

GRANIFLEX™

WITH GRANISEAL

CASE STUDY: SMITH POOL DECK

RESIDENTIAL



SANI-TRED®

THE PROBLEM

The Smith family is an upper middle-class family in the Midwest with an aging 1,000 sq. ft. pool deck. After six years, the concrete began to crack and deteriorate with no coating or sealer. The Smiths wanted a solution to fix ugly cracks so they wouldn't return. They also wanted an attractive finish matching the pool and pool house color. In addition, they wanted a seamless look where the joints were and a non-slip finish when wet.

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THE SOLUTION

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Our contractor recommended the **Graniflex™** Decorative Resurfacing System for its beauty and crack resistance. The concrete was prepped and the joints and cracks were filled in with LRB (Liquid Rubber Base). Our contractor then applied the industrial-strength, UV-stable **Graniflex™** coating.



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THE RESULTS

The Smiths loved the ability to pick from the many flake color combinations to color coordinate with their pool. They liked that **Graniflex™** offered a crack-resistant coating with a seamless look. The non-slip coating gave them peace of mind when the pool deck was wet. Our contractors prefer Graniflex™ because not only does it sell itself, but it is also quick to install. They can rapidly move on to making more money without worrying about having to redo a job. The **Graniflex™** System allows them to impress clients while making a considerable profit. Our client charged \$7,500 (\$7.50 per sq. ft.) dollars while only costing them \$3,400 (\$3.40 per sq. ft.), allowing them to make about \$4,100 for 1-2 days of work.



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RESIDENTIAL PROJECT PROFIT

MATERIAL COST	\$2.50/FT.
LABOR	\$0.90/FT.
RETAIL PRICE	\$7.75/FT.
GROSS PROFIT	\$4.75/FT.
BID	\$7,500.00
EXPENSES	-\$3,400.00
PROFIT	\$4,100.00



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	\$3,500	\$7,000	\$10,500
GROSS PROFIT	\$4,000	\$8,000	\$12,000
YEARLY POTENTIAL SALES (25 WEEKS)	\$187,000	\$374,000	\$561,000
YEARLY POTENTIAL PROFIT (25 WEEKS)	\$100,000	\$200,000	\$300,000

