.

- Concrete Sherpa is here to provide help to contractors who are often 'Lone Rangers' and don't have anyone to get solid business advice from.
- Concrete Sherpa is here to provide help for contractors who have to work too hard and too many hours in their business, and one day realize they need to work *on their business, not in their business.*
- Have fun with Concrete Sherpa and go faster towards reaching success than you might have on your own.
- To skeptics who think something free can't be valuable, or there must be a trick- visit Concrete Sherpa and decide for yourself.

We hope you make great use of the Concrete Sherpa and it helps you to become an awesome success for yourself, your family, your church, and your community.

### VISIT THE CONCRETE SHERPA

To visit the Concrete Sherpa click here <http://www.ConcreteSherpa.com>.

