



## FOR IMMEDIATE RELEASE

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## LOW-COST, HIGH-RETURN CONCRETE REPAIRS

*Repairing Concrete Surfaces Can Help Properties Make Better First Impressions*

**ATLANTA (April 24, 2008)** – In a highly competitive housing market like today, every advantage counts when attracting potential buyers to your home. For those looking to stand out from the crowd, recent findings are suggesting a home's exterior is the best place to start.



According to the National Association of Realtors (NAR), a home is sold 50 percent of the time before a buyer even gets out of their car. Coupled with the fact that traditional home upgrades, such as costly bathroom and kitchen remodels, are returning less than 70 percent of their cost, you can begin to see why homeowners are looking elsewhere for project ideas.

Exterior improvements, or more commonly known as curb appeal, are typically simple weekend projects whose worth far exceeds the sweat equity invested. For the home's driveway and concrete exteriors, for example, The QUIKRETE® Companies offer a line of inexpensive, easy-to-use products whose impact can mean the difference between another week on the market or making a deal.

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### **The QUIKRETE Companies Inc.**

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## **Spruce Up Driveways**

If a potential buyer pulls into your driveway and a series of small cracks and mystery stains greet them – chances are they're walking away with a negative first impression. QUIKRETE® Concrete Resurfacer offers an economical alternative to replacing old, spalled concrete in giving a refreshed aesthetic to tired surfaces. Following a thorough pressure washing, the application is as simple as mix, pour and squeegee. The resurfacer results in a durable, wear-resistant surface which can be driven on after 24 hours.

## **Quick Patching**

Patching unsightly cracked or pitted concrete surfaces such as steps, driveways and sidewalks can be an easy improvement using the QUIKRETE® Vinyl Concrete Patcher. The versatile, vinyl-infused compound bonds to the concrete surface for a smooth repair. The patcher also has a high resistance to ultraviolet light and heat, and is self-curing so no additional additives are needed.

## **Fix Small Cracks**

For minor concrete repairs, such as cracks less than half an inch in width, QUIKRETE® Gray Concrete Crack Seal offers an easy solution – simply shake the ready-to-use product and pour directly from its bottle. Once applied, the material blends with the natural color of concrete for a uniform finish, becomes dry to the touch in 30 minutes and maintains adhesion throughout freeze/thaw temperature cycles. For detailed application instructions and additional project ideas visit [www.quikrete.com](http://www.quikrete.com).

## ***The QUIKRETE® Companies***

The QUIKRETE® Companies are the largest manufacturers of packaged concrete in the United States and an innovative leader in the commercial building and home improvement industries. QUIKRETE® products are manufactured and bagged in 88 manufacturing facilities in the United States, Canada, Puerto Rico and South America, allowing for unsurpassed distribution and product depth. The QUIKRETE® Technical Center ensures that professionals and consumers alike are provided with the most innovative and highest quality products available on the market. For additional information on The QUIKRETE® Companies or its products, please visit [www.quikrete.com](http://www.quikrete.com) or call (800) 282-5828.

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