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Importance Of Mock-Ups

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Mock-ups or sample slabs are almost always required on high profile and commercial projects by the architect, engineer, or owner, before construction can begin. [Continue >](#)





Mock-ups ensure that the finished product will meet the owner's expectations, and are used as a benchmark to gauge the quality of the workmanship and materials once the project is completed. All too often on residential projects this "check and balance" system is overlooked or considered to be an unnecessary option. For a novice decorative concrete contractor, investing a little time up front creating a mock-up or sample slab, can be the difference between a successful project and a happy customer, or a call back and a complaint.

“How do you meet a customer’s expectations?” The answer is simple: you create them.

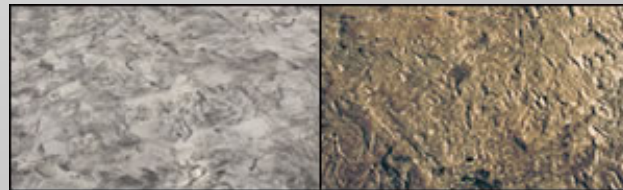
When conducting classes and seminars I like to ask the question, “How do you meet a customer’s expectations?” The answer is simple: you create them. The best way to do that is to show the customer the finished product before any work is done. That gets everyone “on the same page.” If the contractor does this front-end work and job planning correctly, then meeting the customer’s expectations is a simple process of recreating what has already been demonstrated. That goes a long way toward ensuring successful results.





Unlike large-scale commercial projects, creating mock-ups for residential decorative concrete can be pretty painless. With the products, tools, and techniques available today, decorative concrete contractors can produce samples quickly and affordably. A good example would be using our Stampable Overlay on a small board, then applying the color hardener, release agent, texture, and sealer to it. A finished surface is created that can be easily reproduced in a fresh concrete pour. Just remember, all mock-ups must be constructed using the same materials, colors, textures and methods that will be used on the final project. One important note: A mock-up using integral color must be constructed using a minimum of 3 cubic yards of concrete. This ensures uniformity and consistency in the color.

Remember, it is always better - and more profitable - to know that a customer is happy with the proposed project before the work begins than to find out they are unhappy after the project is completed. Look for tips on creating mock-ups and sample slabs on our Web site, or join us at a Brickform seminar in the near future.





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SUMMIT DATE

This document reached the summit (was created) on June 30, 2006 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/mock-ups>.

NAVIGATION & USER TIPS

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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.



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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.



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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

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