

# **GRANIFLEX™**

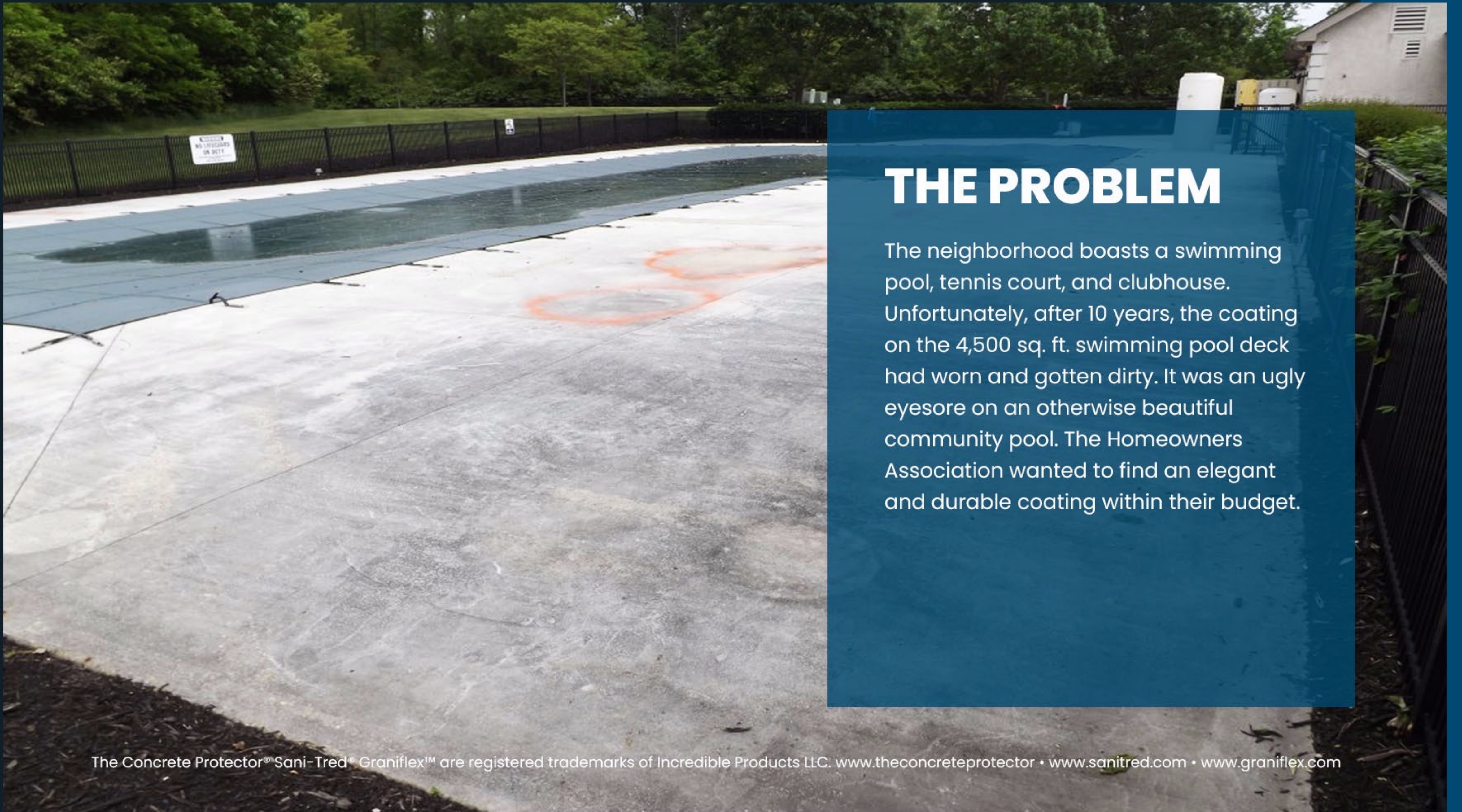
WITH GRANISEAL

## **CASE STUDY: COMMERCIAL POOL DECK**

The Amberleigh North subdivision is one of the Central Ohio's most beautiful neighborhoods. Located in Dublin, Ohio, it is comprised of approximately 120 high-end homes along the banks of the Scioto River and just south of the Amberleigh Community Park.



**SANI-TRED®**



## THE PROBLEM

The neighborhood boasts a swimming pool, tennis court, and clubhouse. Unfortunately, after 10 years, the coating on the 4,500 sq. ft. swimming pool deck had worn and gotten dirty. It was an ugly eyesore on an otherwise beautiful community pool. The Homeowners Association wanted to find an elegant and durable coating within their budget.

# THE SOLUTION:

# **GRANIFLEX™**

**WITH GRANISEAL**

One of our contractors in Columbus, OH proposed installing the *Graniflex™* System from the Concrete Protector®. They started by grinding off the old coating, and applying the *Graniflex™* System with Graniseal. The entire process took just two days.



**SANI-TRED®**

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# THE RESULTS

The HOA liked that **Graniflex™** offered a crack-resistant coating while providing a sophisticated decorative look. Graniflex's fast install time allowed the entire process to be completed before the pool's opening. Our contractor enjoyed the ease of installing the product and the consistent results. In addition, the **Graniflex™** System allowed them to meet the client's budget while still making a considerable profit. Our Incredible Contractor charged \$35,000 (\$7.75 per sq. ft.) while only costing them \$11,250 (\$2.50 sq. ft), allowing our contractor to make almost \$25,000 for a couple of days of work.

**GROSS: \$35,000**

**PROFIT: \$25,000**

**GRANIFLEX™**  
WITH GRANISEAL™



**SANI-TRED™**

# COMMERCIAL PROJECT PROFIT

<b>MATERIAL COST</b>	\$2.25/FT.
<b>LABOR</b>	\$0.25/FT.
<b>RETAIL PRICE</b>	\$7.75/FT.
<b>GROSS PROFIT</b>	\$5.25/FT.
<b>BID</b>	\$35,000.00
<b>EXPENSES</b>	-\$11,250.00
<b>PROFIT</b>	<b>\$23,750.00</b>

# ANNUAL BUSINESS PLAN

*Based on the Average of 3,500 sq./ft. Pool Deck*

PLAN ANALYSIS	ONE JOB PER WEEK	TWO JOBS PER WEEK	THREE JOBS PER WEEK
CREW SIZE	2 Part Time	2 Full Time	3 Full Time
LABOR HOUR TOTAL AT \$20	50 (\$1,000)	100 (\$2,000)	150 (\$3,000)
GROSS COST - T&M	\$11,250	\$22,500	\$33,750
GROSS PROFIT	\$23,750	\$47,500	\$71,250
YEARLY POTENTIAL SALES (25 WEEKS)	\$420,000	\$840,000	\$1,260,000
<b>YEARLY POTENTIAL PROFIT (25 WEEKS)</b>	<b>\$285,000</b>	<b>\$570,000</b>	<b>\$855,000</b>

