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One of today's hottest real estate improvement trends: Stamped concrete

Decorative Concrete



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Where exactly can one use stamped concrete? To find the answer to this question you need to merely take a good look at your surroundings. It can be used for walkways, pool decks, driveways, patios, interior floors, counter tops, porches and more.

It's been said that in today's hot real estate market, property improvements are as good as money in the bank. To put it another way, when a building owner upgrades his or her property they are not spending money, per say, but rather adding yet more value to their existing investment. Even a coat of fresh paint can make a big difference to the value of a property. If a simple coat of paint can have a positive impact on the bottom line, just imagine what a well conceived and artfully installed decorative hardscape can do for the value of a property. But more than just the bottom line, the beautification of one's surroundings can only add to the quality of life and it's tough to put a price tag on that.

One of today's hottest real estate improvement trends is—ready for this—concrete. Yes, you've read that correctly, we said concrete. But, not just any old concrete, we're talking about decorative concrete. This little known, remarkable building technology can add amazing value to any residential or commercial building and

is gaining in popularity for all the right reasons. Stamped concrete, as it is commonly known, has been around for a number of years in warmer weather environments and is really coming into its own here in the northeast. Stamped concrete is concrete that is permanently colored and patterned to resemble brick, flagstone, slate, tile, cobblestone and even wood. There are actually some fifty different patterns to choose from. And, when installed properly, stamped concrete can best be described as artwork and that's no exaggeration. Any good stamped concrete contractor worth his salt will never settle for "good enough." No, the contractors who are truly skilled in this niche market look at each new job as yet another opportunity to create a masterpiece.

Where exactly can one use stamped concrete? To find the answer to this question you need to merely take a good look at your surroundings. It can be used for walkways, pool decks, driveways, patios, interior floors, counter tops, porches and more. With its manifold applications, patterns and

available colors the only real limitation of stamped concrete is the imagination. I know that this may sound like a pretty bold statement but it's true. Get yourself familiar with stamped concrete and you'll see for yourself.

For example, with over 30 different colors to choose from, a building owner can easily match their new patio to the color of the building, its roof or even its shutters. Colors can even be applied in varying levels of intensity to truly achieve a look that is sure to satisfy anyone's taste.

It's important to mention that decorative and stamped concrete is ideal for businesses as well. Decorative concrete is rapidly becoming a popular counter surface as well as a means to dress up a lobby, reception area or main floor.

This all sounds good but what if you already have a decent concrete slab? Do you need to tear it out to make way for a new decorative installation? The answer is NO. You can still apply a top quality, decorative look to an existing slab through the use of an overlay system. An overlay can top off any existing concrete surface with a

brand new color and pattern that is sure to make your eyes pop. A good contractor can also etch and stain an existing concrete surface to achieve a look of tile and even marble. Staining comes in very handy for basement and lobby floors and even garage floors.

Earlier in this article it was mentioned that stamped and decorative concrete is growing in popularity for all the right reasons. Due to the wide variety of patterns and colors available, and the cost of stamped concrete in relation to the materials for which it substitutes, it's easy to see why it's becoming so popular. Add to that the fact that stamped concrete is easier to maintain than real brick, cobblestone, pavers or slate and you've got all the ingredients for a real winner.

Finally, some contractors install stamped concrete exclusively while others make it just a part of what they offer. Either way, make sure to choose a contractor with experience and one who has a strong track record of satisfied clientele. Do not be afraid to request references and ask to see samples of their work. All good contractors accumulate photo albums of their past projects and they'd be happy to show them off.

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